



**Tradelink Publications Ltd**

Publishing, Printing & Website Services for the Mining Industry

# 2017 Editorial programme





### Dear Industry Professional

There are few sectors of the mining industry that have not been impacted by the continued downturn in the mining industry. The speed with which this occurred took almost everyone by surprise, and many are now asking: "Is this the new norm?" The smart money is on the fact that prices will begin to creep up towards the tail end of 2017, but of course there is no accounting for the possibility of a new global economic crisis (unlikely in my mind), or a sudden surge in manufacturing (equally unlikely) in Germany, Japan and India, and of course China (and certainly not to the elevated levels seen at the earlier stages of this decade.)

However, one might have been forgiven for thinking that this was a once in a lifetime occurrence. Far from it. But what this means is that those now near the top of the corporate tree were in mid-managerial positions when the last cycle was at its nadir, and whilst possibly mere observers at the time, they gained considerable insight into how such scenarios can be successfully managed and are now putting into practice this knowledge and experience.

In terms of the financial markets, it is for investors to judge if such actions have been appropriate and suitable, have they been done in a timely enough fashion, and do they leave the organisation slimmed down and fit for purpose (or starved to the point of extinction). Analysts can advise all they like (and suggest cautious procrastination), but at some stage the mining sector will emerge and to ride that new wave one needs to accept that the old order has ceased to exist and a whole new set of organisations will soon be in play. Indeed who could have foreseen the Komatsu-Joy deal?

I believe that those still left standing – whether they are mining companies, equipment manufacturers or service providers – have already weathered the worst of the storm. It is worth repeating the fact that this slump is an opportunity to concentrate on research and development, incorporate cutting-edge technology into your operation, implement new training methods, recruit the next generation of industry leaders/thinkers, develop new safety standards and embrace innovations that will keep your organisation at the vanguard of its game, and set your organisation apart from the rest of the pack.

The need to "invest in the future" should be at the very heart of your organisation's strategy to weather this period and emerge leaner, stronger and more profitable. I, for one, view this period as an opportunity to consolidate and enhance my commitment to the industry that has kept me fed and watered over almost half a century. We are - after all - in this together, and for the long-haul.

Yours sincerely  
Trevor Barratt

MD and Publisher  
*Mining World and Coal International.*



Every issue of *Coal International* and *Mining World* contains feature articles, case studies, new plant, latest innovations in both underground and surface operations, global news roundup, finance, health and safety, site reports and one on one discussion with senior leaders and engineers within the industry.

Comprehensive coverage throughout the year for both hard rock and coal and covering a multitude of equipment topics.

It does not matter which issues you chose to promote your company as the quality readership remains the same throughout the year.

We understand after many years of publishing our journals the importance of reaching your targeted audience and giving your valuable people on the ground maximum exposure whether at the mine site or corporate office.

## Quality v Quantity

Size of the media- Yes, costs per thousand usually goes down as circulation increases, but do you want to tell your story to a select group of targeted prospects or a larger group that your percentage of interest is less or virtually nil.

The most brilliantly conceived and demonstrated marketing message isn't going to do anybody any good unless the intended audience is exposed to it.

## Circulation

Tradelink update and maintain daily over 14,000 mining companies and their operations on our database containing details of:

### Head Office:

CEO's, Technical Directors, Procurement Departments and CFO's

### Mine site:

Mine Manager, Electrical/Mechanical Engineers and Health/Safety officers

Based on the above personnel we have the facility to reach out to over 112,000 senior decision makers in both print and digital.



## International **Guide** to the **Coalfields**

### History

First published in 1948, the International Guide to the Coalfields is an annual directory listing global mining operations and operators, alongside production statistics, country profiles and more. Long regarded as the “coal industry Bible” by mine managers and engineers it acts as a comprehensive marketing tool within the industry.

Up to date contact details together with relevant mine addresses, senior personnel and engineers The International Guide to the Coalfields is quite possibly the most useful reference tool available and is also available on-line.

### Advertising Rates

Front cover	£3,500	Full page	£2,400
Back cover	£2,800	Half page landscape	£1,250
Inside covers	£2,500	Quarter page landscape	£660
Double page spread	£4,500	Classified (Various sizes)	from £125
Inserts	Up to A4 size contact us for competitive rates		

Please supply adverts as a PDF high resolution (300 dpi or more) with 3mm bleed in CMYK format - Advertisements received as RGB will be converted to CMYK and colour variation may occur

Note: Do not place text within 10mm of the edge of the page

### Contents

#### Operating companies

Name, address and contact details of operating companies, with details of their subsidiary companies.

#### Mining operations

Name, address and contact details of operating mines throughout the World, with information on mine type, method of mining and production figures where available.

#### Industry suppliers

List of OEMs, parts and service providers to the coal mining industry. Branch details with contact person and short company profile. All companies cross-referenced to products and services.

#### Products and services section

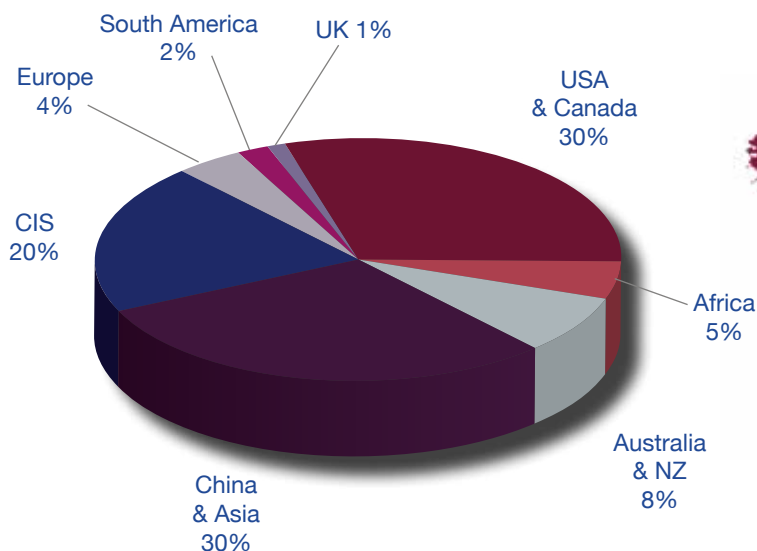
Alphabetical listing of goods and services provided by the industry suppliers.

#### Distribution

Complimentary copies are posted to the most productive operating companies around the World in return for their verification of our data. Contact [admin@mqworld.com](mailto:admin@mqworld.com) to see if you qualify for a free copy.



### Circulation by geographical area





# From Exploration through to Production onto Processing and then onto Market

Both *Mining World* and *Coal International* cover grassroots exploration from walking-the-ground through to aerial reconnaissance, evaluation drilling, trenching and pilot processing plants. Once feasibility studies have been conducted, we follow the process from construction, ramp-up and production through to end-of-mine-life, equipment recovery and site rehabilitation.

Our articles and news items cover all aspects of mining from the choice of mining method through to equipment evaluation, maintenance, automation, IT initiatives, commodity reviews and sector specific development work, indeed we are there covering every crucial step



of the way from inception through production and onto site remedy.

Mine Management and Specialist Engineers (including geologists, drilling companies, mechanical and maintenance personnel, construction contractors and electrical engineering personnel) at both senior levels and at mine sites, are at the forefront of the readership profiles for both of our journals. Whether one is examining, evaluation or reviewing an opencast or an underground operation, we aim to clearly promote all the



latest technological innovations, research and advances being made within the industry, in order to increase production, sustainability and cost efficiencies, as well as improve safety standards.

## Material handling

We cover the complete transport route from muck pile via trucks, scoop trams, loaders, conveyors, skips, hoppers and surge bins through to the pipework associated with processing plants, before its arrival at stockpiles and bulk-recovery, through to rail transport and shipping.



**Tradelink Publications Ltd**

Publishing, Printing & Website Services for the Mining Industry

## Overview

Tradelink Publishing's flagship publication, *Coal International* is probably the oldest English language coal magazine in the world. Established in 1858 as the Colliery Guardian, it is distributed to an international database of mining professionals involved in the buying cycle that include:

Operating companies  
Senior management i.e. CEO, CFO and Directors  
Procurement departments  
Mine managers  
Mine Electrical Engineers  
Mine Mechanical Engineers  
Safety and sustainability departments

*Coal International* expanded to become an international publication when the UK's coal industry was privatised in the mid-1980s, and is now regarded Worldwide as the No 1 magazine within the coal industry for equipment suppliers and service companies.

- Published six times a year
- Available as hardcopy and downloadable PDF
- *Coal International* is also printed in Chinese, Russian and Polish languages. First ever coal journal established in the Russia and Chinese markets over 15 years ago.
- Besides a wealth of feature and technical articles, site visits and industry news, *Coal International* also covers health & safety, sustainability and financial news, alongside new products & equipment in every issue covering both underground and surface operations.



## Advertising Rates

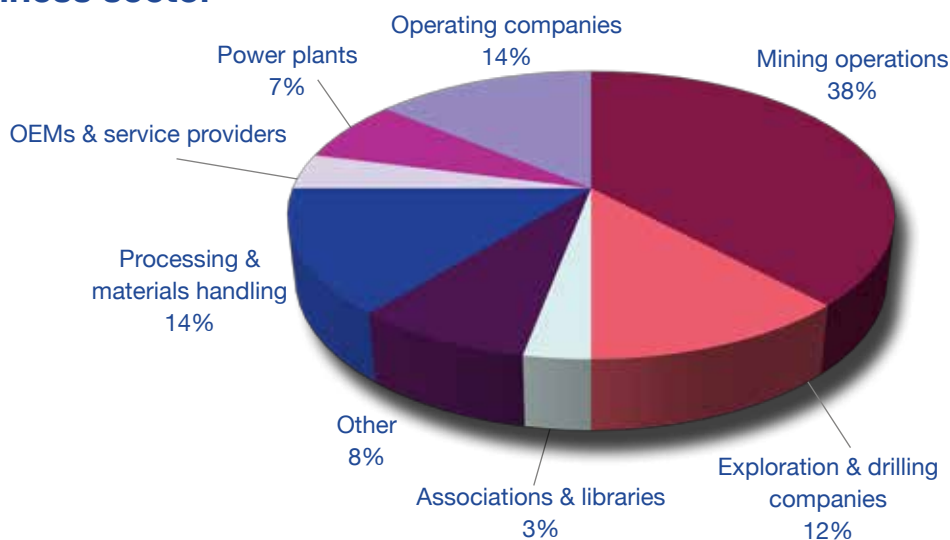
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## Circulation by business sector

14%	Processing & materials handling
38%	Mining operations
12%	Exploration & drilling companies
14%	Operating companies
7%	Power plants
3%	Associations & libraries
4%	OEMs & service providers
8%	Other



Others include - smelters, steel processes and PR companies

## Proposed subjects for CI

Every issue of *Coal International* contains the latest news, new plant and equipment, health safety and sustainability issues affecting the industry.

### January-February

- Surface Reclamation
- Screen Management
- Articulated Trucks
- Conveyor Safety
- Surface/Underground Drilling

Bonus copies: MiningWorld Russia 25-27 Apr  
PDAC 5-8 Mar

**Copy date: 13 January**

### March-April

- AFC Review
- Pump Management
- Power Units
- Dust Control
- Road Headers/Continuous Miners

Bonus copies: IMCE Turkey 11-14 Apr  
SMOPYC Spain 25-29 Apr  
CIM Montreal 30-May 3 Apr

**Copy date: 17 March**

### May-June

- Bucket Wheel Excavators
- Conveyor Repair
- Feeder Breakers
- Water Management
- Lubrication Excellence

Bonus copies: Ugol Rossii 6-9 June

**Copy date: 12 May**

Further articles of interest to be added throughout the year.

Site visits plus a one on one interview with top executives and engineers within the industry.

All year round focused articles from exploration through to production.

### July-August

- Shield Highlights
- Heavy Media Separation
- Excavators
- Stockyard Storage
- Dust & Fire suppression

Bonus copies: Aimex 29-31 Aug  
Katowice Poland Sept 2017  
Mining Indonesia 20-23 Sept  
SURIMEP 21-23 Nov

**Copy date: 14 July**

### September-October

- Shearers
- Ventilation Developments
- Mine Rescue
- Equipment Monitoring
- Underground Aerial Transport

Bonus copies: China Coal & Mining

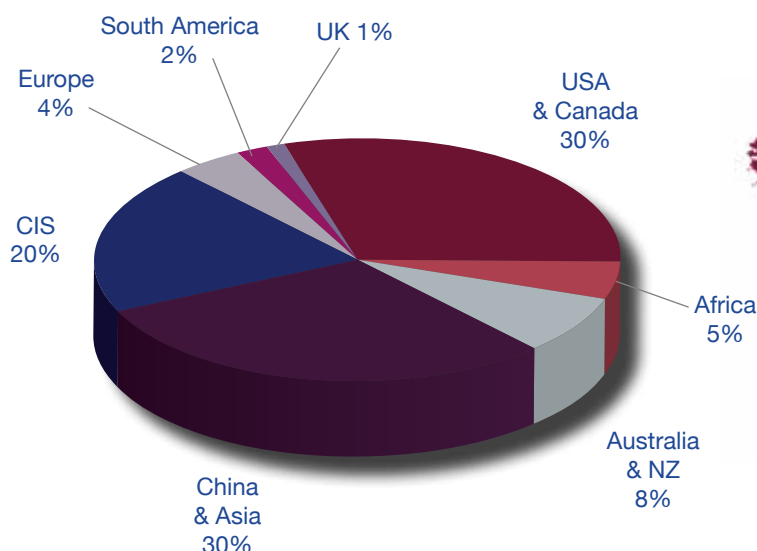
**Copy date: 15 September**

### November-December

- Conveyor Cleaning
- Drives and Gears
- Portable Power
- Gas Monitoring
- Underground Man Transport

**Copy date: 17 November**

## Circulation by geographical area





## Overview

*Mining World* covers the surface and underground mining sectors. Besides a wealth of technical articles, site visits and industry news, *Mining World* also covers health & safety, financial news, alongside new products & equipment in every issue.

Further articles of interest will be added throughout the year. Should your company wish to contribute any articles or white papers of interest please note the copy deadlines.

- Over 12000 qualified email addresses
- A Worldwide circulation concentrating on the English speaking countries and Europe
- Published six times per year
- Posted free of charge to mine operators, managers, drilling and processing companies.
- Addressed directly to the people who influence the purchasing decisions within their companies
- Other recipients include trade associations, educational establishments, libraries, OEMs and service providers
- Extra copies distributed at exhibitions and conferences



## Advertising Rates

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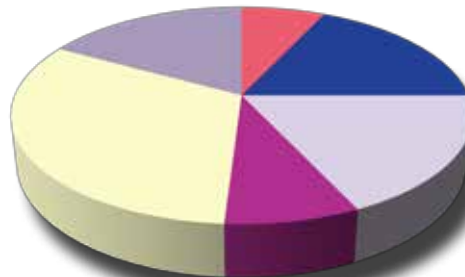
Note: Do not place text within 10mm of the edge of the page

## Circulation by commodity



16%	Coal	3%	Diamond
15%	Gold	6%	Nickel
8%	Silver	14%	Iron ore
3%	Uranium	10%	Potash
9%	Other/combination	11%	Copper
5%	Molybdenum		

## Circulation by business sector



17%	Exploration & drilling companies
32%	Mining operations
7%	OEMs & service providers
18%	Operating companies
8%	Other
18%	Processing & materials handling

Others include - smelters, steel processes and PR companies



Every issue will contain different methods of material handling and processing both underground and surface, news relating to health and safety. Latest plant and equipment updates, global news roundup, finance, movers and shakers plus interviews with top executives and engineers worldwide.

## February:

- Screens Developments
- Pumps Review
- Crushing Management
- Articulated Trucks
- Conveying Excellence

Bonus copies: PDAC 5-8 Mar  
MiningWorld Russia 25-27 Apr

**Copy date: 13 January**

## April:

- Surface Drilling
- Mine Software
- Mine Conflict
- Front End Loaders
- Processing Tungsten

Bonus copies: IMCE Turkey 11-14 Apr  
SMOPYC Spain 25-29 Apr  
CIM Montreal 30-May 3 Apr  
Exponor Chile 15-19 May  
Ugol Rossii 6-9 June

**Copy date: 17 March**

## June:

- Workers Health
- Haul Trucks
- Underground Aerial Transport
- Shotcreting Review
- Froth Flotation

Bonus copies: Beltcon South Africa (tbc Aug 2017)

**Copy date: 12 May**

## August:

- Exploration Drilling
- Drives and Gears
- Wire Ropes
- Grinding Highlights
- Mine Design

Bonus copies: Aimex 29-31 Aug  
Mining Indonesia 20-23 Sept  
Katowice Poland (tbc Sept 2017)  
SURIMEP 21-23 Nov

**Copy date: 14 July**

## October:

- Wheel Loaders
- Dredging Innovations
- Solution Mining
- Equipment Monitoring
- Blind Hole Drilling

Bonus copies: China Coal & Mining

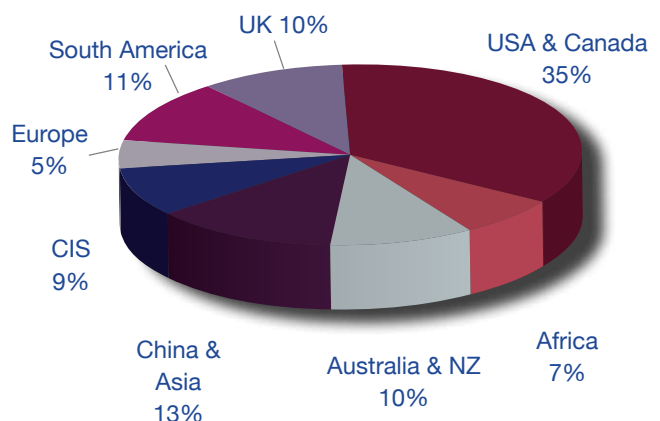
**Copy date: 15 September**

## December:

- Underground Drilling
- Pipe Conveyors
- Blasting overview
- Heap Leaching
- Tyre Protection

**Copy date: 17 November**

## Circulation by geographical area



- **A total package to all our advertisers that offers real-time customer support in print, digital and PR support**
- **Creating innovative content and marketing opportunities**
- **A multi-media experience to reach your target audience**

## Reach – Reputation – Reliability

### Quality never goes out of style

#### Exhibitions and conferences

Over the last 20 years Tradelink with both *Coal International* and *Mining World* has always maintained a presence at major exhibitions in India, China, Russia, USA, Poland, South Africa and Europe. Our policy has always been especially with our foreign language issues that every single operating company and operations Management and Engineers within the region have all received copies of the journals before the event leaving us to distribute further bonus copies from our stand. We very rarely over the many years we have attended see any other International journals present especially so in Russia, India and China

2017 – We will be present at:

Aachen – Germany

Novokuznetsk – Russia

Katowice – Poland

China Coal & Mining Expo 2017 – TBC

Bonus distribution at the following events:

PDAC

MiningWorld Russia

IMCE Turkey

SMOPYC Spain

CIM Montreal

Exponor Chile

Ugol Rossii

Aimex

Beltcon South Africa

Mining Indonesia

SURIMEP

A service that is second to none.

Benefits of advertising with us:

1. **Print** – Quality circulation mail merged from our daily updated database of 14000 operating companies and mines. BPA audit will be applied for.
2. **Online news** – guaranteed press coverage throughout the year on [www.mqworld.com](http://www.mqworld.com) currently attracting over 3-4 thousand visitors per day and growing.
3. **Regular feedback** on visitor interest
4. **Your news uploaded** to all social media and a further 58 mining groups within our LinkedIn contacts.
5. **Monthly e-newsletter**

Your press releases guaranteed and mailed to our database.

**THIS BEST OF BOTH WORDS PACKAGE IS ONLY AVAILABLE TO ADVERTISERS**

To discuss rates please contact:

[gordon.barratt@tradelinkpub.com](mailto:gordon.barratt@tradelinkpub.com)





Agency discount	10% on application
Multiple booking discount	Please contact our Sales Department for available offers
Foreign language journals	Same rates and data as English issues
Restrictions	Advertisements published with the approval of the publisher

## Internet Services

Digital Media	Description	Per Annum
Company link	Company logo linked to your own website and entry in the Industry Suppliers section of <a href="http://www.mqworld.com">www.mqworld.com</a> 220(w) x 150(h) pixels	£350.00
Title banner	1200(w) x 130(h) pixels (72 dpi)	£1,000.00
Border banner	300(w) x 228(h) pixels (72 dpi)	£1,200.00
Video link		£POA
Bespoke multimedia packages	Available on application to include: Mining World, Coal International and The International Guide to the Coalfields	

Please supply banners as an animated GIF or JPEG file to [admin@mqworld.com](mailto:admin@mqworld.com)

Position & Size	Mechanical Data
Front cover MW	210mm x 250mm 3mm bleed on all sides
Front cover CI	210mm x 240mm 3mm bleed on all sides
Front cover GTTC	210mm x 225mm 3mm bleed on all sides

Front covers are compiled of an operational image and company name or logo with contact details inside the publication

Back & Inside covers	210mm x 297mm 3mm bleed on all sides
Double page spread	420mm x 297mm 3mm bleed on all sides
Full page	210mm x 297mm 3mm bleed on all sides
Half page landscape	185mm x 131mm no bleed
Half page portrait	90mm x 263mm no bleed
Quarter page landscape	185mm x 65mm no bleed
Quarter page portrait	90mm x 131mm no bleed

## Subscriptions to Publications

Title	Language	ISSN/ISBN	Issues and Cost Per Annum	
Mining World	English	2045-2578 2045-2586 (online)	6	£70.00 £60.00 (UK)
Coal International	English	1357-6941 2045-2985 (online)	6	£160.00 £140.00 (UK)
Coal International	Chinese	1357-6941	1	£30.00
Coal International	Polish	1357-6941	1	£30.00
Coal International/Mining World	Russian	1357-6941	2	£60.00
International Guide to the Coalfields	English	1364-7512 978-0-9554436-7-1	1	£150.00
Mining and Commodity Reports	English	On-line shop		POA
Agency discount	10%			

