



Tradelink Publications Ltd

Publishing, Printing & Website Services for the Mining Industry

2018 Editorial programme



Dear Industry Professional

The changing face of the industry

They say in the mining industry its human nature to follow the crowd upwards and downwards! Can we avert or soften future Boom-Bust Mining Cycles? – If so, how? It's a well-known fact that demand ultimately drives up prices, and prompts exploration for more supply. New ore body discoveries lead to new mines, which then increase supply over demand, driving down prices (causing a bust). Less efficient mines are then forced to close, leading to a loss of supply and dwindling stockpiles. This then causes prices to recover, leading to some old mines being re-opened. However, this fails to meet demand, causing prices to rise further, leading to another boom, and so on. Mining egos make the mining industry more prone than others to a boom-bust scenario, some do not survive and others through acquisition and organic growth remain. People make way for a younger generation of decision makers and hopefully life goes on riding the ups and downs.

Mining companies, the giants at least, have survived and weathered storms for well over 150 years. These companies did not survive for such lengthy periods because of booms in commodity prices. They survived in spite of them. These iconic companies endured because they knew that survival depended on consolidation and diversification when times were down. Merely waiting around for an up cycle was never an option. Not for the survivors at least. In mining life isn't easy. Business isn't easy and there aren't easy times.

OEM's

Underground mining equipment complementing surface mining, quarry and construction products is the main reason for the largest mining equipment manufacturers acquisitions, Komatsu-Joy and CAT-Bucyrus are prime examples. The diversification of construction, tunnelling, quarrying and mining has never been more apparent than in today's market, after all for example, something like backhoes and crushers etc. can be used in either industry. One company's product complimenting another is another way of consolidating the future alongside organic growth.

We at Tradelink have taken on-board this diversity and as from January 2018 *Mining World* will revert to its original title *Mining & Quarry World* that first launched in 2004. This is to encompass the many mining manufacturers who supply equipment to all the markets mentioned and gives added value to their marketing strategies by also encompassing the quarry sector through our circulation. Our existing web site www.mqworld.com will be the dedicated site for the journal.

Our flagship journal *Coal International* will have its own dedicated stand alone site. www.coalinternational.com

We will also be developing The International Guide to the Coalfields from a print directory first published in 1948 into a modern digital format hosting a range of search facilities. It's unfortunate to lose the history of the guide in its print format, however today's industry requires information on the move electronically.

As with anyone involved with the mining industry, boom and bust affects all involved in the cycle in particular the many mining equipment manufacturers who have battled to survive for many years to uphold their traditional expertise in the market, a lot of name changes along the way but still with some retaining the original company's identity.

This has forced the industry to consolidate and innovate, technology has become a major force in driving equipment sales, and more energy-efficient equipment is being sought in an effort to maximize efficiency and financial return.

Have a great 2018

Yours sincerely
Trevor Barratt M.D.



NEWMONT



RASPADSKAYA
RASPADSKAYA OJSC



Peabody
ENERGY



AGNICO EAGLE



BARRICK



ANGLOGOLD
ASHANTI



AngloAmerican



中国神华
CHINA SHENHUA

Every issue of *Coal International* and *Mining & Quarry 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 select 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 25,000 mining companies and their operations on our database, leading to in excess of over 100,000 mining contacts 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

www.mqworld.com has in excess of 16,000 users and over 30,000 page views per month, based on the above figures and personnel we have the facility to reach out to over 112,000 senior decision makers in both print and digital.



MINING & QUARRY WORLD



PARIS
23 - 28 APRIL 2018

INTERNATIONAL EXHIBITION
FOR CONSTRUCTION
AND INFRASTRUCTURE

Attending Intermat Paris in 2018 ?

Mining & Quarry World will be attending this exhibition and distributing several thousand copies of our publication

Tradelink Publications Ltd, 9 Storey Avenue, Gedling, Nottingham NG4 4GN United Kingdom
Tel +44 (0)1777 871007 | Fax +44 (0)1777 872271 | Email admin@mqworld.com | www.mqworld.com



Ugol Rossii & Mining Novokuznetsk
05. - 08. June 2018 | Trade fair for mining technology



Russian Language issue

Once again *Coal International* & *Mining & Quarry World* will be exhibiting at the event.

Mining & Quarry World and *Coal International* has a hard earned reputation for bringing innovative material and cutting-edge developments to the attention of our international and professional readership, as a publisher we welcome articles and equipment reviews from companies, suppliers, manufacturers, service facilitators and many other subject matter-experts, to contribute article content please contact: trevor@miningworld.co.uk

If you would like to increase the traction and marketing potential to your products by advertising in this issue, please contact: gordon.barratt@tradelinkpub.com/info@gsm-international.eu and secure your space for 2018.

Tradelink Publications Ltd, 9 Storey Avenue, Gedling, Nottingham NG4 4GN United Kingdom
Tel +44 (0)1777 871007 | Fax +44 (0)1777 872271 | Email admin@mqworld.com | www.mqworld.com

MINING & QUARRY WORLD

The show will take place from 26–28 June 2018



Mining & Quarry World will be attending the Hillhead exhibition and distributing several thousand copies of our publication.

To secure your space for this most prestigious event contact:
gordon.barratt@tradelinkpub.com or telephone +44 (0)1909485105

Tradelink Publications Ltd, 9 Storey Avenue, Gedling, Nottingham NG4 4GN United Kingdom
Tel +44 (0)1777 871007 | Fax +44 (0)1777 872271 | Email admin@mqworld.com | www.mqworld.com

From Exploration through to Production onto Processing and then onto Market

Both *Mining & Quarry 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



or an underground operation, our aim is to clearly promote all aspects of mining to our discerning readership.

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.



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, evaluating or reviewing an opencast



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.

We understand your need to get your marketing message out to the intended audience, *Coal International* is regarded as the worlds No 1 publication serving the Coal Industry for equipment suppliers and service companies. With over 6,000 print copies distributed worldwide every issue and in excess of 3,000 digital downloads as well as 2,500 bonus copies distributed at every exhibition we attend; based on the above distribution rate and our unrivalled attendance worldwide we are truly the premier publication to be with.

- 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.



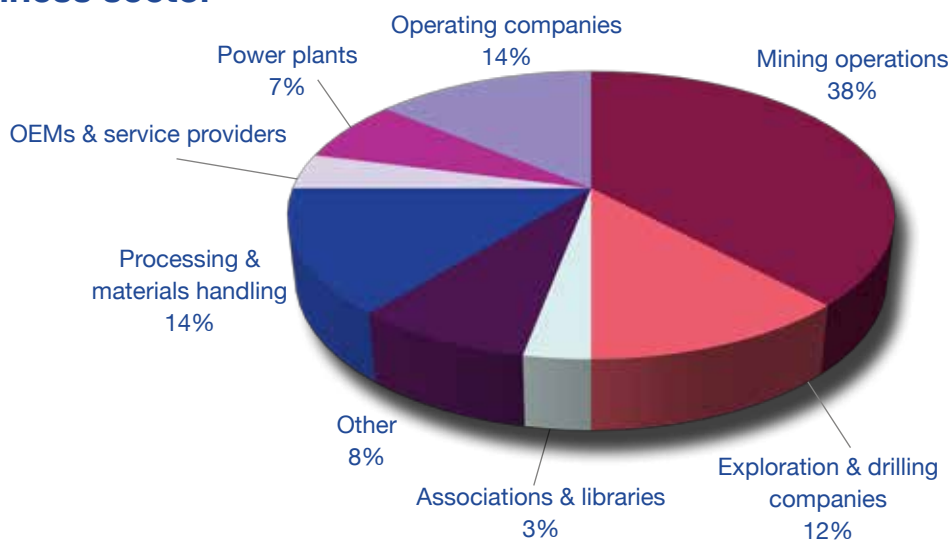
Advertising Rates

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		

Advertising in Europe and rest of the World contact:
gordon.barratt@tradelinkpub.com +44 (0)1909485105
Advertising in Germany, Austria and Switzerland contact:
info@gsm-international.eu +49 2131 51 18 01

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.

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.

January-February

- Strata control – Roof bolting
- Surface drilling
- Crushing and screening
- ADT/Excavator developments
- Wheel loaders

Bonus copies: PDAC 2018: 4-7 Mar Toronto
BAUMA CONEXPO AFRICA: 13-16 Mar Johannesburg

Copy date: 20th January

July-August

- Coal preparation/Equipment review
- IPCC- Latest developments
- Shearer update
- Roof supports
- Mine planning software

Bonus copies: Electra Mining 10-14 Sep Johannesburg

Copy date: 20th July

March-April

- Longwall review/Automation
- FLP switchgear and motors
- Pumping highlights/ Lubrication
- Conveying underground and surface
- Signals and communications

Bonus copies: Coaltrans Asia 6-8 of May Indonesia
Wampex 2018: 30 May-1 Jun Accra

Copy date: 24th March

September-October

- AFC and Stage loader review
- Water Management
- Ventilation
- Winding gear
- Machine monitoring – The internet of things

Bonus copies: World Coal Leaders Network 14-16 Oct Spain

Copy date: 21st September

May-June

- Room and Pillar
- Feeder breakers
- Continuous miners/Roadheaders
- Shuttle cars
- Dust suppression

Bonus copies: M&T Expo: 4-8 Jun São Paulo
Ugol Rossii & Mining 2018: 5-8 Jun Russia
25th World Mining Congress 2018: 19-22 Jun Astana City

Copy date: 25th May

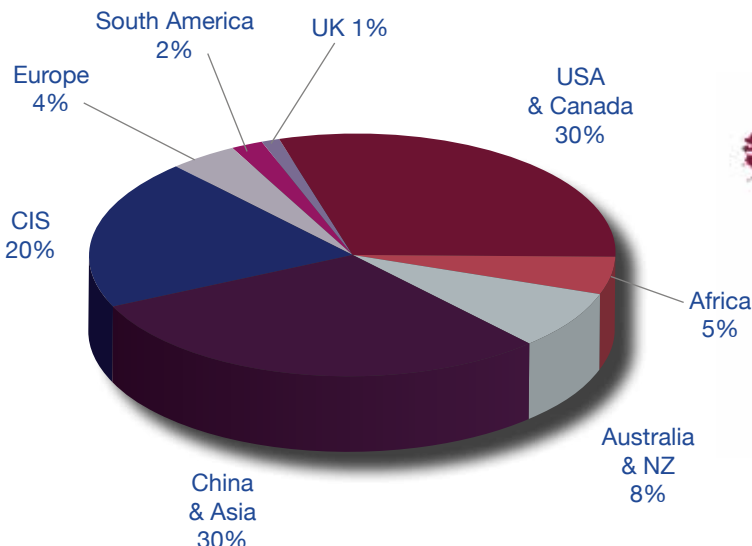
November-December

- Coal fired plant
- Drilling and blasting
- Shovel developments
- Stockpile equipment
- Mine Design engineers

Copy date: 23rd November

Further articles of interest to be added throughout the year.

Circulation by geographical area



08 | Mining & Quarry World

Overview

Mining & Quarry World has expanded to become an international publication covering the surface and underground mining sectors. *Mining & Quarry World* will cover a wealth of technical articles, site visits, health and safety related issues alongside financial news, products and equipment in every issue.

We understand your need to get your marketing message out to the intended audience, *Mining & Quarry World* will distribute in excess of 10,000 copies in print, coupled with our digital downloads of over 3,000 and 2,500 bonus copies distributed at every exhibition we attend, our digital downloads of over 3,000 and 2,500 bonus copies distributed at every exhibition we attend allowing us to genuinely reach out to a world wide mining audience for 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.

- 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

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		

Advertising in Europe and rest of the World contact:

gordon.barratt@tradelinkpub.com +44 (0)1909485105

Advertising in Germany, Austria and Switzerland contact:

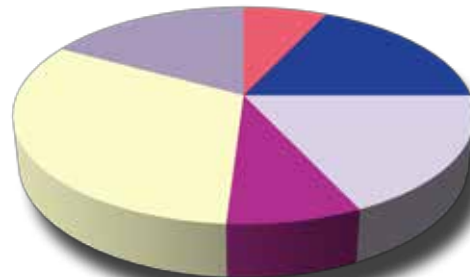
info@gsm-international.eu +49 2131 51 18 01

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:

- Raise boring
- Underground drilling and blasting
- Overland conveying
- Haul trucks

Bonus copies: PDAC 2018: 4-7 Mar Toronto
EXPOMIN 2018: 23-27 April Santiago

Copy date: 20th January

April:

- Surface drill rigs
- Pump technology and water management
- Latest automation and technology advances
- Mineral Comminution
- Lubrication

Bonus copies: Intermat 2018: 23-28 Apr Paris
ALTA 2018: 19-26 May Perth
Wampex 2018: 30 May-1 Jun Accra

Copy date: 24th March

June:

- Crushing, sizing and screening
- Surface drill and blasting techniques
- Excavator review
- Off highway trucks
- Tyre technology

Bonus copies: Ugol Rossii & Mining 2018: 5-8 Jun
Novokuznetsk
25th World Mining Congress 2018: 19-22
Jun Astana City
QME 2018: 24-26 Jun Queensland
Hillhead 2018: 26-28 Jun Derbyshire
MMMM: 29-31 Aug New Delhi

Copy date: 25th May

August:

- Signals, communications and monitoring
- Hard rock cutting update
- Front end loaders/scoop trams
- Underground dump trucks

Bonus copies: Electra Mining: 10-14 Sep Johannesburg

Copy date: 20th July

October:

- Roof bolting and strata control
- FLP underground drives and controls
- Dust suppression, gas monitoring and ventilation
- Scoop trams

Bonus copies: Bauma: 27-30 Nov China

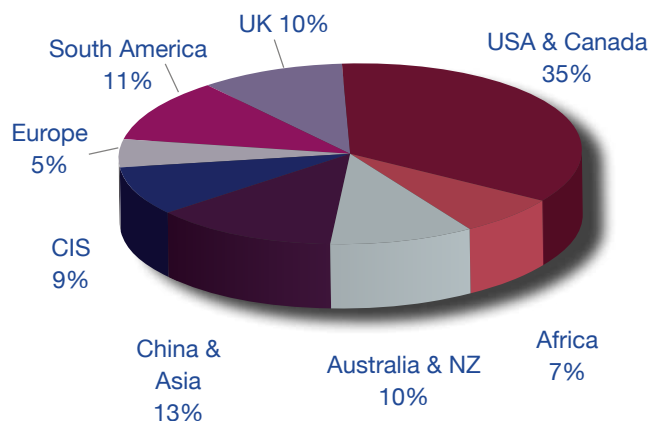
Copy date: 21st September

December:

- Mine planning and design software
- Exploration drilling
- 2018 Latest technical innovations in mining- review
- Autonomous mining
- Wheel loaders

Copy date: 23rd November

Circulation by geographical area



10 | Best of both worlds

- 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 & Quarry 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.

2018 – We will be present at the following exhibitions:

Intermat Paris – *France*
UGOL ROSSI Novokuznetsk – *Russia*
World Mining Congress 2018: 19-22 June Astana city, *Kazakhstan*
Hillhead – *England*

Bonus distribution at the following events:

PDAC 2018: Toronto, Canada: 04-07 March
BAUMA CONEXPO AFRICA: 13-16 March Johannesburg, South Africa
EXPOMIN 2018: 23-27 April Santiago, Chile
Intermat 2018: 23 -28 April Paris France

ALTA 2018: Nickel-Cobalt-Copper, Uranium-REE & Gold-PM Conference & Exhibition 19-26 May Perth, Australia

Wampex 2018: 30 May-1 June Accra, Ghana

M&T Expo: 4-8 June São Paulo, Brazil

Ugol Rossii & Mining 2018: 5-8 June Novokuznetsk, Russia

25th World Mining Congress 2018: 19-22 June Astana city, Kazakhstan

Hillhead 2018: 26-28 June Hillhead Quarry Buxton Derbyshire UK

QME 2018: 24-26 June Mackay Showground, Queensland, Australia

MMMM 2018: 29-31 New Delhi, India

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.
2. **Online news** – guaranteed press coverage throughout the year on www.mqwworld.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**

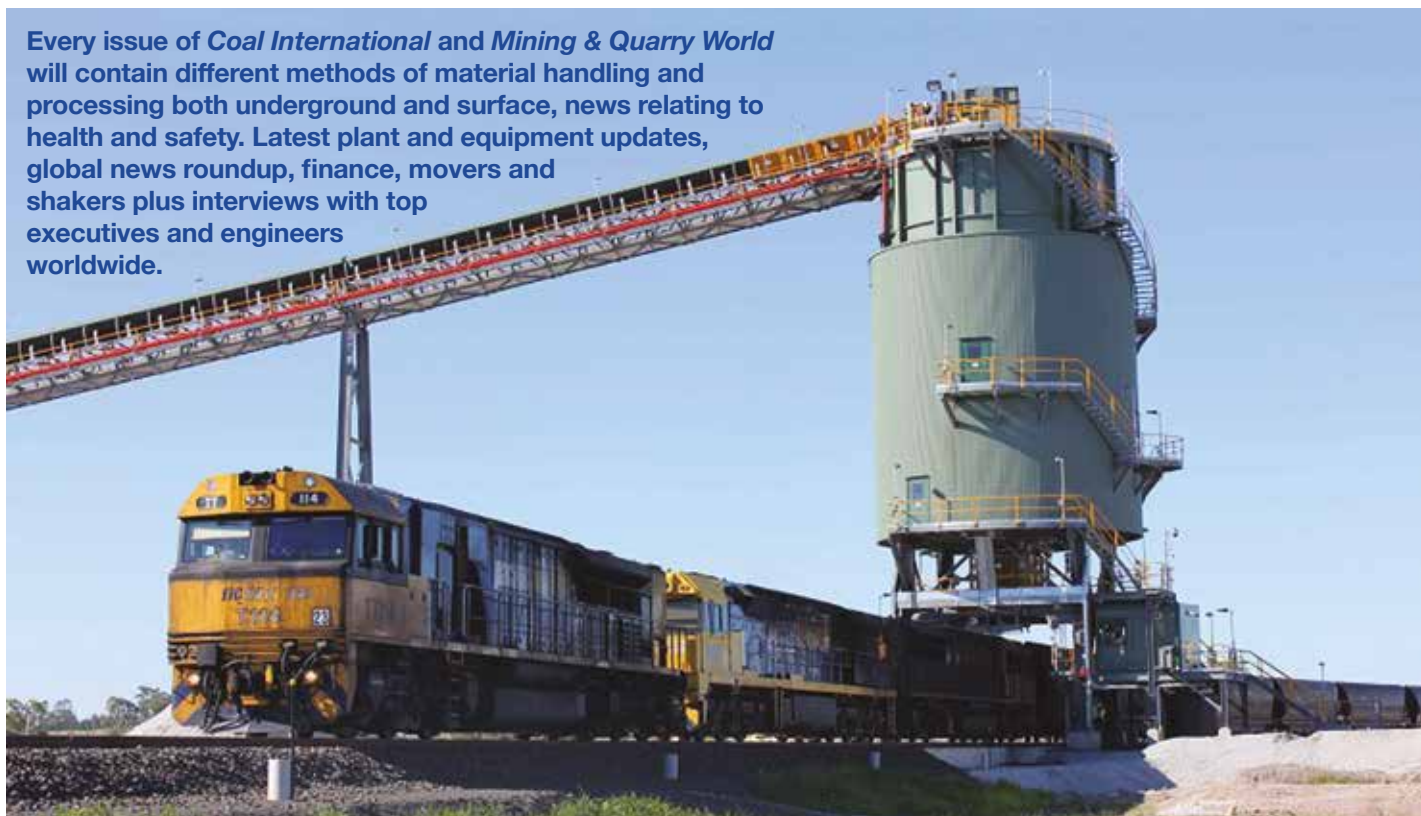
Your press releases guaranteed and mailed to our database.

THIS BEST OF BOTH WORLDS PACKAGE IS ONLY AVAILABLE TO ADVERTISERS

To discuss rates please contact:

Gordon Barratt: gordon.barratt@tradelinkpub.com or
Gunter Schneider: info@gsm-international.eu

Every issue of *Coal International* and *Mining & Quarry World* 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.



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 www.mqworld.com 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 & Quarry World, Coal International and The International Guide to the Coalfields	

Please supply banners as an animated GIF or JPEG file to admin@mqworld.com

Position & Size	Mechanical Data
Front cover M&QW	Image size – 210mm x 250mm 3mm bleed on all sides
Front cover CI	Image size – 210mm x 240mm 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
Classified	116 x 56mm or 56 x 56mm no bleed

Subscriptions to Publications

Title	Language	ISSN/ISBN	Issues and Cost Per Annum	
Mining & Quarry World	English	2515-687X 2515-6888 (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 & Quarry World	Russian	1357-6941	2	£60.00
Mining and Commodity Reports	English	On-line shop		POA
Agency discount	10%			

