



**Tradelink Publications Ltd**

Publishing, Printing & Website Services for the Mining Industry

# 2019 Editorial programme







**RioTinto**



Dear Industry Professional

### A new era

2018 will probably be labelled the year the mining industry finally took stock of the technological advances made in other industries and looked at ways of implementing such advances to move away from the old values practised by many over the years that often led to mines closing, job losses and shareholder discontent once commodity prices fell. The fact is that they were never prepared for the worst case scenarios. All this is now changing for the better and the industry is about to enter a new era embracing new technology and technical innovations.

When looking at 2017, the five innovations that grabbed attention were the potential for 3D printing; mining simulators, drones, 3D mapping and the impact of alternative energy (everything from remote solar power supplies to battery operated mine equipment).

2018 saw even more innovations coming to the market.

At the heart of what is now described as the 'digital mine' was a push to incorporate new technologies into mining. Drones, autonomous trucks, wearables and even the Internet of Things were being sounded out - and in some cases already being used - to extract more value from the 'traditional mine' model. Rio Tinto and BHP Billiton have already deployed autonomous trucks to some of their sites, and the autonomous model is quickly becoming the norm in the Pilbara in Western Australia.

GPS and Wi-Fi are taken for granted in the business world and we are continuously connected and know where everybody and everything is most of the time. This has not been the case in underground mines over the years and it still remains a major challenge to include the ability to locate people, equipment and move data in real-time. The benefits would be immeasurable, starting off with safety and rolling through to productivity.

Political, economic and technological changes are all having an impact on the mining industry worldwide. The winds of change are sweeping through the mining sector, driven by a broad sweep of political, legislative, economic and technological developments, and although the scale of such change brings risk to existing investments, it also creates interesting opportunities for the future.

Mining companies have started investing again after the recent downturn, commodity prices are rising, machinery sales are once again heading upwards and the investment in new technology is positioning companies to more than sustain any future downturn and at the same time delivering greater efficiency and safety measures. During the past three years of poor commodities prices, diversification and innovation is the name of the game.

So as we all enter into 2019 having all survived once again the boom and bust cycles that have come our ways for many years, we as a company will continue our presence worldwide at exhibitions and conferences and continue to support OEM's at all levels of decision makers. It's what we have been doing for many years.

Have a very prosperous 2019

Yours Sincerely  
Trevor Barratt M.D.

Every issue of *Coal International* and *Mining & Quarry World* contains feature articles, case studies, new plant, latest innovations in both underground surface and quarrying 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 in the mining and quarry sectors 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 and quarrying 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 18,000 users and over 35,000 page views per month, based on the above figures and personnel we have the facility to reach out to over 130,000 senior decision makers in both print and digital.





Will take place from 8-14 April 2019

Munich, Germany

<http://www.bauma.de>

**UGOL & MINING**

**NEDRA ROSSII**

**SAFETY & HEALTH**

4-7 JUNE 2019

Novokuznetsk, Russia



Be part of it!



**КОУЛ**  
ИНТЕРНЭШНЛ

### 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](mailto: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](mailto:gordon.barratt@tradelinkpub.com)/[info@gsm-international.eu](mailto:info@gsm-international.eu) and secure your space for 2019.



KATOWICE MINING FAIR (International Mining, Power Industry and Metallurgy Trade Fair) will take place on 10-13 September, 2019 at Katowice International Fair in Katowice, Poland.

Over many years Tradelink Publications has continued to be a major publication presence at this show and will be distributing *Coal International* and *Mining & Quarry World* from our stand.

This is a great opportunity to increase the traction and marketing potential towards your products by securing space in either of our publications. Contact: [gordon.barratt@tradelinkpub.com](mailto:gordon.barratt@tradelinkpub.com)/[Gunter Schneider info@gsm-international.eu](mailto:Gunter.Schneider@info@gsm-international.eu)



### CHINA COAL & MINING EXPO 2019

30 Oct – 2 Nov at the New China International Exhibition Center (NCIEC). The expected scale of the 18th edition of CCME 2019 is 60,000 sqm, with record breaking visitor count. Added content will be the highlight of the show, with a goal to bring in new exhibits including non coal mining, energy and new energy equipment. A series of technical seminars will be hosted to facilitate dialogue among members from the mining industry.

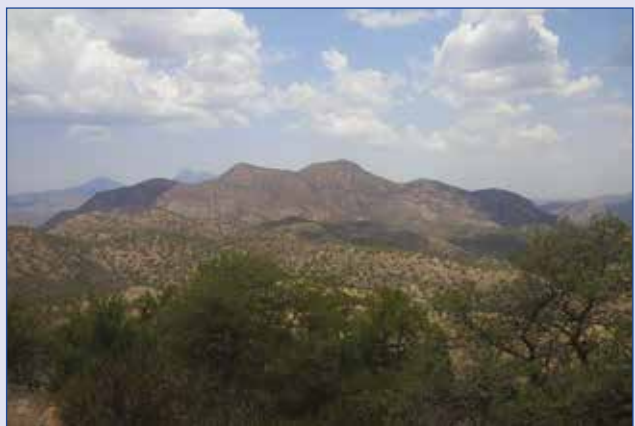
*Coal International* and *Mining & Quarry World* will be distributing in excess of 3,500 copies from our stand, to secure your space for this most prestigious event contact: [gordon.barratt@tradelinkpub.com](mailto:gordon.barratt@tradelinkpub.com)/[Gunter Schneider info@gsm-international.eu](mailto:Gunter.Schneider@info@gsm-international.eu)



# 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.

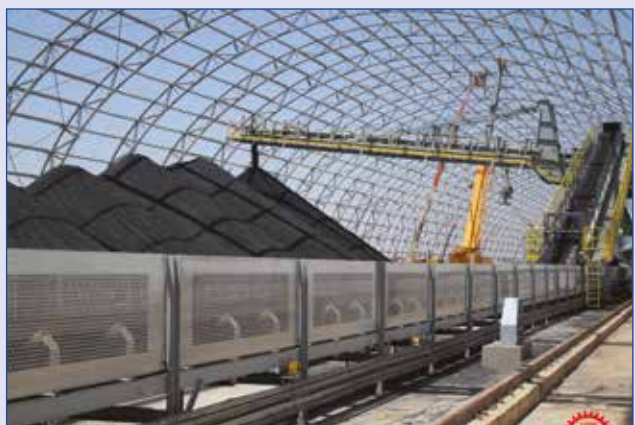
## Material handling

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 9,000 print copies distributed worldwide every issue and in excess of 4,000 digital downloads as well as 3,000 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.

# COAL

INTERNATIONAL

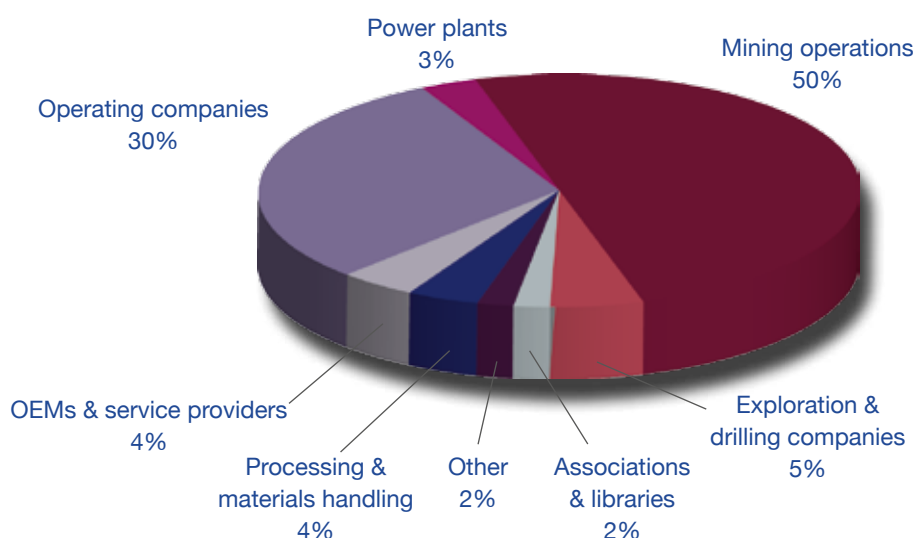
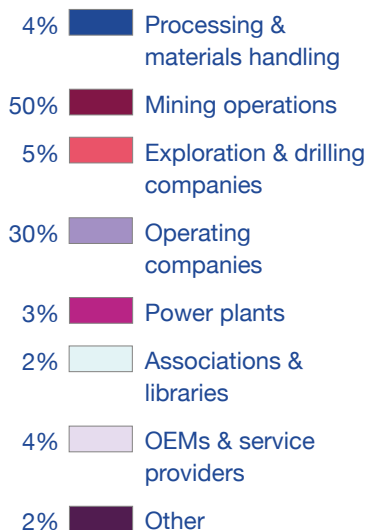


## Advertising Rates

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



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

- Underground and overland conveyors
- Dewatering Pumps
- Surface reclamation
- Conveyor Belt technology/scrappers and transfer points
- Haul trucks
- Excavator development
- Focus on the Asia Pacific region.
- Bauma preview

**Copy date: 25th January**

### March-April

- In pit Crushing/screening update
- Hydraulic and Pneumatic innovations
- Longwall automation developments
- Surface drilling and blasting techniques
- Autonomous trucks
- Shaft winding installations
- BWE (bucket wheeled excavators)
- Bauma technology
- Focus on Russia and Kazakhstan

Bonus copies: Bauma-Munich 8-14 April

**Copy date: 15th March**

### May-June

- The internet of things
- Monitoring and communications
- Dust suppression
- Room and Pillar developments
- Automated longwall support
- Wear resistant material
- Latest material handling developments
- Roof bolting
- Focus on Turkey and South Africa
- Bauma review

Bonus copies: Deep Mining Conference 24-25 June

**Copy date: 24th May**

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

- Portable power generation
- Water management-pumps
- Shearer & Roof support developments
- Coal preparation – crushing, washing and screening
- Lubrication
- Low seam mining
- Focus on Poland and Eastern Europe

Bonus copies: Katowice 10-13 Sep

**Copy date: 26th July**

### September-October

- Mine planning- design
- Dragline/shovel developments
- Strata control
- FLP switchgear and motor development
- High seam mining
- Underground battery loader innovations
- Focus on China and Mongolia

Bonus copies: Minex 23-26 Oct, China Coal 30 Oct

**Copy date: 20th September**

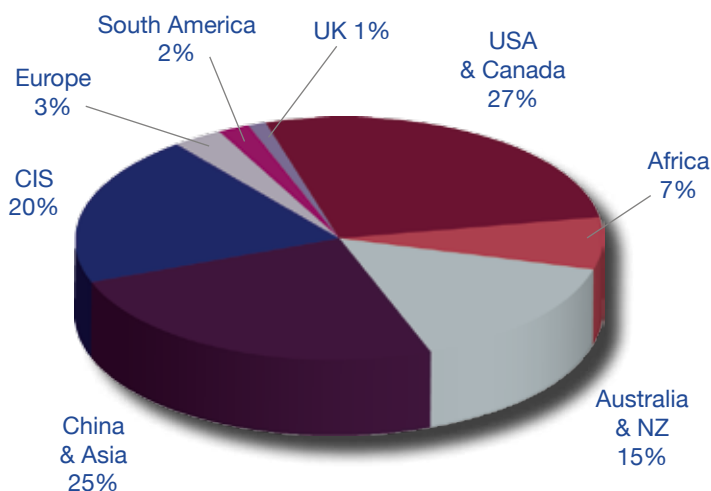
### November-December

- Gas monitoring/Health and Safety
- AFC-BSL review
- Stockyard and ship unloading review
- Underground transportation
- Ventilation
- Clean coal technology
- Coal beneficiation – Hydro cyclones and concentrators
- Focus on India developments

**Copy date: 22nd November**

Further articles of interest to be added throughout the year.

## Circulation by geographical area





## 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 14,000 copies in print, coupled with our digital downloads of over 4,000 and 3,500 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

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Double page spread	£4,500	Classified (Various sizes)	from £125
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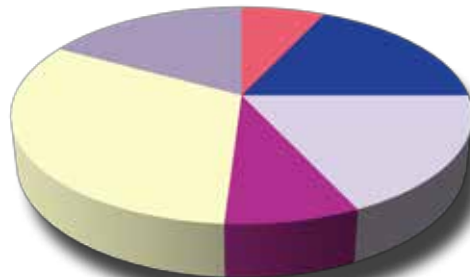
Advertising in Germany, Austria and Switzerland contact:  
info@gsm-international.eu +49 2131 51 18 01

## Circulation by commodity



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

## Circulation by business sector



17%	Exploration & drilling companies
32%	Mining operations
7%	OEMs & service providers
18%	Operating companies
8%	Major aggregate companies
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:

- Underground drilling rigs
- Latest material handling technology
- Haul trucks
- Dust suppression
- Wear parts
- Room and pillar developments
- Overland conveying
- Autonomous mining innovations
- Focus on Australia and Asia Pacific region
- Bauma preview – German mining technology for a global market

Bonus copies: PDAC 3-6 March

**Copy date: 25th January**

## August:

- Wheel loaders
- Exploration drilling
- Hard rock mining innovations
- Geotechnical instrumentation
- IPCC update
- Pump technology
- Water management
- High performance mining- The digital mine
- Focus on USA, Latin and South America

Bonus copies: Minex Izmir 23-26 October

**Copy date: 26th July**

## April:

- Hydraulics and lubrication
- Machine guidance and tracking
- Surface drilling innovations
- Underground battery and electric loaders
- Mine communications network development
- Ventilation
- Strata control
- Longwall mining update
- Bauma technology
- Focus on Russia and Kazakhstan

Bonus copies: Deep Mining Conference 24-25 June

**Copy date: 15th March**

## October:

- Latest tyre technology
- Mineral comminution
- Raise boring
- High voltage switchgear
- Real time machine guidance
- Underground conveying
- Excavator developments
- Roofbolting
- Focus on China

**Copy date: 20th September**

## June:

- Mine planning and design
- Overland conveyors
- Dragline and shovel developments
- Mobile Crushing
- Rock mechanics/ground control
- Latest software developments
- Machine monitoring
- Bauma review
- Focus on Turkey and South Africa

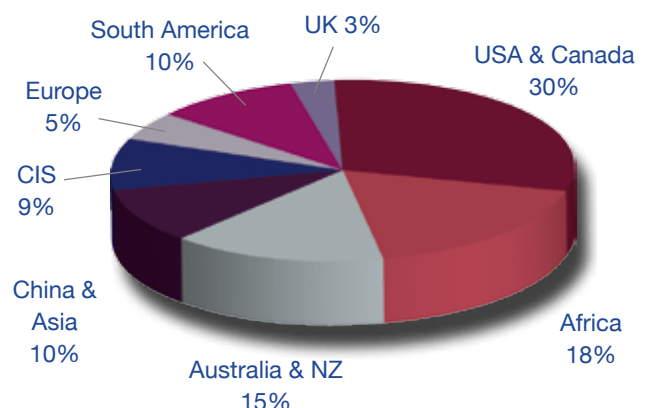
**Copy date: 24th May**

## December:

- Mine communications – The internet of things
- Geological mapping
- Mine rescue
- Robotics in mining
- Indian underground developments
- DTH drilling
- Underground transportation
- Focus on India

**Copy date: 22nd 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.

2019 – We will be present at the following exhibitions:

BAUMA – *Germany*  
UGOL ROSSI Novokuznetsk – *Russia*  
Katowice – *Poland*  
China Coal and Mining – *China*

Bonus distribution at the following events:

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A service that is second to none.

Benefits of advertising with us:

1. **Print** – Quality circulation mail merged from our daily updated database of 32,000 operating companies and mines.
2. **Online news** – guaranteed press coverage throughout the year on [www.mqworld.com](http://www.mqworld.com) currently attracting over 4-5 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**

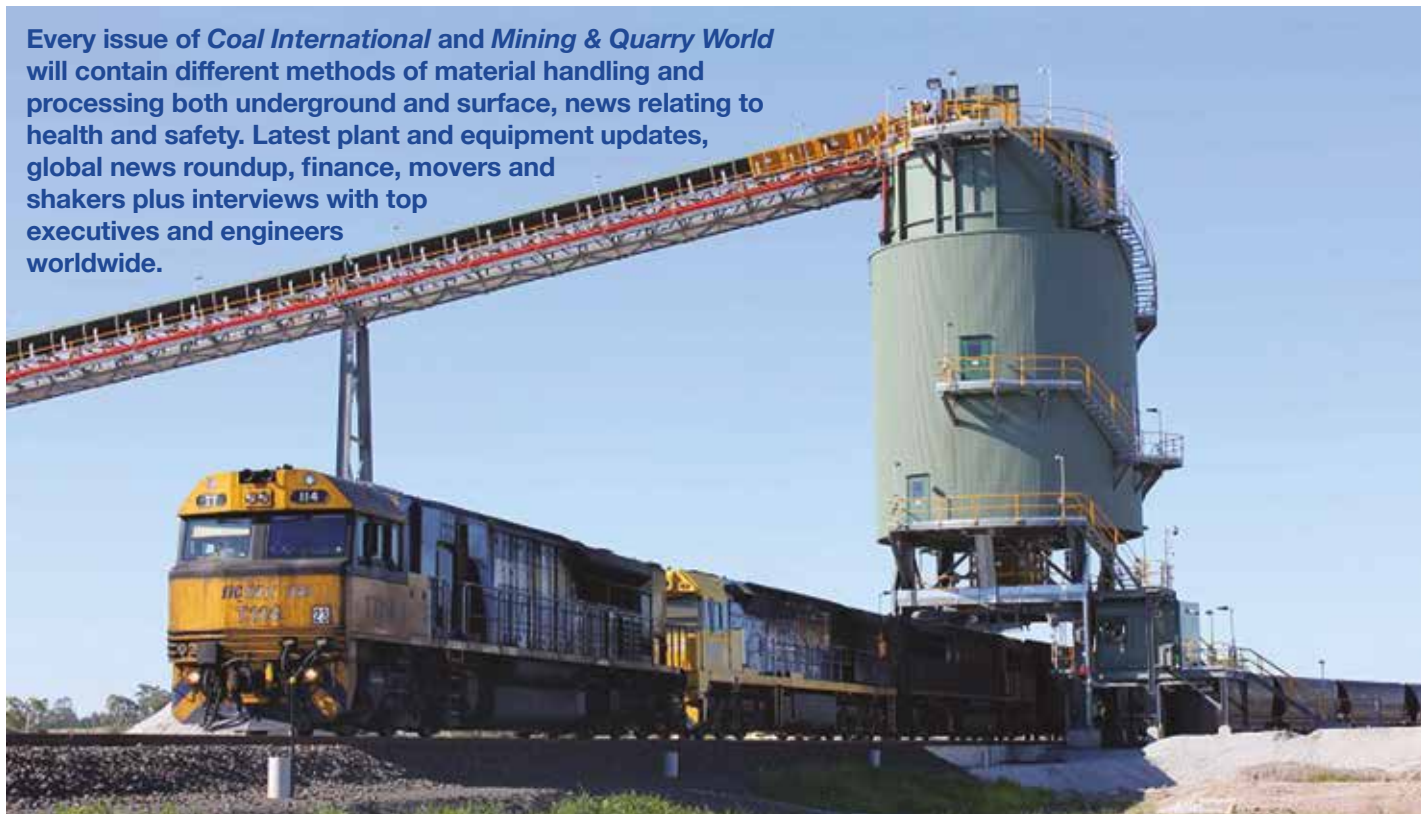
Your press releases guaranteed and mailed to our database.

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

To discuss rates please contact:

Gordon Barratt: [gordon.barratt@tradelinkpub.com](mailto:gordon.barratt@tradelinkpub.com) or  
Gunter Schneider: [info@gsm-international.eu](mailto: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	

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%			

