

# MINING & QUARRY WORLD



2020 Media Pack



Tradelink Publications Ltd

Publishing, Printing & Website Services for the Mining Industry

## 02 | Tradelink Publications

Dear Industry Professional

### The times they are a changing

The upward trend in the industry continues unabated. Following the difficult period between 2012 and 2017, global business has been picking up speed again over the last two years.

Being cyclical, the revival of the mining industry was never a question of 'if', but rather of 'when' and, more importantly, of 'what'. With miners rising from the downturn stronger and smarter, the next cycle of the mining industry will not only be a recovery – it promises to be an evolution.

2019 has seen many changes in the industry, many of these coming off the back of a current rise in commodity prices, thus allowing companies to invest more in their operations and to embrace the full power of digitization and innovation to help drive the changes the industry so badly needed.

When mining companies begin to perform well it has an enormous knock on effect throughout the industry. OEM's especially start to see their order books restored back to normality.

For a variety of reasons innovation in mining has historically been very different from many other industries. Having made and sustained strong technological investment over the past eight years or so, companies such as Rio Tinto are now reaping the benefits of higher productivity and accelerating technological development which will continue quickly in the years to come.

These technological innovations are changing the mining industry. Mining companies that embrace the use of simulators, underground excavators, drones, 3D printing, underground telecommunications, and automation are creating safer and more profitable operations. Companies who have mastered the implementation of these technologies will achieve and sustain success now and in the future.

To assess which commodities to invest in, and which to divest, miners need to track fluctuating consumer demands, global demographic and economic shifts, the effects of environmental change, and the emergence and adoption of new technologies. An example is the demand for lithium, graphite, cobalt, nickel, and copper resulting from the growth of electric vehicles (EVs) and batteries.

2020 will see Tradelink Publications journals celebrate 25 years of attendance at major exhibitions in Russia, China, Poland, South Africa and the USA to name a few. On top of all the many bonus copies distributed at the exhibitions we also guarantee that every mining company and its operations receive a copy prior to the exhibition. We take pride that equipment manufacturers visiting mines comment that our journals were clearly displayed on the mine managers desk and as a result of our efforts and continuity over many years our journals have evidenced dedicated advertisers since we began supporting this great industry of ours, indeed when we examine some of the bound volumes of Coal International (formerly the Colliery Guardian) established in 1845, we still see to this day companies that are still around after 100 years or more.

### Not everything in life is free

As I enter my 70th year of existence on this planet we are now witnessing major changes not only in industry innovations but also in the many marketing techniques adopted and assisted by social media and the digital age. We are all forced by the nature of our business to offer these additional services, worldwide news surrounding the industry is now available on a daily basis, weekly and monthly newsletters are now in abundance. I am sure that the younger future generation of mine managers and engineers will have to adapt to even more changes. Today sending email is free, creating a Facebook page is free, Twitter outreach is free, cold calling is free, employed agencies nowadays expect all press releases for free. One has to say after a busy day down the mine concentrating on production and safety performance, who finds any precious free time to engage on social media.

Not one of the above mentioned will promote your business in the mining industry better than advertising to a targeted audience through a trusted journal headed up by mining professionals with over 35 years' experience in the industry. Advertising is directly getting the word out about your business, product, or service to those you want to reach most – proper advertising costs money – spend wisely and have a great and prosperous 2020.

Yours Sincerely  
Trevor Barratt M.D.



# Why advertise with us? | 03

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 quarrying 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.

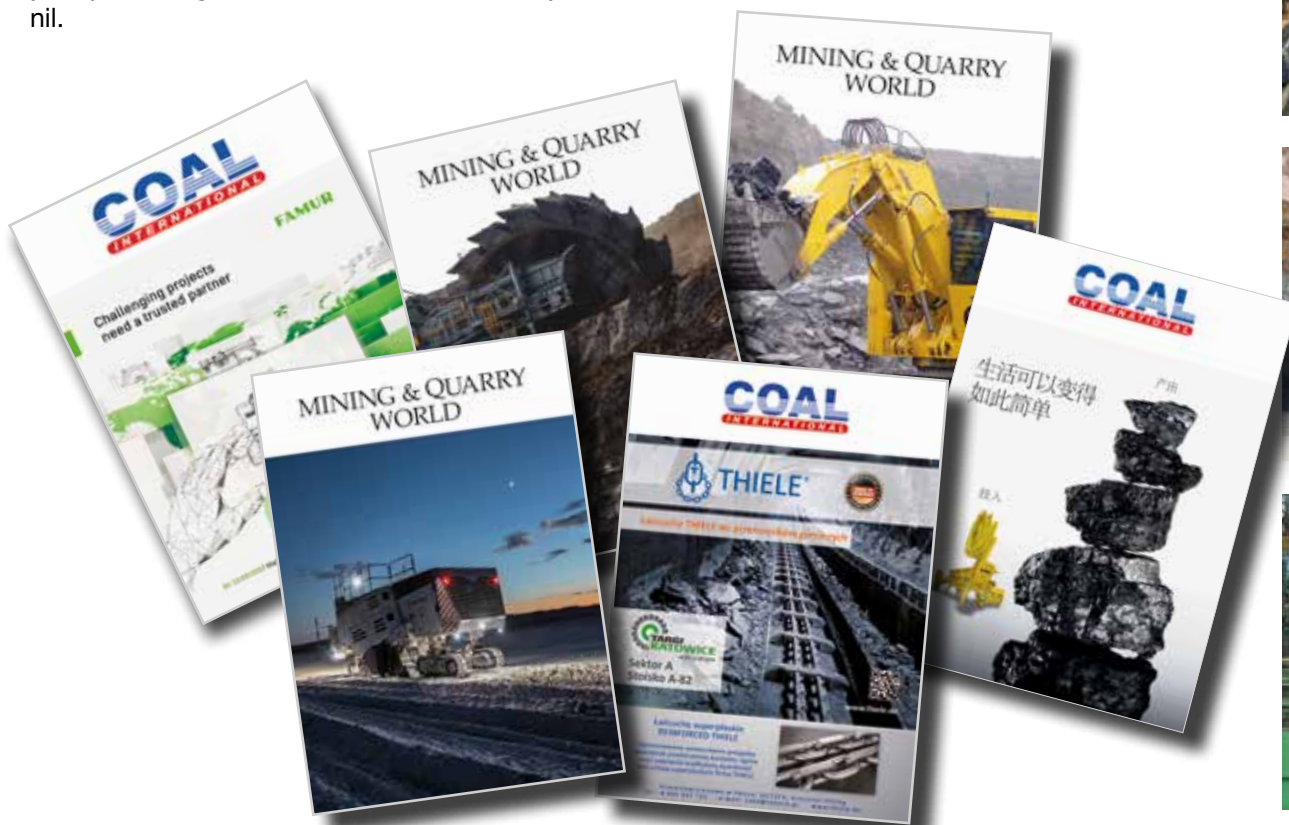
## Circulation

Tradelink update and maintain daily over 32,000 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.





## 04 | Tradelink Publications: Exhibition Attendance



**2020**

THE WORLD'S PREMIER  
MINERAL EXPLORATION  
& MINING CONVENTION

**1 to 4 March**

**Metro Toronto Convention  
Centre, Toronto, Canada**



**20 to 24 April**

**Espacio Riesco,  
Santiago, Chile**



**MiningWorld**  
Russia

**21 to 23 April**

**Crocus Expo,  
Moscow, Russia**

**UGOL & MINING**

**NEDRA ROSSII**  
**SAFETY & HEALTH**

**2-5 JUNE 2020**

Novokuznetsk, Russia



Be part of it!



**КОУЛ**  
**ИНТЕРНЭШНЛ**

### **Russian Language issue: Copy Date 3 April (subject to change)**

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

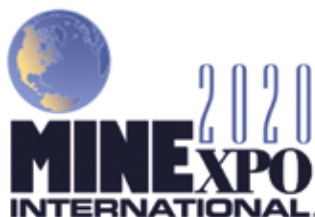
*Mining & Quarry World* and *Coal International* has a hard earned reputation for bringing innovative material and cutting-edge developments to the attention of our international and professional readership, as a publisher we welcome articles and equipment reviews from companies, suppliers, manufacturers, 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 2020.



**23 to 25 June**

**Hillhead Quarry,  
Buxton, UK**



**28 to 30 September**

**Las Vegas Convention  
Center  
Nevada, USA**

# 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 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 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.



**Tradelink Publications Ltd**

Publishing, Printing & Website Services for the Mining Industry





# 06 | Coal International

## 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 10,000 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 and is one of the first coal journals to be established in the Russian and Chinese markets 25 plus 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

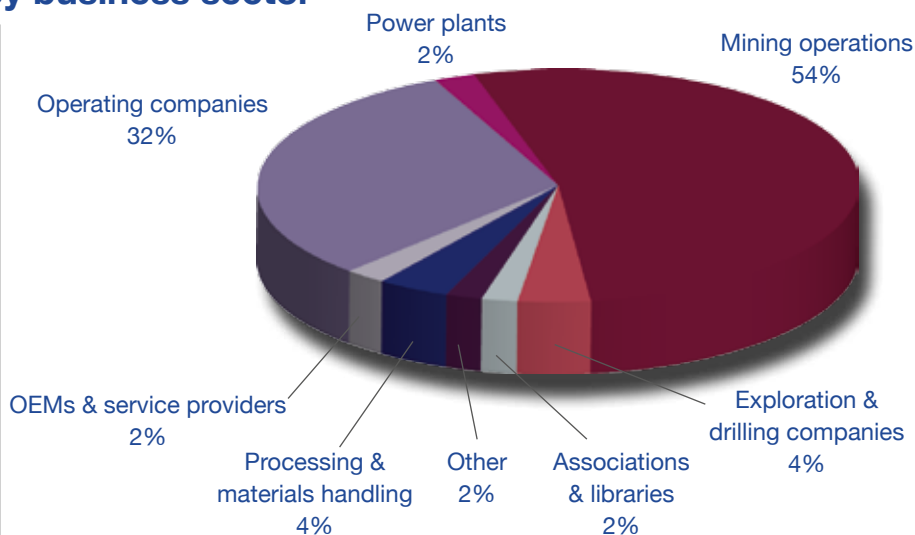
Front cover	£3,500	Full page	£2,400
Back cover	£2,800	Half page landscape	£1,250
Inside covers	£2,500	Quarter page landscape	£660
Double page spread	£4,500	Classified (Various sizes)	from £125
Inserts	Up to A4 size contact us for competitive rates		

Advertising in Europe and rest of the World  
contact: [gordon.barratt@tradelinkpub.com](mailto:gordon.barratt@tradelinkpub.com)  
+44 (0)1909485105

Advertising in Germany, Austria and Switzerland  
contact: [info@gsm-international.eu](mailto:info@gsm-international.eu)  
+49 2131 51 18 01

## Circulation by business sector

- Processing & materials handling
- Mining operations
- Exploration & drilling companies
- Operating companies
- Power plants
- Associations & libraries
- OEMs & service providers
- Other



Others include - smelters, steel processes and PR companies

To advertise in *Coal International*, contact  
[gordon.barratt@tradelinkpub.com](mailto:gordon.barratt@tradelinkpub.com) or Gunter Schneider: [info@gsm-international.eu](mailto:info@gsm-international.eu)

## 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

- Screen Management
- Conveyor Safety
- Surface Loaders
- Dewatering Pumps
- Conveying – Underground
- Surface and underground drilling and blasting
- Indian longwall developments
- Haul trucks
- Excavator development

Bonus copies: Expomin Santiago Chile

**Copy date: 24th January**

## July-August

- Heavy Media Separation
- Excavators
- Stockyard Storage
- Longwall innovations
- Room and Pillar developments
- Overland and underground conveying
- Thin seam mining
- Autonomous operations
- Coal Prep. plant
- MinExpo preview circulated worldwide in print and online before exhibition

Bonus copies: MINExpo Las Vegas

**Copy date: 24th July**

## March-April

- Pump Management
- Pneumatic controls
- Dust Control
- Road Headers/ Continuous Miners
- In-pit crushing
- Coal preparation plant
- Underground roof bolting developments.
- Longwall automation innovations
- Autonomous trucks
- Shaft winding equipment

Bonus copies: UGOL ROSSI Novokuznetsk and MiningWorld Moscow

**Copy date: 20th March**

## September-October

- Ventilation Developments
- Mine Rescue
- Equipment Monitoring
- Longwall developments
- Dust and fire suppression
- Mine design
- Dragline, Excavator and Shovels developments
- Highwall mining
- Articulated dump trucks
- Wheel loaders

**Copy date: 25th September**

## May-June

- Excavator developments
- Conveyor technology
- ADT innovations
- Water Management
- Lubrication Excellence
- Consultants
- Drives and Gears
- Tyre management
- Latest developments in mine software

**Copy date: 22nd May**

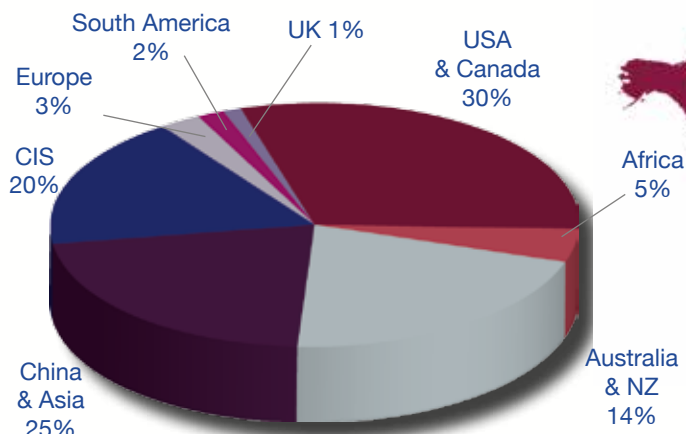
## November-December

- Conveyor Cleaning
- Drives and Gears
- Portable Power
- Gas Monitoring
- Underground Transport
- Thick seam mining
- Bucket wheel reclaimers
- Powered roof support
- Life cycle management
- AFC's

**Copy date: 20th 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 15,000 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

Front cover	£3,500	Full page	£2,400
Back cover	£2,800	Half page landscape	£1,250
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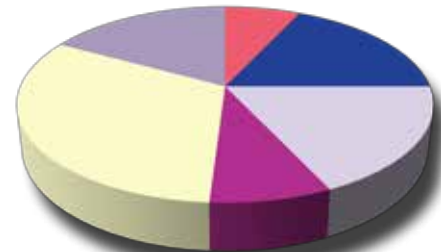
Advertising in Germany, Austria and Switzerland contact: [info@gsm-international.eu](mailto:info@gsm-international.eu)  
+49 2131 51 18 01

## 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



13%	Exploration & drilling companies
36%	Mining operations
5%	OEMs & service providers
22%	Operating companies
6%	Major aggregate companies
18%	Processing & materials handling

Others include - smelters, steel processes and PR companies

To advertise in *Mining & Quarry World*,  
[gordon.barratt@tradelinkpub.com](mailto:gordon.barratt@tradelinkpub.com) or Gunter Schneider: [info@gsm-international.eu](mailto:info@gsm-international.eu)



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

- Equipment monitoring
- Autonomous operations
- Shaft sinking
- Underground and surface drilling rigs
- Latest material handling technology
- Haul trucks
- Wear parts
- Overland and underground conveying
- Hard rock innovations
- Load Haul and Dump equipment review
- Land reclamation

Bonus copies: PDAC/Expomin

**Copy date: 24th January**

## August

- LHDs
- Exploration and underground drilling rigs
- Hard rock mining developments
- Geotechnical instrumentation
- IPCC update
- BEV (Battery electric vehicles) latest innovations
- Water management
- High performance mining- The digital mine
- Strata control
- Autonomous mining developments
- MinExpo preview circulated worldwide in print and online before exhibition

Bonus copies: MinExpo

**Copy date: 24th July**

## April

- Surveying
- Excavator innovations
- Advanced hydraulics and lubrication
- Latest tyre technology
- Dust suppression
- Surface drilling and blasting developments
- BEV (Battery electric vehicles) latest innovations
- Autonomous mining innovations
- Wear parts
- Hillhead preview circulated worldwide in print and online before exhibition

**Copy date: 20th March**

## October

- Heap leaching
- Mobile support equipment
- Bolting equipment
- Mineral comminution
- High voltage switchgear
- Real time machine guidance
- Underground conveying
- Excavator developments
- Hard rock innovations

**Copy date: 25th September**

## June

- Truck development
- Mine and Quarry communications network
- Wheel loaders
- Mine planning and design
- Conveyors
- Motors, drives and gears
- Mobile and semi mobile Crushing and Screening
- Excavator developments
- Water management
- Land reclamation
- Surface drilling and blasting – latest innovations

Bonus copies: Hillhead

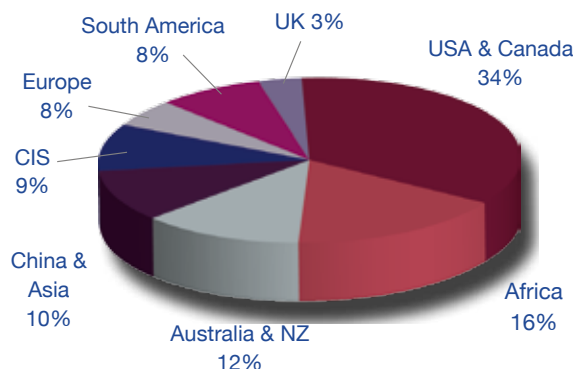
**Copy date: 22nd May**

## December

- Crushers
- Dredging
- Blind hole drilling
- Mine communications – The internet of things
- Geological mapping
- Mine rescue
- Robotics in mining
- Indian underground developments
- DTH drilling
- Underground transportation

**Copy date: 20th 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 25 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.

2020 – We will be present at the following exhibitions:

PDAC	UGOL ROSSII
Expomin Chile	Hillhead
Mining World Moscow	MinExpo

Russian language issue of  
*Coal International & Mining  
& Quarry World*

Copy Date: 3 April  
(subject to change)



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**

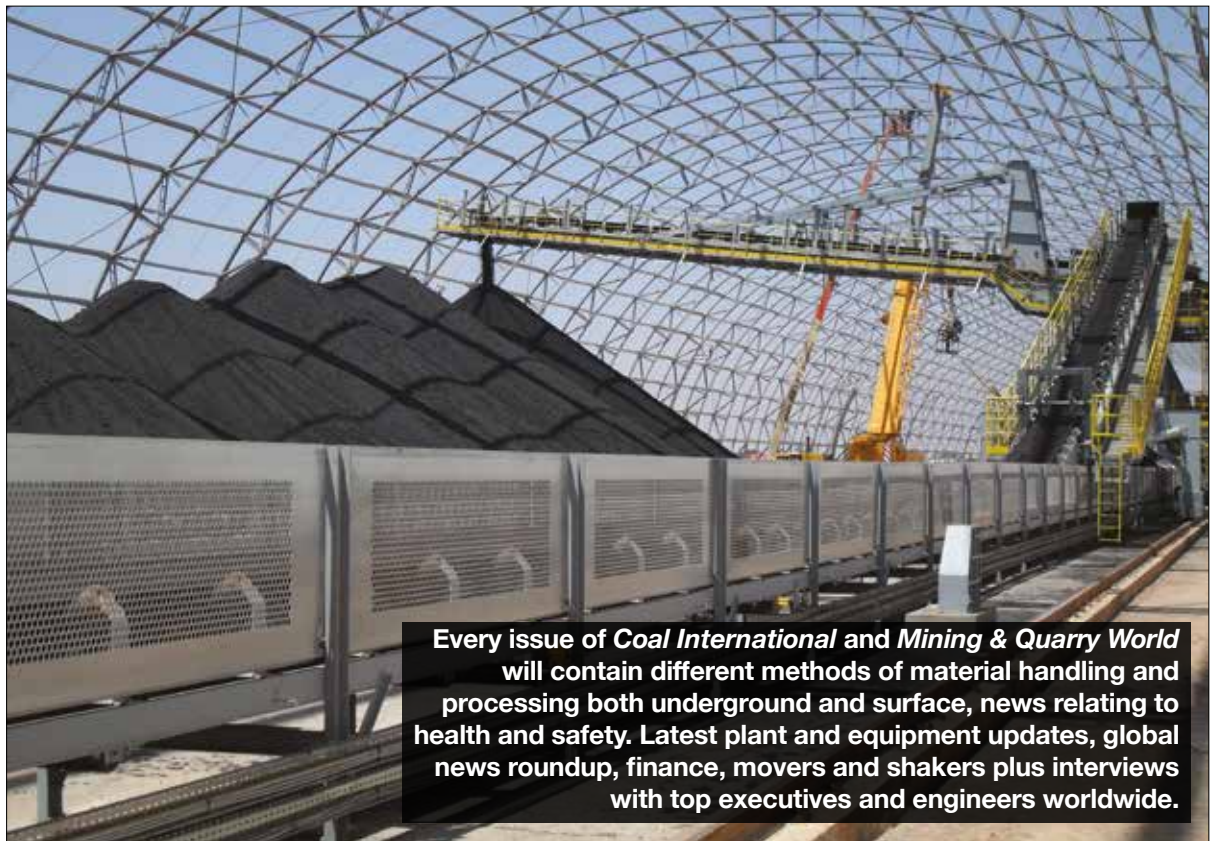
Your press releases guaranteed and mailed to our database.

*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)



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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 & Quarry World, Coal International	

Please supply banners as an animated GIF or JPEG file to [admin@mqworld.com](mailto: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 (no crop marks)
Half page portrait	90mm x 263mm no bleed (no crop marks)
Quarter page landscape	185mm x 65mm no bleed (no crop marks)
Quarter page portrait	90mm x 131mm no bleed (no crop marks)
Classified	116 x 56mm or 56 x 56mm no bleed (no crop marks)

## 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/ Mining & Quarry World	Russian	1357-6941	2	£60.00
Mining and Commodity Reports	English	On-line shop		POA
Agency discount	10%			

To advertise in *Coal International* or *Mining & Quarry World*, contact [gordon.barratt@tradelinkpub.com](mailto:gordon.barratt@tradelinkpub.com) or Gunter Schneider: [info@gsm-international.eu](mailto:info@gsm-international.eu)





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