



MINING & QUARRY WORLD

2021 Media Pack



Tradelink Publications Ltd

Publishing, Printing & Website Services for the Mining Industry

02 | Tradelink Publications

Mining is now faced with many significant challenges

No one can argue that during 2020 the coronavirus (COVID-19) pandemic created an unprecedented situation affecting all countries, regions, and communities throughout the world. Measures to limit the spread of the virus caused an economic downturn followed by a reduction in energy demand, leading to severe impacts on power generation and all mining activities. Despite this challenging year mining companies and equipment suppliers have survived and are taking stock of what will be required once this pandemic is under control.

The world has always needed mining and still does.

Maintaining an open dialogue will be key as mining companies try to revamp their employee base. Constantly evolving technologies and business models will require mining company employees to develop new skills. The sector will have to increasingly compete with the IT sector to attract top talent from universities in order to drive its digitalization and automation processes. Governments and companies will have to work together to help transition workers that cannot be absorbed by an automated mining sector to new activities through retraining and transitioning programs. The speed at which mining companies will be able to rollout new technologies at their mine sites will be intricately linked to the host government's and labour unions' acceptance of reduced employment and procurement opportunities. As such, these actors need to be involved in the decision-making around the transition and in strategizing policies to support those who will be negatively affected.

Coal International and Mining and Quarry World has an exceptionally long and distinguished past. Its future and the future of the mining industry are bound together. Those of us in the industry have in the past suffered from the cyclical nature of mining and survived throughout time. This current pandemic was unforeseen and indeed has cost the industry dearly. Our 2020 forward advertising from loyal customers has meant that along with some good past housekeeping we have been able to maintain our worldwide circulation and continue to get ours and your message across to the industry both in print and digital.

Our attitude is that if we support you through the hard times, you will support us when things get better, without advertising and subscriptions we as a company cannot survive.

The mining industry is uniquely positioned to contribute to the transition to a sustainable world.

It is most significant, that the three giants of today's modern world, the USA, Soviet Union, and China have all reached the same conclusion about the future of their mining industry. Despite their diametrically opposed economic systems and the emergence of renewable energy joining the mix of other primary fuels, they all realise that just as there is a shortage of food for the worlds increasing population, many believe, there will be an energy hunger that will take all the primary fuels plus renewables and atomic energy to satisfy everyone's needs.

Everywhere there is an increasing awareness that growing energy demands will require technological advances in mining to achieve a greener world. Undeveloped countries are building up their own industries and are going to need more and more energy to support the better living standards they are trying to achieve. Economic growth involving industrial expansion is obviously conditioned by the availability of adequate energy to sustain it and by the ability of a country to utilise such energy economically and effectively.

The policy for the industry now and in the future, is still further to improve efficiency, make the best possible use of mining reserves, maintain adequate production capacity, and ensure the quality and consistency of all mined products. Be competitive whilst adhering to sustainability programmes and improving emission standards.

Workers in the field of mine safety have a fine record of achievements, but there is no room for complacency. Much remains to be done, for accidents in mines still happen much too frequently. However efficiently mining operations may be conducted they are, by their very nature, never free from hazard. Modern production methods are playing an important part in the improving trend in accident rates. But it would be a hypocrite who would claim that everyone in mining has the right attitude to safe working or that on occasions legislation is not blatantly ignored.

Mining engineers and equipment manufacturers worldwide have achieved tremendous things in the past few years with automation and wireless technology being at the forefront of most innovations.

There can be no relaxation. Engineers must always be restless in their attitude to their jobs. Even the best standards of today must be made to look commonplace tomorrow.

An industry that is no longer progressive is already dying and as we at Tradelink say,

"The mining industry is extremely far from dying"

Let us hope we all enjoy the year 2021

WE NEED YOUR SUPPORT

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



7 to 10 March 2021

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



19 to 23 April 2021

**Espacio Riesco,
Santiago, Chile**



2021 TBC

**Crocus Expo,
Moscow, Russia**

UGOL & MINING

**NEDRA ROSSII
SAFETY & HEALTH**

1 – 4 JUNE 2021
Novokuznetsk, Russia



Be part of it!



КОУЛ
ИНТЕРНЭШНЛ

Russian Language issue: Copy Date 20 March

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 2021.



22 to 24 June 2021

**Hillhead Quarry,
Buxton, UK**



7 to 10 Sept 2021
Poland

Tradelink Publications will be attending the Katowice Mining Fair in 2021 and distributing both English and Polish language versions of our publications...book now to secure your space by contacting gordon.barratt@tradelinkpub.com.



13 to 15 Sept 2021

**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

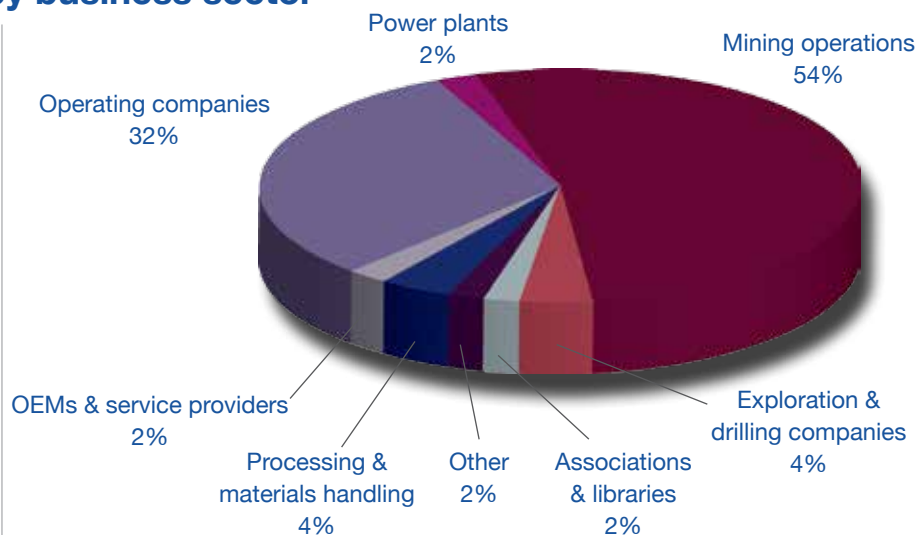
| | | | |
|--------------------|--|----------------------------|-----------|
| Front cover | £3,500 | Full page | £2,400 |
| Back cover | £2,800 | Half page landscape | £1,250 |
| Inside covers | £2,500 | Quarter page landscape | £660 |
| Double page spread | £4,500 | Classified (Various sizes) | from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

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

Advertising in Germany,Austria and Switzerland
contact: 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 or Gunter Schneider: 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

- Conveyor safety
- Surface drilling and blasting
- Coal prep plant
- Roof bolting developments
- Surface loaders
- Dozers
- Machine monitoring

Bonus copies: Expomin Santiago Chile

Copy date: 22nd January

July-August

- Thick seam mining/longwall innovations
- Room and pillar developments
- Shovel developments
- Highwall mining
- FLP switchgear
- Multi-purpose underground vehicles
- Focus on USA

Bonus copies: Katowice Poland and MINExpo Las Vegas

Copy date: 23rd July

March-April

- Water management
- Gas and fire detection
- Longwall innovations – focus on Russia
- Autonomous trucks
- In pit crushing
- Dragline developments
- Overland conveying
- Mining software solutions

Bonus copies: ExpoMin Chile, MiningWorld Moscow and UGOL ROSSI Novokuznetsk

Copy date: 19th March

September-October

- ADT developments
- Automation technology
- Underground transportation
- AFC and stage loader development
- Dust and fire suppression
- Rock mechanics
- Powered roof support
- Bucket wheel excavators

Copy date: 24th September

May-June

- Excavator innovations
- Wear parts
- Underground drilling rigs
- Drives and gears
- Lubrication excellence
- Tyre management
- Signals and communications

Copy date: 21st May

November-December

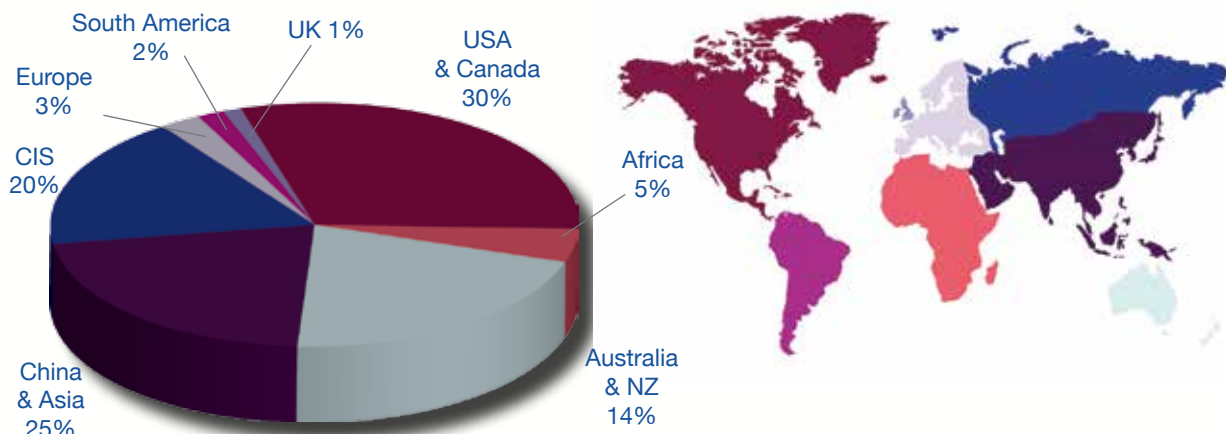
- Thin seam mining
- Motors drives and gears
- Underground and surface drilling rig technology
- Portable power
- Heap Leaching
- Bucket wheel excavators
- Pumps and pump technology
- Ropes and lubrication
- Mining software latest developments

Copy date: 19th November

Please note there will also be a **Russian language issue for UGOL ROSSI Novokuznetsk** and a **Polish Language issue for the Katowice Exhibition**

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 |
| Inside covers | £2,500 | Quarter page landscape | £660 |
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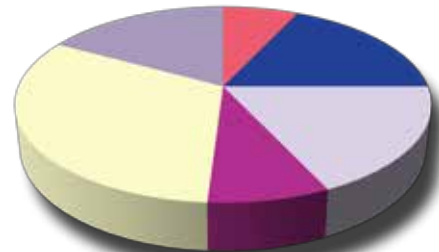


Circulation by commodity



| | | | |
|-----|------------|-----|----------|
| 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 or Gunter Schneider: 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

- Overland conveying
- Mobile drilling
- Mineral processing developments
- Wear parts
- Robotic Mining
- Strata control
- Ventilation
- Underground loaders
- Hard rock innovations

Bonus copies: PDAC Canada

Copy date: 5th February

August

- Autonomous mining
- Roof bolting
- Hard rock developments
- High performance mining
- Underground and surface drilling rig innovations
- Battery electric vehicles
- Water management
- Latest tyre technology

Bonus copies: Katowice Poland and MINExpo Las Vegas

Copy date: 6th August

April

- ADT development
- Crushing and screening
- Drilling and blasting
- Wheel loaders
- Excavator developments
- Conveyor innovations
- Signals and communications
- Hillhead preview
- Tyres and Tyre Technology

Bonus copies: UGOL ROSSI Novokuznetsk

Copy date: 2nd April

October

- Heap leaching
- Mineral comminution
- Mine sustainability
- Land reclamation
- Rock mechanics in mining
- Lubrication
- Mine automation
- Gas and fire monitoring
- Shaft sinking

Copy date: 7th October

June

- Truck developments
- Motors, drives and gears
- Mobile and semi mobile crushing
- Water management
- Rotary blast hole drilling
- Rock breakers
- Dozers
- Conveying

Bonus copies: Hillhead UK

Copy date: 4th June

December

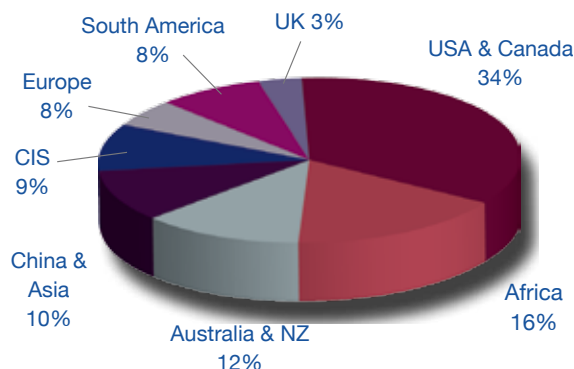
- Underground transportation
- Exploration rigs
- Machine guidance systems
- Dust suppression
- Signals and communications
- Hydraulic excavator developments
- Mine design and planning
- Solar solutions

Copy date: 3rd December

Please note there will also be a **Russian language issue for UGOL ROSSII Novoskuznetsk** and a **Polish Language issue for the Katowice Exhibition**

Further articles of interest to be added throughout the year.

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

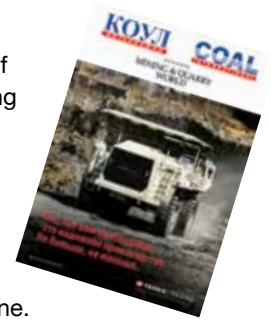
Over the last 25 years Tradelink with both *Coal International* and *Mining & Quarry World* has always maintained a presence at major exhibitions in India, China, Russia, USA, Poland, South Africa and Europe. Our policy has always been especially with our foreign language issues that every single operating 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.

2021 – 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 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 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.

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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 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 (no crop marks) |
| Front cover CI | Image size – 210mm x 240mm 3mm bleed on all sides (no crop marks) |

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 (no crop marks) |
| Double page spread | 420mm x 297mm 3mm bleed on all sides (no crop marks) |
| Full page | 210mm x 297mm 3mm bleed on all sides (no crop marks) |
| 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 or Gunter Schneider: info@gsm-international.eu



Tradelink Publications Ltd

Publishing, Printing & Website Services for the Mining Industry



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