

Tradelink Publications Ltd

Publishing, Printing & Website Services for the Mining Industry



MINING & QUARRY
WORLD

2022 Editorial Programme



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02 | Tradelink Publications

Seizing tomorrow

Without a shadow of doubt during 2020 and indeed throughout 2021 the COVID-19 pandemic has had a very serious impact on all our lives, and many industries have suffered, the mining industry being no exemption. There is now hope on the horizon with the massive global effort of the vaccinations programme bearing some fruit, and one hopes that during 2022 normality will return. Logically speaking, the quote "If it can't be grown, it must be mined" will become even more appropriate as more and more mines such as Lithium, Nickel, Rare earth minerals and Cobalt will have to be developed to meet the demands of the world's climate change policies and the emergence of battery electric vehicles. As of this moment, there is a potential shortfall in the global mining capacity required to extract the minerals needed to manufacture sufficient batteries to meet projected BEV demand. Potentially billions of pounds will have to be invested by 2025. This can only be good for the future of mining companies and now is the time to take stock of what will be required once the pandemic is under control. It's all about seizing tomorrow. The coal industry has been on the receiving end of some bad press for quite some time now from environmentalists lobbying governments and financial institutions to pull away from coal. However, the truth is coal will continue as one of the key irreplaceable inputs to produce steel for the foreseeable future. High quality coking coals remain in great demand. So, can steel be produced without coking coal? In short, the answer is 'possibly' as research and trials has shown, however, there is still a long way to go before we discard our current steel making technology, which is still one of the major building blocks of civilisation.

2022 will need mining companies and suppliers to quickly understand where the market is going and to analyse the emerging trends. The Top 40 mining companies have never been in a stronger financial position to make a big, bold pivotal moves towards the future. The future is already visible today.

The world is amid an era-defining transition to a low-carbon, sustainable economy. Making environmental, social and governance (ESG) issues the core of organisational strategy gives big miners a compelling path to build trust, to grow and produce sustainable outcomes.

One must congratulate mining companies who have faced the extraordinary events during the COVID-19 pandemic, mining and metals companies all rose to the challenge. In many areas the industry was designated an essential business reflecting its key role in global and local economies and companies all found innovative ways to continue operations while keeping their staff safe. As the pandemic continues, it will undoubtedly have long-term ramifications, and the industry must continue to adjust to this evolving reality. Companies will need to draw on employees and contractors to build a resilient, flexible, and skilled workforce. To move from recovery to resilience, the industry should focus on rebounding operations safely. In parallel, organizations should develop their digital operations to continue protecting people. As we are now in the era of the fourth industrial revolution the deployment of advanced data analytics and artificial intelligence (AI), the use of 3D modelling techniques, wearables, drones and automated equipment, and increased connectivity through the Internet of Things (IoT) are key drivers of this digital revolution. Continued scrutiny of safety, regulatory compliance and environmental concerns has meant an increasing drive to optimise equipment and systems and to be proactive, not reactive, to mitigate operational and legal risks. There is also a huge focus on driving operational efficiencies and competitiveness through the effective deployment of technology. Digitisation may have come a little later to mining than other sectors, but it is quickly catching up.

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 36,000 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 21,000 users and over 38,000 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.



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



7 to 10 March 2022

Metro Toronto Convention
Centre, Toronto, Canada

26 to 28 April 2022

Crocus Expo,
Moscow, Russia

2022 dates TBC

Lima, Peru



2022 dates TBC

Uzexpocentre, Tashkent,
Uzbekistan

UGOL & MINING

NEDRA ROSSII
SAFETY & HEALTH

7 – 10 JUNE 2022

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 2022.



October 2022 dates TBC

Kolkata, West Bengal, India



24 to 30 October 2022

Munich, Germany

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

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**

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 17,000 copies in print, coupled with our digital downloads of over 5,000 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

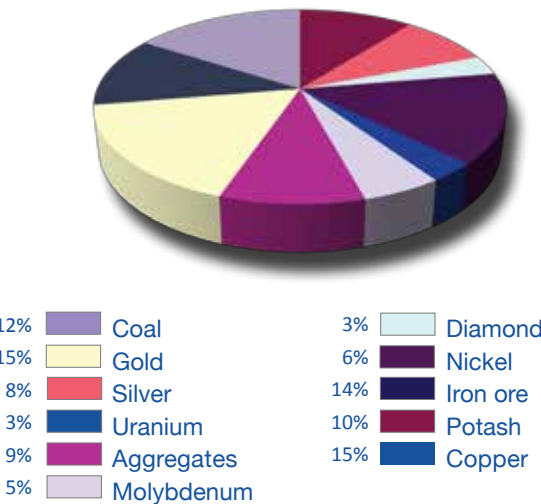
Front cover	£3,300	Full page	£2,200
Back cover	£2,600	Half page landscape	£1,100 or £4,500 for all six issues
Inside covers	£2,400	Quarter page landscape	£600 or 2,400 for all six issues
Double page spread	£3,200	Classified (Various sizes)	£110 or £500 for all six issues
Inserts	Up to A4 size contact us for competitive rates		

Advertising in Europe and rest of the World contact: gordon.barratt@tradelinkpub.com +44 (0)1909 474258
Advertising in Germany,Austria and Switzerland contact: info@gsm-international.eu +49 2131 51 18 01

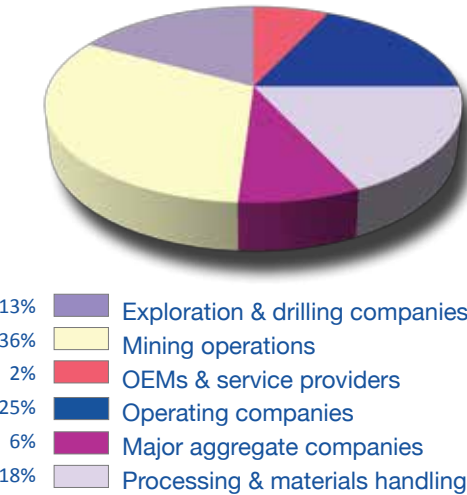
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Book 3 (Includes a prime position of your choice if available) full page advertisements and receive 6 months free Banner Advertisement on www.mqworld.com + a free half page to go in any issue of your choice
Book 4 (Includes a prime position of your choice if available) full page advertisements and 12 months free Banner Advertisement on www.mqworld.com + a free half page advert to go in any issue of your choice.

Circulation by commodity



Circulation by business sector



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, safety and a sustainable future.** 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 reducing the footprint

Bonus copies: PDAC Canada and Mining World Russia

Copy date: 9th February 2022

April

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

Bonus copies: UZMININGEXPO and UGOL ROSSI Novokuznetsk

Copy date: 10th April 2022

June

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

Copy date: 12th June 2022

Further articles of interest will be added throughout the year, if you would like to forward articles for consideration please contact gordon.barratt@tradelinkpub.com

August

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

Bonus copies: IMME Kolkata, India

Copy date: 4th August 2022

October

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

Bonus copies: Bauma, Germany

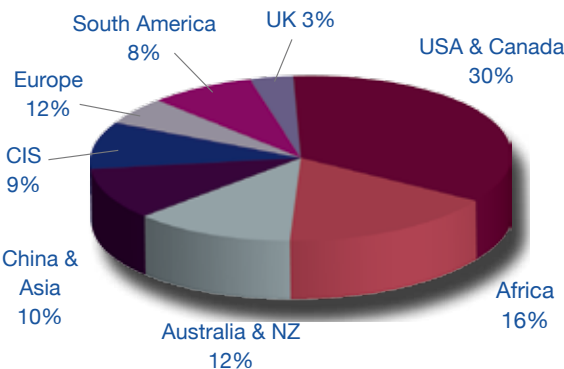
Copy date: 16th October 2022

December

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

Copy date: 11th December 2022

Circulation by geographical area



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10 | Best of both worlds

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- 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.

2022 – We will be present at the following exhibitions:

PDAC	UGOL ROSSII
Mining World Russia	
UZMININGEXPO	IMME Kolkata

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

Copy Date: 2 April 2022
(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:

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Mechanical Data | 11

Agency discount	10% for one booking/placement 15% for four or more bookings/placement
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% on application			

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