



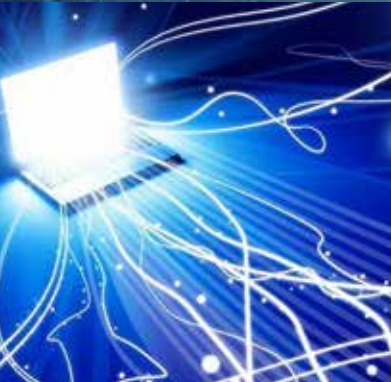
Tradelink Publications Ltd

Publishing, Printing & Website Services for the Mining Industry

COAL
INTERNATIONAL

MINING & QUARRY WORLD

All issues of Mining & Quarry World & Coal International are free to download



2025 Editorial Programme



02 | Tradelink Publications

Support us on our digital journey!

The upward trend in the industry continues unabated. Following the difficult period between 2020 and 2023, global business has been picking up speed again despite the ongoing war in Ukraine and the pandemic.

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.

Digital

Digital media is now by far the most cost-effective solution for marketing in today's society and it also allows us as a company to not only reduce our carbon footprint but reach out to a global mining audience one could never achieve in print.

Our aim in 2025 is to reach out not just to the thousands of mining companies and operations we hold within our database but also to involve everyone who works within the industry from a CEO down to a truck driver.

We aim to provide OEMs and service companies supplying the industry with the best digital advertising opportunities available at a lower cost than print and reach out to a far bigger audience. This is one of the strongest reasons to go on our digital journey working towards a more sustainable environment.

2023 presented many changes in the industry, a lot of these coming off the back of a current rise in commodity prices, that is 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. OEMs 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. Those 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.

Not everything in life is free

As I enter my 75th 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 adapt to this era accordingly and move away completely from print and mailing thus contributing to the world's efforts to reduce its and our carbon footprint.

www.mqworld.com

Worldwide news surrounding the industry as we all know is available on a daily basis, weekly and monthly newsletters are now in abundance from many sources. I am sure that the younger future generation of mine- managers and engineers will have to adapt to even more changes. Our newly revamped website offers a lot more such as feature articles, case studies, videos and an open forum that lets everyone in the industry have their say on many of the hot topics within the industry. A test trial of three hot topics attracted over 164,000 visitors in its first month, which just goes to show the power of our readership. There is no better way than digital advertising to a targeted audience through a trusted journal headed up by mining professionals with over 36 years of 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 2025

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.

Why Advertise with Us?

1. Targeted Audience

Reach a highly relevant audience of decision-makers and professionals in the mining and quarrying industries. Our extensive databases, built over many years, ensure your ads hit the mark.

2. Industry Authority

Leverage our well-established reputation in the industry. Our digital platform offers a new experience with a wider circulation than print, helping reduce our carbon footprint. Feature articles, daily news, case studies, open forums, and the latest innovations in mining and sustainability enhance your brand's credibility.

3. Global Reach

Expand your market reach with our worldwide audience. Connect with potential clients from

different regions and grow your business.

4. Comprehensive Coverage

Advertise across a wide range of topics, including equipment, technology, and sustainability. Ensure your ads are seen by a diverse group of industry stakeholders.

5. Engagement Opportunities

Engage with your target audience through various formats like banner ads, sponsored content, and newsletters plus advertising in both our digital journals

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 40,000 mining and quarrying companies and their operations on our database, leading to in excess of over 180,000 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.mqwworld.com has in excess of 28,000 users and over 48,000 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 digital.



To advertise in *Coal International* or *Mining & Quarry World*,
contact gordon.barratt@tradelinkpub.com



04 | Worldwide exhibitions and attendance



9 to 12 January 2025

Odisha Mining Expo, Odisha, India



15 and 16 January 2025

Future Minerals Forum, Riyadh, Saudi Arabia



3 to 6 February 2025

Investing in African Mining INDABA, Cape Town



2 to 5 March 2025

PDAC, Toronto, Canada



9 to 12 March 2025

EnviroTech Athens, Greece



7 to 13 April 2025

bauma, Munich, Germany



14 and 15 May 2025

Mining Congress, Astana, Qazaqstan



2 to 4 September 2025

Critical Minerals Conference, Perth, Australia



22 to 26 September 2025

PERUMIN, Arequipa, Peru



11 to 14 November 2025

IME, Kolkata, India



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 180,000 mining professional contacts on our database this publication truly reaches a worldwide audience.

- Digitally Published six times a year
- For our attendance at Major mining exhibitions *Coal International* will be printed and distributed from our stand and can also be printed in a variety languages
- Besides a wealth of feature and technical articles, site visits and industry news, Coal International also covers health & safety, sustainability, technological innovation and financial news, alongside new products & equipment in every issue covering both underground and surface operations.

Coal International topics to be covered throughout the year 2025

Advancements in Clean Coal Technology: Exploring the latest innovations aimed at reducing the environmental impact of coal mining and usage.

Global Coal Market Trends: Analyzing shifts in coal demand and supply, with a focus on emerging markets and geopolitical influences.

Coal Mining Automation: The rise of autonomous machinery and its impact on productivity and safety in coal mines.

Carbon Capture and Storage (CCS): Evaluating the effectiveness and future potential of CCS technologies in mitigating climate change.

Health and Safety Innovations: New strategies and technologies to improve worker safety and health in coal mining operations.

Coal's Role in Energy Transition: How coal can fit into a sustainable energy future, including hybrid energy systems and coal-to-liquid technologies.

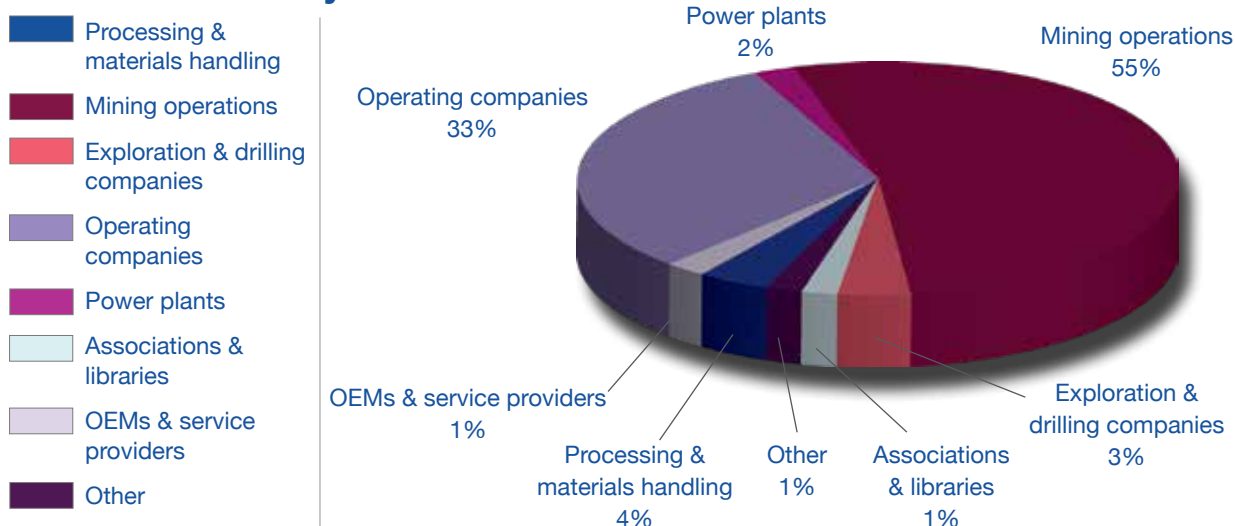
Digital Advertising Rates

Digital product	Total cost	Total cost for all 6 issues	Digital product	Total cost	Total cost for all 6 issues
Front Cover	£2,500	£12,500	Half page	£850	£4,250
Back Cover	£2,100	£10,500	Quarter page	£500	£2,500
Inside Cover	£2,100	£10,500	Classified (various sizes)	£100	£500
Double page centre spread	£2,500	£12,500	Article placement in Coal International	£1,200p/p	POA for multiple pages
Full page	£1,700	£8,500			

Please advertise in our digital journals and support us on our mining journey. Download now/today to see the latest issues of our journals. www.mqworld.com

Advertising in Europe and Worldwide contact: gordon.barratt@tradelinkpub.com +44 (0)1909 474258/01777871007

Circulation by business sector



Others include - smelters, steel processes and PR companies

To advertise in *Coal International*, contact
gordon.barratt@tradelinkpub.com

Proposed subjects for Coal International

Every issue of **Coal International** contains the latest news, new plant and equipment, health, safety and sustainability and digitisation 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. A major feature throughout each issue will be: Reducing your carbon footprint, Sustainability and Mining Innovation.



January

- Transitioning to an electric mine
- Autonomous Mining Trucks
- Underground scoop trams
- Underground ventilation systems
- Conveying underground
- Asset management and finance
- Signals and communications
- Continuous miners
- Dust suppression
- Rock reinforcement and ground support

Copy date: 30th January 2025

July

- Wheel loaders and Scoop trams
- Surface and underground conveying
- Crushers
- Sustainable mining
- Underground mining trucks
- Ventilation systems
- Collision avoidance
- Room and pillar
- Continuous miners
- Machine monitoring The IoT

Copy date: 30th July 2025

March

- Hydraulic mining shovels
- Underground crushing equipment
- Underground drilling rigs
- Mining automation
- Crushing and Screening
- Explosives technology
- Lubrication
- Sustainable mining practices
- Longwall systems

Copy date: 30th March 2025

September

- Mining automation and information management
- Underground crushing equipment
- FLP Underground drives
- Scoop trams
- Gas monitoring
- Dozers
- Transitioning mines to sustainable future
- Dewatering pumps
- Health and Safety innovations
- Coals Role in the energy transition

Copy date: 30th September 2025

May

- Pumps and water management
- Rock reinforcement and ground support
- Wheel loaders
- Transitioning to an electric mine
- Conveying
- AFC Stage loader review
- Longwall developments
- Open Pit mining
- Online training solutions
- Big Data and mining

Copy date: 30th May 2025

November

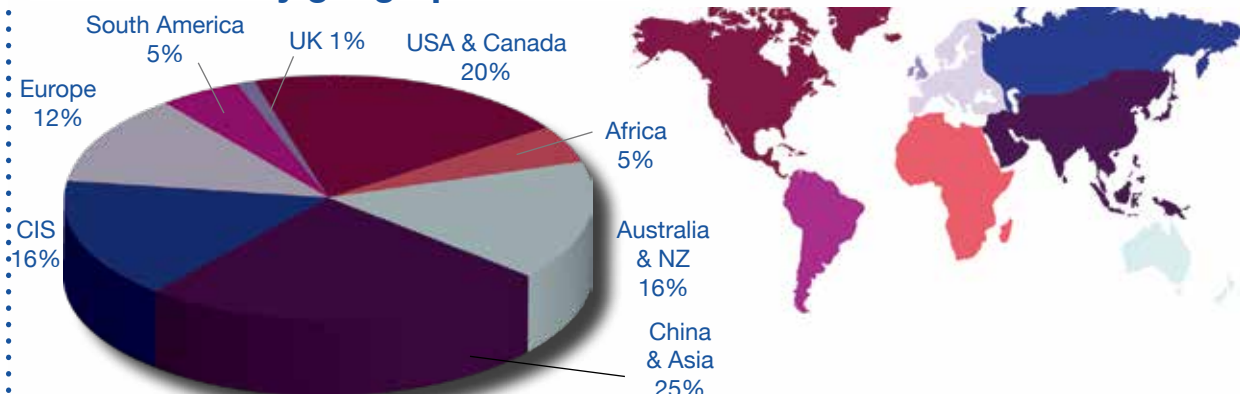
- Hybrid mining machines
- Underground shuttle cars
- Autonomous mining
- Underground conveyor dust suppression
- Screening equipment
- Underground drilling rigs and reinforcement techniques
- Transitioning to a low carbon mine
- Carbon capture and storage
- Shearers
- Draglines

Copy date: 30th November 2025

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

Coal International will be attending major exhibitions around the world (as listed on page 4) ensuring your message reaches its intended audience. Prior to attendance at exhibitions we will ensure that a digital copy reaches all Operating Companies/ Mining Operations personnel, this will include Head Office: CEO's, Technical Directors, Procurement Departments and CFO's Mine site: Mine Manager, Electrical/ Mechanical Engineers and Health/Safety officers. Printed Bonus copies will also be available for distribution from the event attendance.

Circulation by geographical area



To advertise in *Coal International*, contact
gordon.barratt@tradelinkpub.com

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* is regarded as one of the worlds leading publications serving the Mining Industry for equipment suppliers and service companies. With over 180,000 mining professional contacts on our database, this publication truly reaches a worldwide audience.

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 distributed digitally
- Published six times per year
- All Mining companies and Mining Operations personnel/decision makers receive a free digital copy
- Other recipients include trade associations, educational establishments, libraries, OEMs and service providers
- Printed copies will be distributed on our attendance at all the major mining exhibitions and conferences and can also be printed in a variety of languages
- Besides a wealth of feature and technical articles, site visits and industry news, *Mining & Quarry World* also covers health & safety, sustainability, technological innovation and financial news, alongside new products & equipment in every issue covering both underground and surface operations

Mining and Quarry World topics to be covered throughout the year 2025

Sustainable Mining Practices: Case studies and innovations in reducing the environmental footprint of mining operations.

Digital Transformation in Mining: The impact of digital technologies, including AI and IoT, on mining efficiency and decision-making.

Renewable Energy Integration: How mining companies are incorporating renewable energy sources to power their operations.

Critical Minerals and Rare Earth Elements: The growing importance of these materials in technology and clean energy sectors.

Community Engagement and Social Responsibility: Best practices for mining companies to engage with and support local communities.

Future of Quarrying: Innovations in quarrying techniques and equipment that enhance productivity and sustainability.

Digital Advertising Rates

Digital product	Total cost	Total cost for all 6 issues	Digital product	Total cost	Total cost for all 6 issues
Front Cover	£2,500	£12,500	Half page	£850	£4,250
Back Cover	£2,100	£10,500	Quarter page	£500	£2,500
Inside Cover	£2,100	£10,500	Classified (various sizes)	£100	£500
Double page centre spread	£2,500	£12,500	Article placement in Mining and Quarry World	£1,200p/p	POA for multiple pages
Full page	£1,700	£8,500			

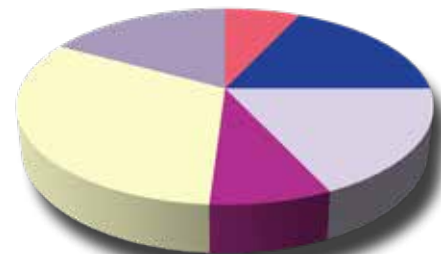
Please advertise in our digital journals and support us on our mining journey. Download now/today to see the latest issues of our journals. www.mqworld.com

Circulation by commodity



12%	Coal	3%	Diamond
15%	Gold	6%	Nickel
8%	Silver	14%	Iron ore
3%	Uranium	10%	Potash
9%	Aggregates	15%	Copper
5%	Molybdenum		

Circulation by business sector



13%	Exploration & drilling companies
36%	Mining operations
2%	OEMs & service providers
25%	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

Proposed subjects for Mining & Quarry World

Every issue of *Mining & Quarry World* contains the latest news, new plant and equipment, health, safety and sustainability and digitisation 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.

February

- Mining Trucks/Automation
- Slurry Pumps
- Underground Drilling and Blasting
- Mining and sustainability case studies and innovations
- Conveying underground
- Digital mining
- Signals and communications
- Hydraulic Breakers
- Blasthole drills
- Reducing your carbon footprint

Copy date: 28th February 2025

August

- Wheel loaders and dozers
- Grinding mills
- Surface and underground conveying
- Electric rope shovels
- Crushers
- Sustainable mining
- Underground mining trucks
- Ventilation
- Fleet optimization solutions
- Rock breaking and associated attachments

Copy date: 30th August 2025

April

- Hydraulic mining shovels
- Dewatering pumps
- Rock drilling and rock reinforcement
- Mining automation
- Explosives technology
- Tyre technology
- Workforce transition
- Digital transformations and mining software solutions
- Lubrication
- Rock drilling tools

Copy date: 30th April 2025

October

- Mining automation and information management
- Excavator and dragline attachments
- Underground crushing equipment
- Mineral comminution
- FLP Underground drives
- Scoop trams
- Gas monitoring
- Critical minerals and rare earth elements
- Transitioning mines to a sustainable future
- Fleet optimisation solutions

Copy date: 30th October 2025

June

- Bulk material handling systems
- Sustainable mining practices
- Crushers
- Overland Conveying
- Data and software management tools
- Roof bolting and strata control
- Ventilation systems
- Pneumatic equipment in mining
- Wheel loaders
- Transitioning to an electric mine

Copy date: 30th June 2025

December

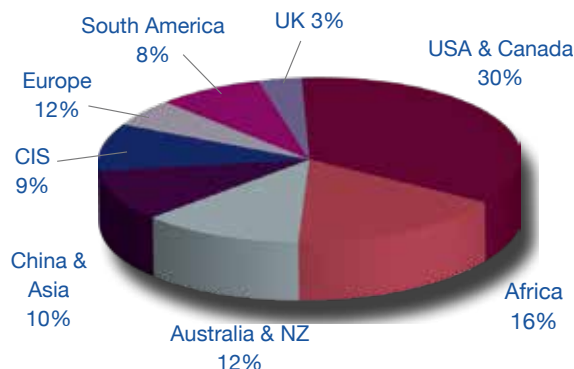
- Hybrid mining machines
- Mine planning and design software
- Autonomous mining and fleet optimisation
- Conveyor dust suppression
- Screening equipment
- Drilling rigs
- Off – highway trucks
- Community engagement and social responsibility
- Tailings Processing equipment

Copy date: 30th December 2025

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

Mining and Quarry World will be attending major exhibitions around the world (as listed on page 4) ensuring your message reaches its intended audience through our bonus copy distribution.

Circulation by geographical area



10 | Best of both worlds

- A total package to all our advertisers that offers real-time customer support in 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 35 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 at exhibition attendance

Mining and Quarry World and *Coal International* will be attending major exhibitions around the world (as listed on page 4) ensuring your message reaches its intended audience through our digital and bonus copy distribution.

A service that is second to none.

Benefits of advertising with us:

1. **Digital** – quality circulation mail merged from our daily updated database of 40,000 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 98 mining groups within our LinkedIn contacts.
5. **Monthly e-newsletter**
6. Reach out to over 180,000 mining contacts through our database of mining contact

To discuss rates please contact:

Gordon Barratt:
gordon.barratt@tradelinkpub.com



MINING & QUARRY WORLD

Please advertise in our digital journals and support us on our mining journey.
Download now/today to see the latest issues of our journals.
www.mqworld.com

Digital product	Total cost (£)
E- shot from our database: Total cost for one E- shot	£1,200
E- shot from our database: Total cost for two E- shots	£2,200
E- shot from our database: Total cost for three E- shots	£3,000
Database access via the www.mqworld.com for 12 months	£1,750
Database access via the www.mqworld.com for 6 months	£950
Newsletter Title banner sponsorship x 2 per month	£1,800
Newsletter Border banner sponsorship x 2 per month	£2,000
Product Video and link back to company web site per 12 months	£1,200
Product Video and link back to company web site per 6 months	£700
Title banner on www.mqworld.com for 12 months	£1,000
Title banner on www.mqworld.com for 6 months	£600
Border banner on www.mqworld.com for 12 months	£1,200
Border banner on www.mqworld.com for 6 months	£700

Contact : gordon.barratt@tradelinkpub.com

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)

To advertise in *Coal International* or *Mining & Quarry World*, contact gordon.barratt@tradelinkpub.com





Digital Publishing that connects with the World Wide Mining Community

COAL
INTERNATIONAL

**MINING & QUARRY
WORLD**

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