

## DIGITAL RATES & DATA (prices per month)

[www.im-mining.com](http://www.im-mining.com)

### Website Advertising – [www.im-mining.com](http://www.im-mining.com)

	£	€	\$
'Insight Series' Video Interview	3,000	3,800	5,150
Homepage Wrap	1,700	2,100	2,800
Spotlight Feature Article	1,200	1,475	2,000
Premium Banner (975 x 125 pixel)	1,100	1,400	1,900
Homepage Video	850	1,050	1,450
Medium Rectangle/MPU (300 x 250 pixel)	800	990	1,350
Small Rectangle (240 x 200 pixel)	700	865	1,175
Banner (468 x 60 pixel)	550	700	950
Company Profile advertorial*	2,000	2,500	3,400

\*Annual price, including duplication in one printed issue of the monthly magazine.

### Monthly Magazine – Digital Issue only

	£	€	\$
Full-page Static ad (A4 only)	650	800	1,100
Full-page Animated/Video ad	950	1,200	1,625

(Low-res PDF issue only, available free of charge to registered readers).

(High-res Interactive issue only, available free of charge to registered readers).

### Weekly E-Newsletter – International Mining Brief

(Sent free of charge to registered readers).

	£	€	\$
Video Link ad	750	950	1275
Banner (468 x 60 pixel)	550	700	950
Column (120 x 200 pixel)	450	550	775

Prices quoted above are inclusive of 4 x weekly issues of the newsletter.

### Technical Specifications

**Banners:** Maximum file size of 50KB, in \*.gif or \*.jpg format.

Animated banners are welcome in \*.gif file format.

**Homepage Video:** Please supply link address or YouTube link.

**Homepage Wrap:** Please contact [lynne@im-mining.com](mailto:lynne@im-mining.com) for specifications.

**Spotlight Feature Article:** Please contact [lynne@im-mining.com](mailto:lynne@im-mining.com) for specifications.

We will arrange the sponsorship layout for you.

**Company Profile advertorial:** For a full-page profile, we require approx.

650 words on a subject of your choice, two high-res (300+ dpi) \*.jpeg images, a high-res logo, and contact details. We'll arrange the page for your comments/approval. We also need a low-res logo 100 x 100 pixels for the website.

**Video Link ad:** Physical size 468 x 360 pixels. All we need is the link address.

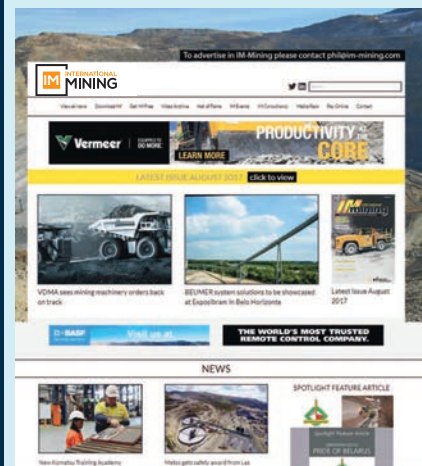
**Full-page Static ad:** A4 format only (297 x 210 mm / 11<sup>3</sup>/<sub>4</sub> x 8<sup>1</sup>/<sub>4</sub> inches), RGB colour profile, 200 dpi maximum resolution, PDF format only.

**Full-page Animated/Video ad:** A4 format preferred (297 x 210 mm / 11<sup>3</sup>/<sub>4</sub> x 8<sup>1</sup>/<sub>4</sub> inches), but other formats (i.e. landscape) can be accepted, subject to review.

We can support all file formats.

**Production contact:** Lynne Lane: [lynne@im-mining.com](mailto:lynne@im-mining.com) / Tel: +44 (0)1442 870 829

### Traffic @ a glance:



### Website:

- 30,000 sessions per month
- 23,000 users per month
- 40,000 page views per month

Full Google Analytics on request

### E-Newsletter:

- 6,000 weekly readers
- 19% open rate
- Read in over 150 countries



### SPOTLIGHT FEATURE ARTICLE – High Profile

2nd May 2017

OEMs or independent suppliers of autonomy solutions need to offer mines a less daunting and more practical way to roll out autonomy – getting them to where they want to be in a staged, pragmatic fashion. This is where ASI's new conceptual model comes in, the subject of this month's Spotlight Feature Article. OEM agnostic company Autonomous Solutions Inc (ASI) discusses how its innovative pathway model can help customers achieve autonomy benefits through increments and with the right tools in place ...



### Normet wins large order from Hindustan Zinc

Normet, an innovative underground technology company, has won several new orders from Hindustan Zinc, India's only and a world leading producer of zinc-lead-silver. Hindustan Zinc, a Vedanta Group Company, with whom Normet has been a preferred partner for several years, has plans to substantially increase production, productivity and safety in its zinc-lead-silver mines. The orders include the latest technologies in equipment for explosive charging, concrete spraying and transport, personnel transport, lifting and installation, scaling and underground logistics, and total close to €15 million. Normet's service teams will support and maintain the ordered fleet of