



MINE MAGAZINE

Media Pack

2022

Powered by VERDICT

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The magazine

01



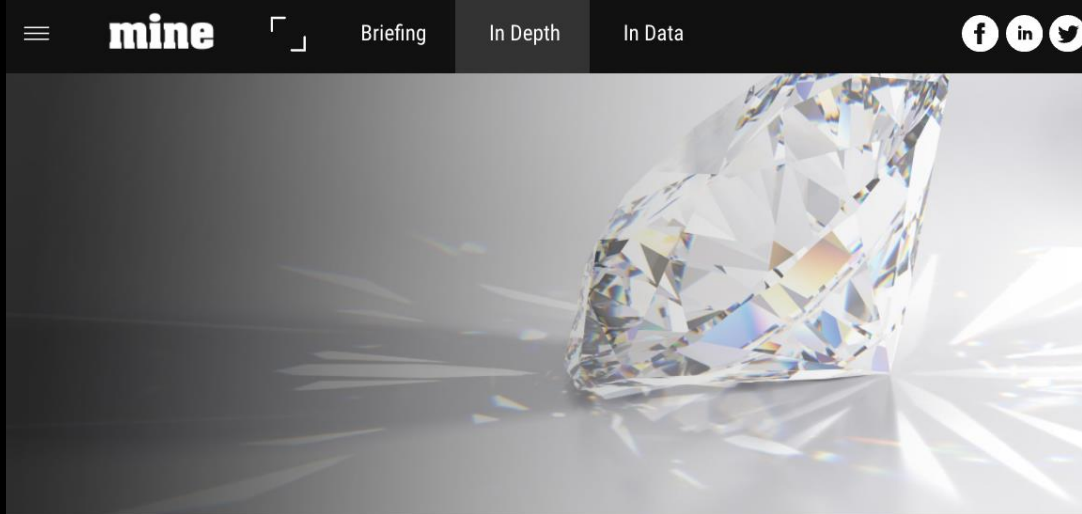


The magazine

At Mine Magazine we produce content in an objective and unbiased way. We focus on news-reporting and analysis of what's happening right now in the mining industry.

At Mine Magazine we supply our readers from the mining industry with all the latest business news and insights from around the world

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.



COMMODITIES

Are diamonds still forever?

Following the disastrous impact of Covid-19 on the diamond market in the first half of 2020, De Beers has since forecast full year sales of roughly \$1.8bn as the market continues to recover. **Scarlett Evans** dives into the state of the diamond market and what lies ahead for the sector.

As with much of the world, the diamond market has undergone something of a turbulent year. A [report](#) from Antwerp World Diamond Centre (AWDC) and Bain & co showed that production of the gem was strong at the beginning of 2019, though as the pandemic began to rear its head, closures and declining demand rippled across the sector.

China was a [good indication](#) of the global downwards trend, with an estimated 75% of jewelry stores on the mainland shutting down as lockdown measures were introduced.

Concerns over ethical practice have consistently dogged the diamond industry, something that has only been magnified in some areas by the pandemic. For instance, [IPIS research](#) found the number of children under 15 working in minerals production in the western Central Africa



Our results with MINE has seen several interesting business contacts for us.

**ABB Automation
Systems AB**



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

Tech-driven publishing

The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

Enhanced distribution

EXTENDED NETWORK

1

TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network, we reach over 110,000 professionals throughout the year additionally.

2

IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.

MEDIA PARTNERS:

mines and money
ONLINE CONNECT

Euro
Mine Expo

Owned network

Targeted database

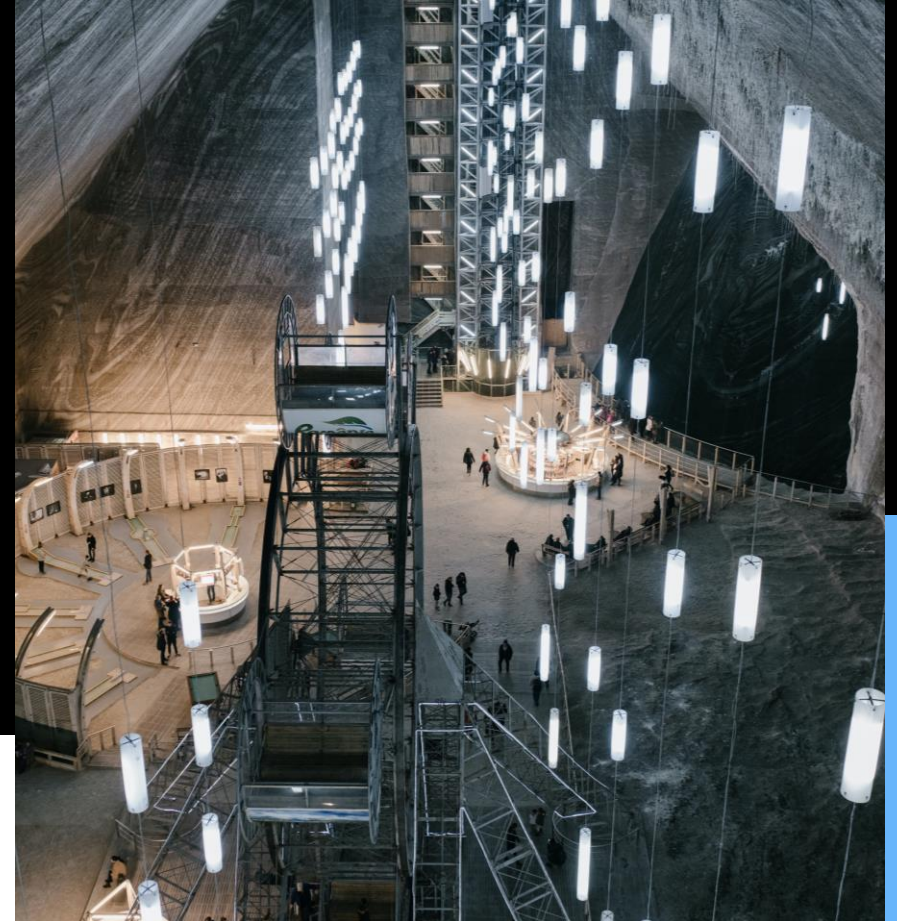
Sent directly to the inboxes of over 150,000 mining professionals, including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

Owned network

- Magazine featured weekly in newsletters sent to over 22,000+ contacts
- Promoted throughout our sister site www.mining-technology.com with a global audience of over 244,000 unique users a month
- Full ROI reporting will demonstrate the reach and success of each campaign with in-depth analytics

Senior Decision makers subscribed

- Mine Owners
- Mine Operators/Engineers
- Maintenance Managers
- Purchasing Directors
- C-Level Management
- H&S Managers
- Superintendents
- Project Managers
- Geologists
- Technical Directors



150,000

senior mining executives

244,000

unique users a month



Worldwide reach

We can help you communicate directly with the global mining industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS



BARRICK

CATERPILLAR®

F.M. FREEPORT-McMoRAN

BHP

NEW OPPORTUNITIES

Align your brand
with key topics
within the industry
to demonstrate
leadership and
innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

Sponsorship

02



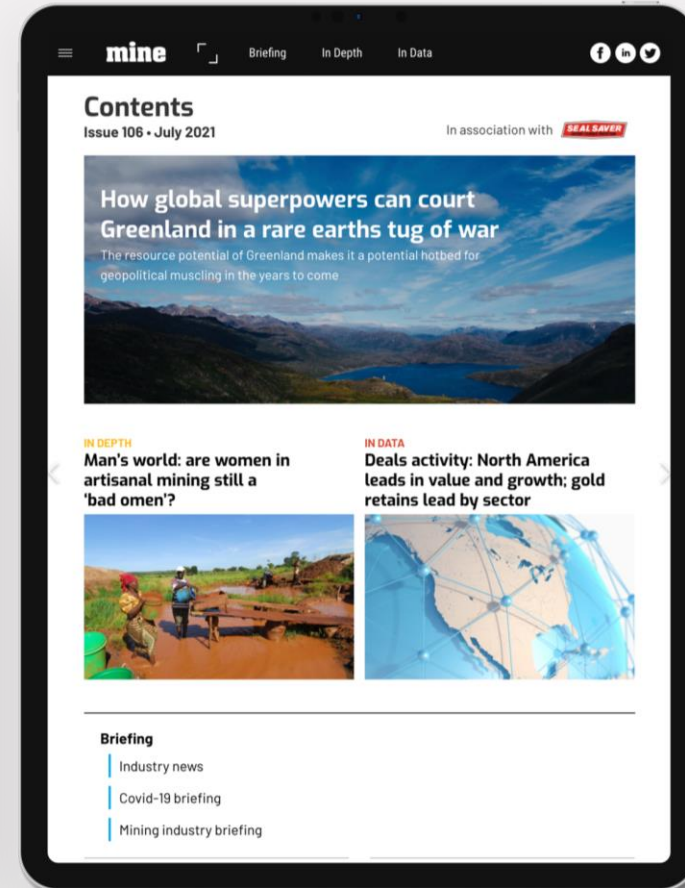


Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

Editorial calendar 2022

03



Editorial calendar 2022

Sponsorship
options



Edition	Theme	Lead article	Data article	Intent topic
Jan	Governance	<p>Exploration</p> <p>As the world's mineral reserves run dry, miners are having to look further afield for commodities. How will this change the landscape of the mining industry, and how will companies, governments and regulators respond to this change?</p>	Which mining companies have been diversifying their revenues the fastest?	Project Management, Engineering Consultancy
Feb	Robotics	<p>Automation</p> <p>Already one of the most automation-heavy industries, mining has embraced robotics at all levels of its operations. But how will this affect human employees, and what can they expect from an industry where profits and productivity continue to surge?</p>	Which companies are capitalising on the energy transition by mining key minerals?	Health, Safety and Protective Equipment
Mar	Governance	<p>Rare earths</p> <p>Beyond commodities of traditional value, rare earths are a new source of value and tension as governments and companies race to make the most of the world's few deposits. Could this change the complexion and balance of power in international mining?</p>	Robotics hiring levels in the mining industry	Loaders, Trucks and Haulage
Apr	Governance	<p>Gold</p> <p>Gold remains a benchmark of value, for both industrial operations and personal wealth, but greater scrutiny over extractive and management processes has put gold under pressure. How will the gold supply chain change to meet changing standards?</p>	Mining industry operations and technologies deals Q1 2022	Environment and Emissions and Dust Control
May	Environment	<p>Tailings</p> <p>Mining remains one of the world's most destructive industrial activities, and tailings are the poster child for environmental disruption. With greater scrutiny than ever placed on the environmental footprint of industries, how can mining ensure balance between profits and protection?</p>	Mining industry AI roles global hiring trends.	Control and Automation Systems
Jun	Environment	<p>Coal</p> <p>Coal still powers much of the world's industrial processes, and the COP26 summit showed that many countries are not yet willing to move on from the mineral. How have consumption habits changed in recent years, and looking ahead, will coal ever be phased out entirely?</p>	Lithium mine map and annual outputs	Survey Systems and Equipment

Advertising

04



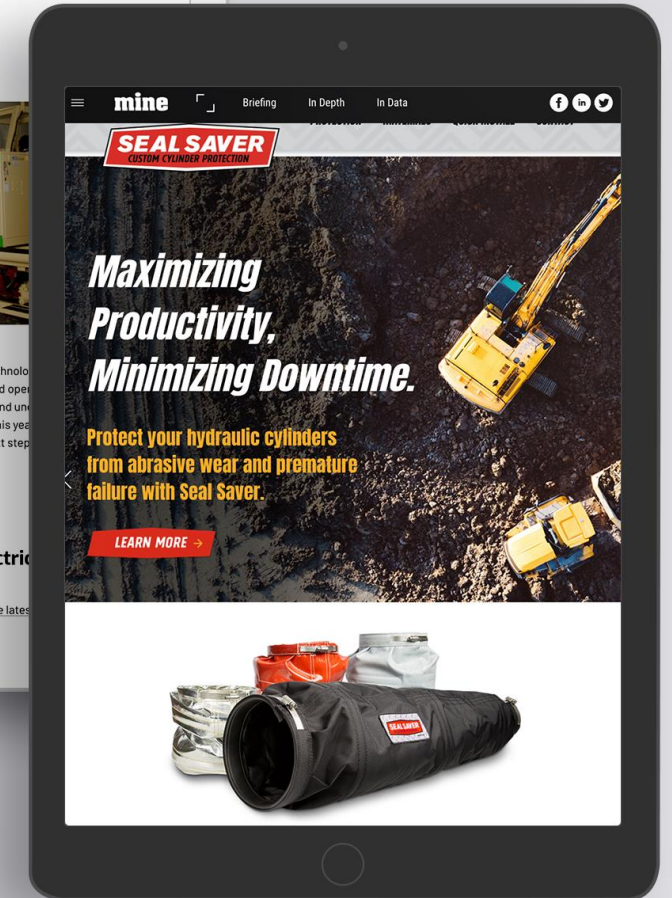
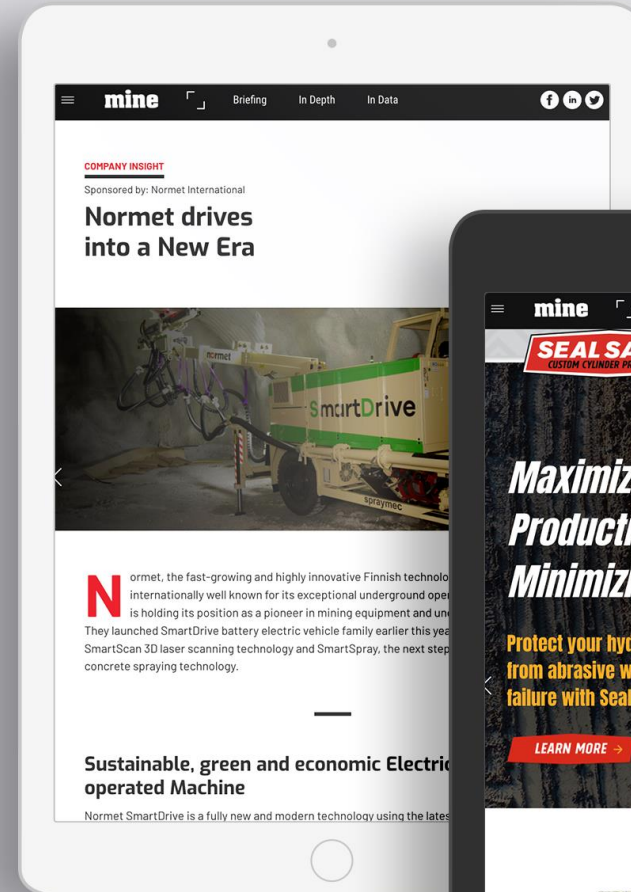
Adverts

Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website



Left: Company insight
Right: Interactive lead page

Display advertising

As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

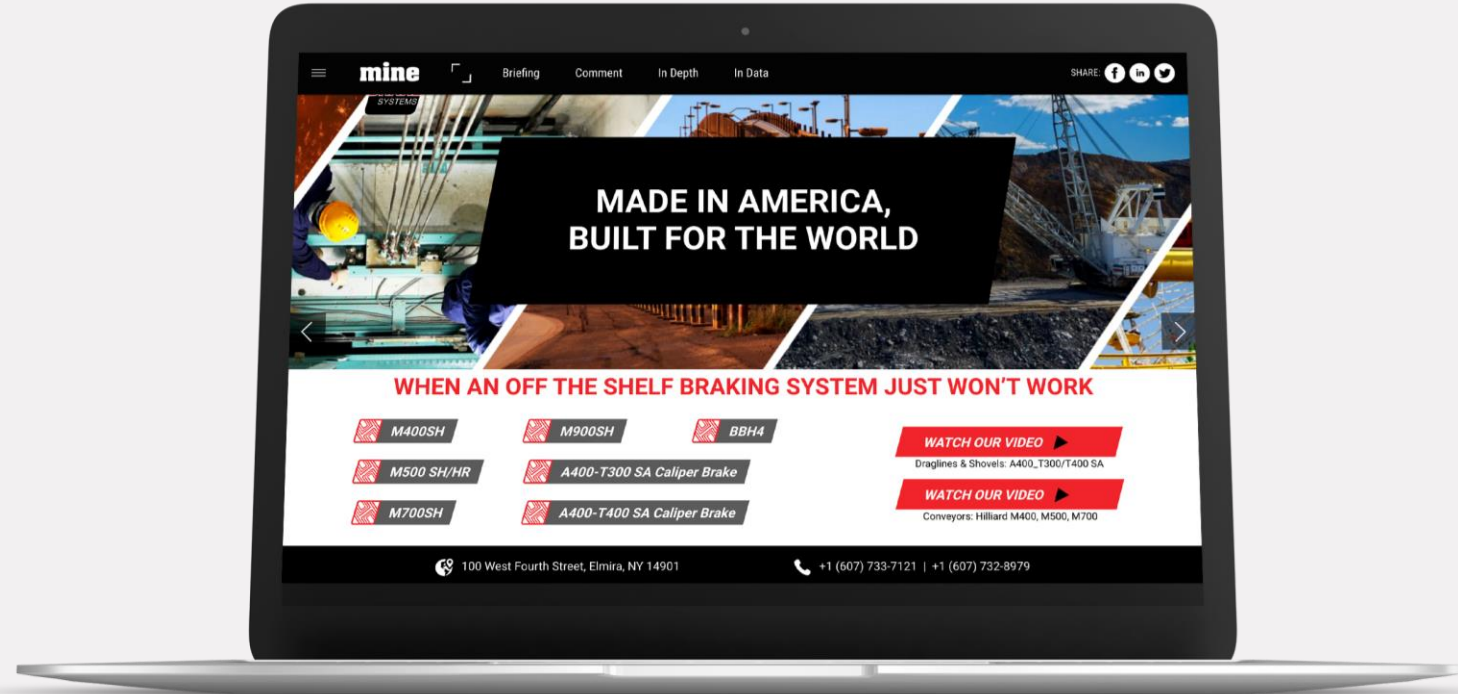


MINE MAGAZINE
ATTRACTS OVER 150,000
UNIQUE USERS A MONTH

Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

Our intelligent display advertising is included with all our packages



Showcase: Display ad

Our advertisers



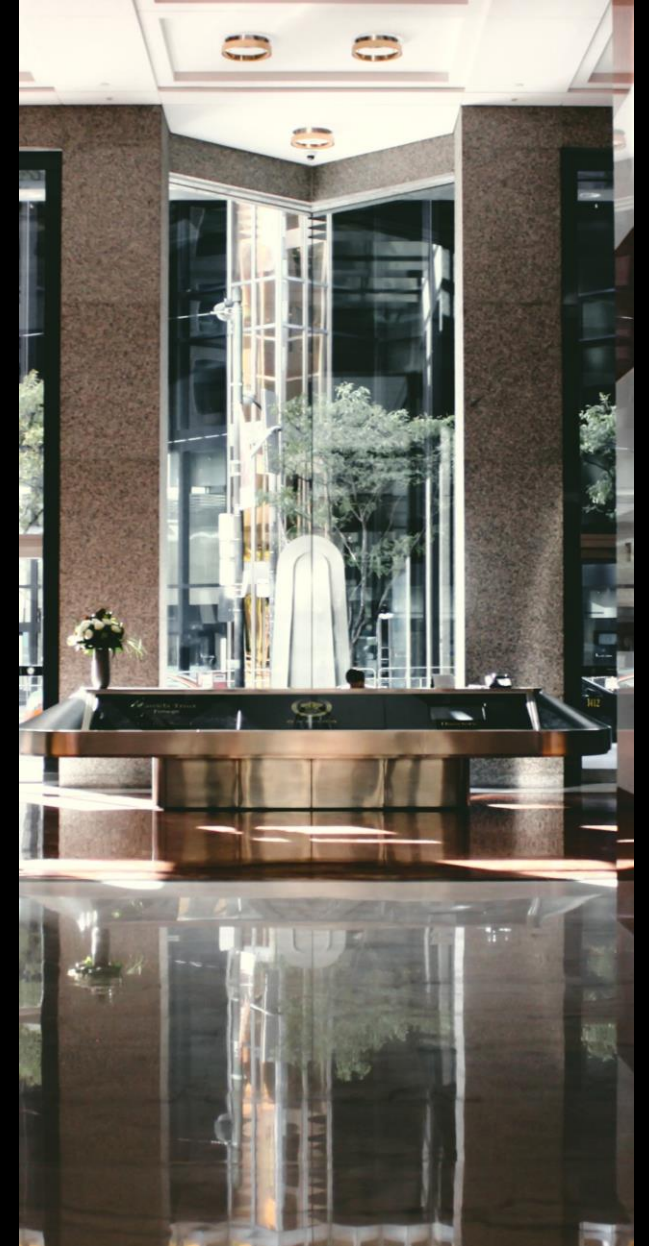
Pricing

05



Pricing

	Magazine Issues#	
	ONE	THREE
INTERACTIVE ADVERTS Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
COMPANY INSIGHT 800 words of advertorial & display banner advertising	£3,000	£7,500
ISSUE SPONSOR Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
FRONT COVER WRAP	£4,700	£12,000



Let's talk

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