Mining Review Africa is without question the world’s leading mining news and information publication for Africa. The news is presented via the print and digital magazine, the daily mining news platform and regular E-Newsletters.

Why choose Mining Review Africa as your partner?
Through its liaison with major, mid-tier and junior mining houses, suppliers of capital equipment, technology and plant, Mining Review Africa delivers timeous, newsworthy, business-generating information to all key decision makers and mining professionals.

In this way it guarantees to retain its position as Africa’s leading mining sector publication and digital information provider.

Mining Growth in Africa
The mineral commodities sector in Africa is experiencing unprecedented and exciting growth, as the world’s focus continues to shift towards highly prospective, greenfield’s resource potential across the continent. This transition is taking place on a scale never seen before and will continue over the next few decades.
Mining is one of the most vital industries in shaping Africa’s current and future socio-economic development.

How does Mining Review Africa differentiate itself?
The Mining Review Africa team invests in visiting the world’s most prestigious international mining conferences and exhibitions. In addition the editorial team travels to well-established and emerging mining regions across Africa, extending from South Africa through to Egypt, providing you with first-hand information on developments in the sector.
How can you access our data?

No matter which “Route to Market” you choose, what you are really doing is accessing Africa’s most comprehensive database of mining professionals active in the market today. Mining Review Africa spends time and effort to ensure the quality of our existing data as well as continuously sourcing for new data.

Global distribution - 31 025

- 8% East Africa
- 65% Southern Africa
- 22% Central Africa
- 4% West Africa
- 1% North Africa

Distribution in Africa

Algeria 11 | Angola 195 | Benin 4 | Botswana 21 | Burkina Faso 23 | Burundi 13 | Cameroon 39
Congo 86 | Democratic Republic Of Congo 3281 | Cote D’Ivoire 26 | Egypt 40 | Eritrea 15
Madagascar 6 | Malawi 42 | Mali 33 | Mauritius 17 | Morocco 24 | Mozambique 776
Namibia 347 | Niger 4 | Nigeria 168 | Rwanda 34 | Senegal 61 | Sierra Leone 45 | South Africa 14061
Swaziland 13 | Tanzania 541 | Togo 7 | Uganda 97 | Zambia 1389 | Zimbabwe 110

MRA offers you the opportunity to access segments of our data that are important to you. Our CRM system has grown over the past 3 years. Two years ago we had 16 500 names on our database. As a result of our extensive data building efforts, last year we had 26 500 and in 2015 we have 31 025.

Distribution for global companies investing in mining in Africa: 8652

- Mining Houses: CEO, CFO, COO, Project managers, Buying office.
- Mines: Senior planners, General managers, Mine managers, Engineering managers, Mine Engineers, Procurement managers.
- Exploration companies: Exploration managers, Geologists.
- EPCM: CEO, Project managers, Engineers.

Whether you choose to advertise in our print and digital magazine or choose one of the other digital options you will be able to send your message to this phenomenal database.
Rates for print

<table>
<thead>
<tr>
<th>Insertions</th>
<th>7-12 issues</th>
<th>4-6 issue</th>
<th>1-3 issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full colour</td>
<td>Rands</td>
<td>Rands</td>
<td>Rands</td>
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<tr>
<td>DPS</td>
<td>22 113</td>
<td>25 358</td>
<td>27 836</td>
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<tr>
<td>Full page</td>
<td>15 378</td>
<td>17 085</td>
<td>18 601</td>
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<tr>
<td>Half page</td>
<td>9 554</td>
<td>11 319</td>
<td>12 610</td>
</tr>
<tr>
<td>Third page</td>
<td>8 245</td>
<td>9 224</td>
<td>9 808</td>
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<tr>
<td>Quarter page</td>
<td>5 586</td>
<td>6 815</td>
<td>7 623</td>
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</table>

Special features

<table>
<thead>
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<th>Insertions</th>
<th>7-12 issues</th>
<th>4-6 issue</th>
<th>1-3 issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Front cover with 2 page lead editorial</td>
<td>R42 998</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside front cover</td>
<td>17 273</td>
<td>18 259</td>
<td>19 835</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>16 684</td>
<td>17 844</td>
<td>19 058</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>17 409</td>
<td>19 268</td>
<td>20 328</td>
</tr>
<tr>
<td>Industry Report cover with 2 page lead editorial</td>
<td>R31 565</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vendor profile: 1 full page advert with 2 page editorial</td>
<td>R27 730</td>
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</tbody>
</table>

Annual year planner
Year planner: per 7.6cm X 7.6cm position  R10 000

Map positions
Top corners (10cm X 21cm)  R19 845
Border positions (10cm X 10cm)  R16 538

Annual wall calander
A3 wall calendar; per month  R27 563

Advertising deadlines
Advertising bookings and material by the 10th of the month prior to the month of publications

Material specifications

- Our magazines are A4 (210mm wide x 297mm high). Refer to the diagrams above for advert specifications
- Please supply electronic material with CMYK breakdown of your corporate colour(s)
- Files must be scaled to the actual print size in one of the following closed file formats: -- 300dpi TIFF -- 300dpi PDF or -- 400dpi JPEG
- All advertisements must be supplied as CMYK
- All advertisements to be supplied with 5mm bleed and crop marks
- Advertising material is subject to a conversion charge if it needs to be resized or is received as an open file
- If materials files are larger than 3 MB, please contact Shantal Malan for uploading instructions.

All advertising subject to our standard terms and conditions, available at www.miningreview.com

*Prices exclude 5% administrative charge
<table>
<thead>
<tr>
<th>Year</th>
<th>Editorial Calendar</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2015</strong></td>
<td></td>
</tr>
</tbody>
</table>
| **JANUARY** | **Regional & commodity focus:** Editor's choice African projects issue  
**Industry Report:** Investing in Africa Mining Indaba 2015  
In light of the annual Investing in African Mining Indaba, Mining Review Africa will provide a detailed and comprehensive preview of what to expect from the conference, unpacking the biggest issues and challenges facing Africa's mining investment market for 2015 and beyond. The supplement is a platform aimed at delivering the opportunity to reach your target audience - the African mining market. |
| **AUGUST** | **THE SOUTHERN AFRICA ISSUE**  
**GLOBAL COUNTRY PROFILE**  
**INDUSTRY REPORT**  
Featuring Zimbabwe and South Africa  
**PRODUCTS & SERVICES**  
Mining in Asia  
Potash and Phosphate  
Bauma Africa Preview  
Mine Planning & Software Solutions  
Materials Handling  
**Extra Distribution:** Bauma Africa |
| **SEPTEMBER** | **THE CENTRAL AFRICA ISSUE**  
**AFRICAN SECTOR ANALYSIS**  
**INDUSTRY REPORT**  
Featuring the DRC, Zambia and Republic of Congo  
**PRODUCTS & SERVICES**  
Mining Titans in Central Africa  
Gold  
Comminution  
Pumps, Pipes & Valves  
**SDAC MAP**  
**Extra Distribution:** IPAD DRC Mining & Infrastructure Indaba, The Joburg Indaba & The Global African Investment Summit |
| **OCTOBER** | **THE EAST & NORTH AFRICA ISSUE**  
**GLOBAL COUNTRY PROFILE**  
**INDUSTRY REPORT**  
Featuring Ethiopia, Eritrea, Libya, Egypt & Mauritania  
**PRODUCTS & SERVICES**  
Mining in Australia  
Mining Health & Safety  
Engineering & Project Management  
Advisory & Consulting Services |
| **NOVEMBER** | **THE SOUTHERN AFRICA ISSUE**  
**AFRICAN SECTOR ANALYSIS**  
**INDUSTRY REPORT**  
Featuring Mozambique, Angola & South Africa  
**PRODUCTS & SERVICES**  
Mining Titans in Southern Africa  
Rare Earths & Mineral sands  
Minerals Processing & Beneficiation  
Earthmoving (Equipment & Contracting)  
Electrical Transmission – Incl. Motors, Gearboxes, Generators & Cables  
**Extra Distribution:** Mines and Money London |
| **DECEMBER** | **THE COMMODITY & PROJECT YEAR-END REVIEW ISSUE**  
**INDUSTRY REPORT**  
Investing in Africa Mining Indaba  
**PRODUCTS & SERVICES**  
Indaba Preview  
Service & Supplier Round-Up  
Maps / Wall Calendars / Year Planner  
**SPECIAL PROMOTIONS** |
| **JANUARY 2016** | **Regional & commodity focus:** Editor's choice African projects issue  
**Industry Report:** Investing in Africa Mining Indaba 2016  
**Extra Distribution:** Mining Indaba |
How do you open doors to the mining houses?

Mining Review Africa (MRA) is THE publication to be associated with. The mining content is of the highest quality and is sourced first hand by our editorial team under the direction of Laura Cornish. She has created a platform for the mining houses to gain insight into development and best practice across Africa. MRA is distributed digitally to their PC’s, laptops, tablet or mobile phones. It penetrates the very heart of the mining industry and reaches the key decision makers in the major, mid-tier and the junior mining houses throughout Africa.

How do you reduce your sales cycle?

With 11 years of trusted history, with editorial coverage of the highest quality and with Africa’s most powerful database of end users, we know that showcasing your company is the right decision. We have a greater reach into Africa than all of our competitors. It is that simple. Our data is rich and is growing every day. There is no better way to send your message to those that influence and those that decide.

Do you need to contact the buyers and specifiers in the key mining houses on the continent?

The Mining Review Africa website gives the very latest news from around Africa. Mergers, acquisitions, new finds, development updates, production start-ups, expansions, strikes and disasters, whatever is current we are on it and we consolidate it daily for the Miningreview.com website. We also have white papers posted and unique interviews with mining experts. This is critical information for over 18 000 visitors reading at least 2 articles on each visit.

Do you want to showcase your position in the market and be seen as a trusted partner?

This exciting, annual, luxury volume offers mining suppliers the red carpet prestige of being positioned as one of TOP FIVE mining suppliers or service providers in their specific category/field of mining within an African context.

The benefit of being part of this exclusive yearbook is not only the prestige your company will be recognised for across the continent, but will enhance business deals and opportunities for new project work across Africa.

The Mining Elites in Africa Yearbook is a luxury volume handed in person to mining ministers, CEO’s, engineers, senior planners and project managers at all major international mining conferences in Africa (Mining Indaba) including Canada, Europe & Australia. Distribution will total over 6 500 printed copies with a further 31 025 sent digitally to every key decision maker involved in mining on the African continent.
**Webinars**

How can you create ‘demand response’?

The Mining Review Africa webinar series allows you to speak to the key decision makers in the mining industry, from your office, in the form of a live online seminar (up to 300 participants).

You create a presentation on a key area, we promote it to our database, they sign up to learn from you, you get an hour of their time and all their contact details. Very simple, very powerful and great ROI.

**Maps & Wall Planners**

How do you keep your brand top of mind?

Keeping front of mind is crucial in this competitive market place. Our maps contain critical information of mines and different commodities across the African continent. They will be seen on the walls of senior and junior mining houses and are used as a constant source of information.

There are a limited number of advertising positions that surround the maps which means constant recognition and being front of mind every day. There is a full map of Africa and three regional maps reflecting more vital detail in each area.

**HTML mailers**

How can you get a specific message to a segmented audience?

Send an exclusive email to our database. Your challenge is always to reach the right audience with the right message - and MRA gives you the right audience. If you have a special promotion, if you are hosting an event and want to maximise visitors, if you are launching into a new market, then sending a mailer to the MRA database will yield the results you need.

**E-newsletter**

How do you maintain your position and constantly influence the mining market?

The Mining Review Africa newsletter with must-read news is sent to 31 025 industry professionals and accepted by many as a critical information source. There has been unprecedented sign up for this valuable news source so we are increasing distribution to five times a week for 2015. The e-newsletter is heavily requested and the feedback is superb.

There are key advertising positions now available. Your message and your brand will be top of mind constantly.
Miningreview.com is a powerful information source and is used daily by the mining houses in Africa and the mining market. The news and views contained in the pages show the very latest critical thinking on issues that are at the top of the mining sector’s agenda. The search engine optimisation and the marketing we undertake to our huge data base, help drive activity to the web site and as such we have had a large uptake over the last year.
E-newsletter

Be seen daily

31 025 key decision makers receive our newsletters. We know it is invaluable – they tell us – as it is the source of up to the minute information. Our editors collate the news overnight and present in the morning. We save the industry time by putting the articles together as a one-stop-shop of critical information. There has been unprecedented sign up for this valuable news source.

By advertising on the newsletter, your message and your brand will be top of mind constantly.

Webinars

Generate leads immediately

Demand response is the phrase we use for our webinars. To generate a demand for more information on your products is the most powerful lead you can create. A webinar will do just that. It will not be a speculative enquiry, it will be a key decision maker spending an hour with you, listening to a success story or the technical benefits of a product, then “demanding” more information from you and asking for follow up meetings. That is what happens.

Bespoke mailers to our database

Lead generation overnight.

The most potent weapon in our arsenal is our data base. Our 31 025 mining professionals in Africa is simply the most sought after data in the industry. We refine it daily with our teams of researchers. We add to it continuously and we guard it jealously. However you can use it by creating a strong HTML mail campaign that will land in every inbox and allow you to generate direct enquiries the next day. We only sell a few of these opportunities per year as we do not want to saturate the database with product launches, but these limited mail blasts could make a huge difference to your push into Africa. Naturally we can segment based on territory and job title as you require.

E-NEWSLETTER RATES

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
<th>Duration</th>
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</thead>
<tbody>
<tr>
<td>Super Banner</td>
<td>R4 043</td>
<td>1 Week</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>R2 888</td>
<td>1 Week</td>
</tr>
<tr>
<td>Mini Banner</td>
<td>R2 312</td>
<td>1 Week</td>
</tr>
</tbody>
</table>

ONLINE CONFERENCE

HTML MAILER RATES

Per mailer R22 100