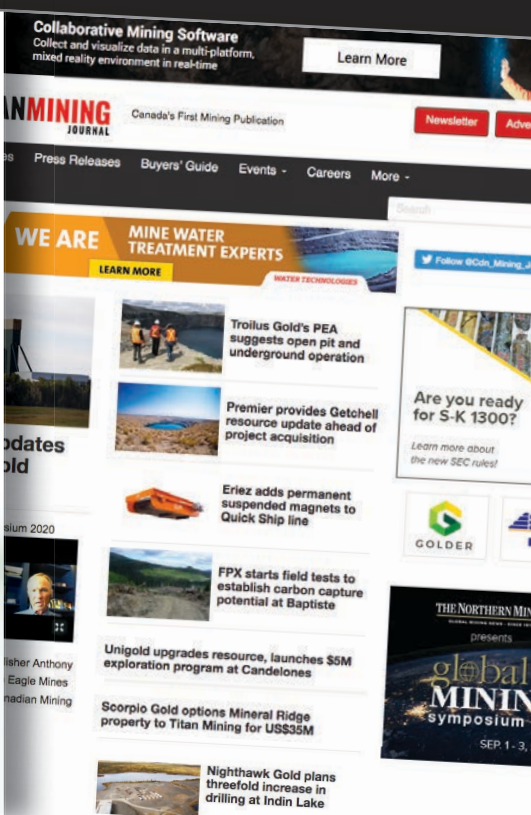


CANADA'S FIRST MINING PUBLICATION

CANADIAN MINING JOURNAL



NOW CANADA'S MOST READ MINING PUBLICATION. 11,596 AAM AUDITED CIRCULATION 29,000 READERS

Official Media Sponsor

MINExpo International 2021

SEPTEMBER 2021
LAS VEGAS, NV, USA

2021 MEDIA KIT

MINING & MINERAL PROCESSING NEWS

• SINCE 1882 •

GLACIER | RESOURCE INNOVATION GROUP

Canada's Only AAM Audited Mining Publication

www.canadianminingjournal.com

MINEXPO 2021 Official Sponsor

Canada's most-read mining magazine with 11,596 AAM audited subscribers. For over 135 years, *Canadian Mining Journal* (CMJ) has been serving the operations segment of Canada's mining industry. CMJ provides its readers with pertinent information on the latest technology, equipment, products and methods used in mining and mineral processing. We also report extensively on **ESG** and all its ramifications to the industry. With its AAM audited circulation, and multi-media delivery, CMJ guarantees advertisers exposure to the buying influences at the mine, mill and head office

JANUARY • Water Management

CMJ will look at all aspects of water management from tailings ponds to coping with the scarcity of water in certain locations.

- **ANNUAL REPORT: British Columbia, Yukon and NWT** – Includes statement from AME BC on eve of the Mineral Exploration Roundup.
 - **FEATURE REPORT: Pumps**
 - * **Bonus Distribution: Mineral Exploration Roundup, Vancouver.**
- Advertising closes December 1. | Ad material due December 8.

FEBRUARY/MARCH • Mining in Ontario – PDAC Convention issue

Our review of the state of mining in Ontario includes the Ontario Mining Association's annual report.

- **FEATURE REPORT: Sudbury/North Bay innovation cluster**
 - **FEATURE REPORT: Maintaining our Workforce**
 - * **Bonus Distribution: PDAC Convention in Toronto, SME Annual Meeting in Denver, and to members of the Ontario Mining Association.**
- Advertising closes February 1. | Ad material due February 8.

APRIL • The Electric Issue – Battery Minerals, BEV's and the Electric Mine.

- * **Bonus Distribution: CIM Annual Meeting in Montreal.**
- Advertising closes March 1. | Ad material due March 8.
- **FEATURE REPORT: ESG**

MAY • CIM Convention issue – Mining in the Digital Age

This issue will report on what is new in the world of analytics, robotics, autonomous mining and the Internet of Things as it relates to mining and mineral processing.

- **FEATURE REPORT: Software**
 - **FEATURE REPORT: Communications**
 - * **Bonus Distribution: CIM Annual Meeting in Montreal, Canadian Mining Expo in Timmins.**
- Advertising closes April 2. | Ad material due April 9.

JUNE/JULY • Reclamation & Closure

Having a competent closure plan in place before building the mine is a must for a license to operate. In this edition, we look at methods to improve the planning and final results of your mine closure.



- **ANNUAL REPORT: Saskatchewan and Manitoba**
 - **FEATURE REPORT: First Nations and Mining**
- Equipment Maintenance and Repair Supplement**
The latest tips, products and lubricants to prevent downtime and optimize performance.
- Advertising closes May 3. | Ad material due May 10.

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AUGUST • Top 40 Mining Companies in Canada – MINExpo Convention issue

Let the mining community know what innovations or new products and equipment you are showcasing at Minexpo 2021. This is our best-read issue of the year where we rank the Top 40 mining companies in Canada by revenue. The issue also includes a review of the top development projects, the next "mines-to-be".

- **FEATURE REPORT: Heavy Equipment – Trucks and Vehicles**
 - **FEATURE REPORT: Crushers, Conveyors, Screens**
 - * **Bonus Distribution: MINEXPO, Las Vegas**
- Advertising closes July 5. | Material due July 12.

SEPTEMBER • Gold in Canada – MINEXPO 2021

Our annual update on gold projects of merit across Canada. We will also discuss new innovations that are helping precious metals companies improve their results.

- **FEATURE REPORT: Remote Site Costing** – Making sure you have everything you need to set up a remote mining camp, and all the associated costs. Don't get caught short, read this report.
 - * **Bonus Distribution: MINEXPO in Las Vegas, AEMA Annual Meeting.**
- Advertising closes August 2. | Material due August 9

OCTOBER • Quebec and Eastern Canada

Our annual review of mining activity in Quebec, the Atlantic Provinces and Nunavut includes an update on Plan Nord infrastructure projects.



- **FEATURE REPORT: Environment & Clean Mining**
- Equipment Maintenance and Repair Supplement**
The latest tips, products and lubricants to prevent downtime and optimize performance.
- * **Bonus Distribution: Quebec Mines & Energy in Quebec City**
- Advertising closes September 1. | Material due September 8.

NOVEMBER • NEW FOR 2021 – Underground Construction & Tunneling

Everything you need to know about the nuts and bolts of building an underground mine and the tunneling associated with it. From drilling and blasting, tunneling, rock support, communications, hoisting and ventilation, we will shine a light on how to make the safest and most efficient u/g mine.

- **FEATURE REPORT: Mine Ventilation**
 - * **Bonus Distribution: AEMA Annual Meeting, Mineral Exploration Roundup, PDAC Convention, SME Annual Meeting, and the CIM Annual Meeting.**
- Advertising closes October 4. | Material closes October 11.

DECEMBER • Canada and International Mining

Canadians now operate twice as many mines outside of Canada as within. With this in mind, this issue will look at Canadian mining companies and suppliers operating around the world, including USA and Mexico.

- **FEATURE REPORT: Mine and Mill Safety**
 - * **Bonus Distribution: Mineral Exploration Roundup in Vancouver, SME Annual Meeting 2022.**
- Advertising closes November 1. | Material due November 8.

2020 ADVERTISING RATES

Size	1x	5x	10x	
Double Page Spread	\$9,990	\$9,290	\$8,990	4 colour
Full Page	\$6,600	\$6,100	\$5,700	4 colour
2/3 Page	\$5,950	\$5,500	\$5,025	4 colour
1/2 Island	\$5,600	\$5,200	\$4,900	4 colour
1/2 Page	\$4,990	\$4,500	\$4,200	4 colour
1/3 Page	\$3,950	\$3,625	\$3,320	4 colour
1/4 Page	\$3,500	\$3,150	\$2,950	4 colour
1/6 Page	\$2,300	\$2,050	\$1,900	4 colour

B&W rates available upon request.

POSITION CHARGES:

Full Page IFC & IBC = \$6,900 (includes 4 colour)

OBC = \$7,300 includes 4 colour

Rates are gross in Canadian dollars. 15% commission to recognized advertising agencies.



MECHANICAL REQUIREMENTS

Size	Width	Depth
Trim size	8 1/8"	10 3/4"
Full page bleed	8 3/8"	11"
Double page spread	16 1/4"	10 3/4"
Double page spread bleed	16 1/2"	11"
Full page	7"	10"
2/3 Vertical	4 1/2"	10"
2/3 Horizontal	7"	6 1/2"
1/2 Vertical	3 3/8"	10"
1/2 Horizontal	7"	4 7/8"
1/2 Island	4 1/2"	7 1/2"
1/3 Vertical	2 1/8"	10"
1/3 Horizontal	7"	3 1/4"
1/3 Square	4 1/2"	4 7/8"
1/4 Vertical	3 3/8"	4 7/8"
1/4 Horizontal	7"	2 1/4"
1/4 Square	4 1/2"	3 3/8"
1/6 Vertical	2 1/8"	4 7/8"
1/6 Horizontal	4 1/2"	2 1/2"

BUSINESS DIRECTORY

CONTRACT RATES:

Full Size | 3 1/4" wide x 2" high

5 issues \$1,500.00 (\$300.00 per issue)

10 issues \$2,500.00 (\$250.00 per issue)

Half Size | 1 1/2" wide x 2" high

5 issues \$900.00 (\$180.00 per issue)

10 issues \$1,500.00 (\$150.00 per issue)

Inserts

CMJ can accommodate any size or shape of insert. Inserts can be bound in the magazine or polybagged with the issue. Distribution can be on a national or regional basis. Rates on request.

Appointment Notices

\$250 per column inch	4/C	10 1/8"
\$175 per column inch	B/W	11 1/8"

MAXIMUM EXPOSURE!

Front Cover Package

The Front Cover Package allows your company to provide the front cover image and its logo on the bottom right corner. You also receive two pages of editorial within the issue. The total price of the package is \$9,200.00.



Circulation & Audience

Canadian Mining Journal's circulation is independently audited and reported regularly by Alliance for Audited Media (AAM). Trusted by North America's top advertisers and ad agencies, an AAM Audit Statement provides independently verified data critical for evaluating your media purchase. Auditing is verification. It is an impartial, in-depth examination of subscription records that ultimately grants media buyers the utmost confidence in their advertising investment with us.

CMJ is Canada's only AAM Audited mining publication and we are CASL compliant.

December 2019 AAM Audit is 11,596 monthly subscribers.

Readership is 29,000 per month (2.5 readers per issue).

Google Analytics Audit for our website is 31,000 unique visitors and 69,000 page views per month. May 2020.

For further information on any of these products contact:

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At www.canadianminingjournal.com, each print edition is posted in digital format and every story is posted in html format.

The website is also updated daily with the news from our Daily News Email service. Our news content helps generate an average of 69,000+ page views per month from 29,000 unique visitors (Google Analytics — May 2020). We can also do email blasts to our 5,000 CASL compliant email subscribers. Contact us now to have your message seen by our growing audience of mining and mineral processing professionals.

(We use Google Analytics and Ad Butler to track impressions and click-through rates.)

69,000+ PAGE VIEWS PER MONTH

HOME PAGE

The screenshot shows the homepage of the Canadian Mining Journal. At the top, there is a navigation bar with the logo 'CANADIAN MINING JOURNAL' and 'Canada's First Mining Publication'. Below this is a search bar and a 'Responsive Leaderboard' banner. The main content area features several articles and advertisements. A 'Super Banner' is highlighted for a 'WESTPRO' advertisement. A 'Video Hosting' callout points to a video player for a 'Canadian Mining Symposium 2020' interview. Two 'Big Box' callouts point to large article thumbnails. A 'Button' callout points to a 'GOLDER' logo. The layout is clean and professional, with a focus on mining news and industry updates.

2021 ADVERTISING RATES

NEW! Responsive Leaderboard

Maximum Impact across full width of all pages

Ad adjusts to fit size of screen from desktops to smartphones

Multiple landing pages within the ad

Created in conjunction with outside media consultancy

\$2,195.00/MONTH

Super Banner (leaderboard)

728 pixels x 90 pixels

Maximum size: 40 KB, GIF, Flash, Tags, JPEG

\$1050/MONTH

Big Box

300 pixels x 250 pixels

Maximum size: 40 KB, GIF, Flash, Tags, JPEG

\$950/MONTH

Button

120 pixels x 90 pixels

Maximum size: 20 KB, GIF, Flash, Tags, JPEG

\$500/MONTH

Video Hosting (via YouTube link)

\$850.00/MONTH

Appears on homepage only.

Sponsored Content Packages

Available for website and Daily News starting at \$750.00/week
Contact us for full details.

DAILY NEWS

Tuesday, August 21, 2018
Advertise
 CanadianMiningJournal.com
 Current Issue
 Buyer's Guide

CANADIAN MINING JOURNAL

LITHIUM: Nemaska finalizes 5-year supply deal with Northvolt

QUEBEC CITY – Nemaska Lithium has finalized a five-year deal with Northvolt, the Swedish battery maker. The agreement calls for Nemaska to supply battery grade lithium hydroxide to Northvolt at a rate between 3,500 and 5,000 tpy on a take-or-pay... [08/20/18](#) | [read more](#)

Dozer and Excavator Undercarriages
Learn More »

DIAMONDS: Lucara subsidiary firms up ties with Sarine

VANCOUVER – Through its wholly owned subsidiary Clara Diamond Solutions, Lucara Diamond Corp. has entered into a collaboration agreement with Sarine Technologies, the world's leading developer of technologies for the diamond industry. Clara will be the exclusive, worldwide customer for... [08/20/18](#) | [read more](#)

ASSESSMENT: Energy and mines ministers meet, disagree over Bill 69

OTTAWA, Ontario – Last week the provincial and territorial mines and energy ministers met in the northern town. Such meetings are most often a gathering of like-minded people who engage in smiles and back slapping. This time there were a... [08/20/18](#) | [read more](#)

Dozer and Excavator Undercarriages
Learn More »

MATERIAL HANDLING: Finning signs agreement to be exclusive MultiDocker dealer

EDMONTON – Finning Canada, a division of Finning International, has signed an agreement to become the exclusive dealer of MultiDocker in western Canada. MultiDocker is the leading manufacturer of hydraulic material handlers for the scrap recycling, bulk handling industries, and... [08/20/18](#) | [read more](#)

AngioGold terminates JV with Equinox

AngioGold Ashanti (NYSE: AU) has terminated the earn-in joint venture at Equinox Gold's (TSXV: EQX; US-OTC: EQXGF) Arizona gold mine project in northeastern Brazil. Equinox now has a 100% interest in the project. AngioGold spent US\$9 million on exploration activities at Arizona... [08/20/18](#) | [read more](#)

Big Box 1

Big Box 2

Joint Venture Article

THE MARKETING POWER OF GLACIER RESOURCE INNOVATION GROUP (GLACIER RIG)

CMJ is now part of the Glacier Resource Innovation Group which is comprised of numerous print and digital media information platforms that cover the full spectrum of the natural resources industry. Of immediate interest for our mining audience, we can now present to you the combined digital audience of CMJ, TNM and Mining.com – 100,000 unique readers over a one week period.

CANADIAN MINING JOURNAL

[f](#) [t](#) [in](#)

JOINT VENTURE Marketing

An exciting new feature from

CANADIAN MINING JOURNAL

Reach the combined audience of the mining industry's most trusted media platforms:

THE NORTHERN MINER <small>GLOBAL MINING NEWS SINCE 1916</small>	CANADIAN MINING JOURNAL	MINING [dot] COM
50,000+ monthly visitors	45,000+ monthly visitors	500,000+ monthly visitors

The Northern Miner, MINING.com and Canadian Mining Journal have an exclusive offer that gives you access to the most comprehensive distribution in the industry.

What is it:
 Authoritative coverage of your company as part of a Digital Joint Venture article on **booster rockets**.

Components:

- Distribution on homepage of each participating website for one week
- Article will appear in all email digests and newsletters for one week reaching a combined readership of over 100,000 recipients
- Social Media boost using all three platforms to generate a total of 150,000 impressions
- Cost: \$6,500

[More Information](#)

Contact one of our representatives to take advantage of this exclusive offer:

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George Agelopoulos
Sales Representative
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CANADIAN MINING JOURNAL

DAILY NEWS AD RATES

Canadian Mining Journal broadcasts a Daily News service four times a week, Tuesday thru Friday, to our 5,200 email subscribers.

BIG BOX 1

300 pixels x 250 pixels
 \$1350/month or \$500/wk

BIG BOX 2 — Below “the Fold”

300 pixels x 250 pixels
 \$1250/month or \$450/wk

Maximum size: 30 KB, GIF, Flash, Tags, JPEG

ADVERTISER EMAIL BROADCAST

We will broadcast your html file directly to our approximately 5,000 CASL compliant email subscribers.

COST IS \$450/THOUSAND NAMES

(minimum cost of \$650)

Open and click-through rates are tracked

One Solution • A TARGETED LEAD GENERATING TOOL

IMPETUS

Our clients need to be able to quantify their return on every marketing investment dollar. This is harder to do in an age where selling by impressions has become commoditized and the quality of those impressions has become suspect.

Glacier Resource Innovation Group, through its industry leading media brands, The Northern Miner, MINING.com and Canadian Mining Journal is now offering ONE Solution, a comprehensive package that will guide customers step by step, through the journey of collateral creation for brand awareness, through to the downloading of a lead.

ONE SOLUTION: \$10K

- 50 lead minimum includes five demographic fields
Name, Email, Industry, Company, Position
- \$100 per additional demographic field
- 1 month minimum run-time
- Ads to run on all media brand sites and point to GRIG constructed landing page

IMPLEMENTATION

- GRIG, in consultation with the client, will determine the most effective collateral mix for each campaign (blend of dig ads, social media and newsletters).
- Receive creative for digital ads and white paper from the client.
- Construct two landing pages for AB testing (GRIG to construct in consultation with the client).
- Launch and measure results of AB testing.
- Optimize based on test findings
- Run full campaign and deliver leads to the client.

ONE SOLUTION PREMIUM (WITH ROUNDTABLE AND GEOTARGETING) \$65K

- 50 leads and 1 month minimum. Leads include 5 demographic fields: Name, Email, Industry, Company, Position
- Identify 4-6 key industry leaders for participation in a live virtual roundtable.
- Identify theme of roundtable in consultation with our world class GRIG editorial team.
- Generate thought leadership awareness via coverage of roundtable in The Northern Miner, MINING.com and Canadian Mining Journal.
- Use content from roundtable discussion to create high value download.
- Geotarget best audience and drive to AB testing landing pages.
- Leverage download of high value content to generate quality leads.
- Scrub leads against GRIG's Mining Universe to meet lead criteria.
- Send through qualified leads to the client

step 1

TARGET YOUR AUDIENCE

GEO TARGETING



E-NEWS DIGEST



WEBSITE



SOCIAL MEDIA



For further information on any of these products contact:

PUBLISHER & SALES

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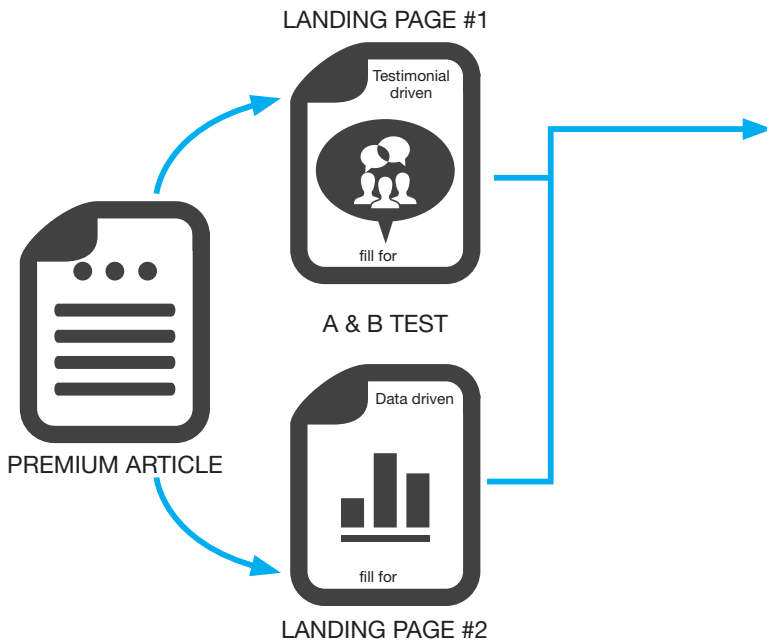
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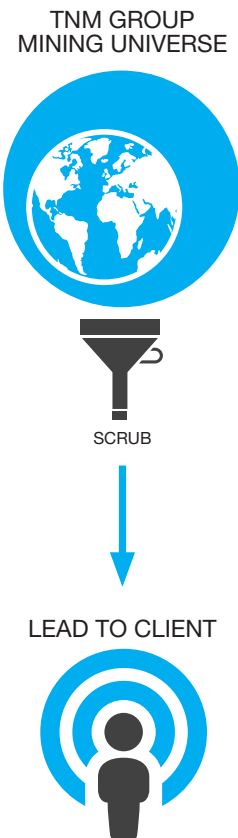
step 2

ENGAGE & QUALIFY



step 3

CONNECT



AAM Audit

As Canada only **AAM Audited** mining publication, we are the only media platform that can guarantee you your desired audience of business decision makers. Our monthly circulation is **11,596** and we have approximately **29,000** monthly readers (based on industry average of 2.5 pass along).

Virtually every mining in company in Canada subscribes to us, as you can see from the Job Types Analysis, with over 2,000 copies going to **Executive Head Offices** and other management personnel – the C Suite, if you will. These are the mine-finders and decision makers who decide which contractors, consultants, equipment and services to purchase. There are another 1,400 subscribers who are identified as **Operations Management** and the mines, mills and plants, who also wield significant buying influence.

We have a healthy circulation in the **Engineering and Research** sector. These are the people working on the efficient mines of tomorrow and need to keep abreast of the latest innovations, technology and methods that our editorial provides.

CMJ also provide a huge business-to-business audience with over 1,600 **Contractors** and 3,100 **Manufacturers and Distributors of Mining Supplies** subscribing to us. This kind of direct messaging audience cannot be found with any other mining media in Canada. And our AAM Audit guarantees it.



CANADIAN MINING JOURNAL Toronto, Ontario M3B 3K9

AUDIT REPORT B2B Media

FIELD SERVED: CANADIAN MINING JOURNAL is an independent publication serving Canada's mining industry, specializing in the production, processing, smelting and refining of minerals.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 2019:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	11,596
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	8,489
Qualified Nonpaid Individual - Digital	1,672
Qualified Nonpaid Individual - Print & Digital (Unduplicated)	1,235
Total Qualified Nonpaid Individual	11,396
Qualified Nonpaid Multicopy Same Addressee - Print	200
Total Qualified Nonpaid Multicopy Same Addressee	200
Total Average Qualified Nonpaid Circulation	11,596

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Qualified Nonpaid Multicopy Same Addressee - Print
1. MINING COMPANIES:						
(a) Copies addressed to firm name only	6	0.1	4		2	
(b) Executives and head office personnel, including officers and directors, general managers, purchasing agents	2,046	17.4	1,528	312	206	
(c) Operating management						
(1) Mining - including mine managers; general, mine, underground and production superintendents; mine captains, mine foremen, shift bosses	1,284	10.9	1,069	130	85	
(2) Processing - including mill, smelter, refinery, superintendents and foremen	67	0.6	31	21	15	
(3) Plant - including plant mechanical, electrical maintenance and power superintendents; master mechanics	61	0.5	30	16	15	
2. ENGINEERING AND RESEARCH (including consultants) Mine, ventilation, safety, survey, planning, efficiency, mill, metallurgical, mechanical and electrical engineers; research and development engineers	878	7.5	454	251	173	
3. OTHER MINE AND MILL EMPLOYEES	19	0.2	8	6	5	
4. EXPLORATION						
Geologists, geophysicists, geochemists, assayers, field surveyors, field and exploration engineers, consulting exploration engineers, prospectors	857	7.3	419	275	163	
5. MINING SERVICES						
Contractors - mining, shaft, underground, diamond drilling blast hole drilling	1,692	14.4	1,372	164	156	
6. OIL COMPANIES AND OIL DRILLING CONTRACTORS	418	3.6	352	46	20	
7. MANUFACTURERS AND DISTRIBUTORS OF MACHINERY EQUIPMENT AND SUPPLIES	3,197	27.2	2,642	317	238	