

CANADA'S FIRST MINING PUBLICATION

# CANADIAN MINING JOURNAL



MINING &  
MINERAL  
PROCESSING  
NEWS

• SINCE 1882 •

# 2019 MEDIA KIT

Canada's Only AAM Audited Mining Publication

[www.canadianminingjournal.com](http://www.canadianminingjournal.com)

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. With its AAM audited circulation, and multi-media delivery, CMJ guarantees advertisers exposure to the buying influences at the mine site, mill and head office.

### JAN • Base Metals and Battery Minerals

This issue will report on Base Metals projects across Canada with a special focus on British Columbia. We will also look at the hunt for the new gold, battery minerals: lithium, cobalt, graphite, vanadium and manganese.

• **Feature Report: British Columbia, Yukon and NWT Roundup**

★ **Bonus Distribution:** Mineral Exploration Roundup, Vancouver.

**Advertising closes December 3. | Ad material due December 10.**

### FEB/MAR • Mining in Ontario – PDAC Convention issue

Our review of the state of mining in Ontario includes the Ontario Mining Association's annual report. There will also be an update on the Ring of Fire.

• **Feature Reports: Sudbury/North Bay innovation cluster Drilling**

★ **Bonus Distribution:** PDAC Convention in Toronto, SME Annual Meeting in Denver, and to members of the Ontario Mining Association.

**Advertising closes February 4. | Ad material due February 11.**

### APRIL • Water Management

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

• **Feature Report: Pumps**

★ **Bonus Distribution:** CIM Annual Meeting in Montreal.

**Advertising closes March 4. | Ad material due March 11.**

### 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: Mine and Mill Safety**

★ **Bonus Distribution:** CIM Annual Meeting in Montreal, Canadian Mining Expo in Timmins.

**Advertising closes April 1. | Ad material due April 8.**



### JUNE/JULY • Reclamation & Closure

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

• **Feature Report: Saskatchewan and Manitoba Equipment Maintenance and Repair Supplement**

**Advertising closes May 13. | Ad material due May 20.**

### AUGUST • Top 40 Mining Companies in Canada

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: Energy Management**  
**New Mining Technology supplement.**

Receive a free facing page of editorial for each full-page advert. Let the mining community know what innovations are taking place at your company, in your own words. Included as part of the August edition.

**Advertising closes July 5. Material due July 12.**

### SEPTEMBER • Precious Metals

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

• **Feature Report: Heavy Equipment**

★ **Bonus Distribution:** North American Mining Expo in Sudbury.

**Advertising closes August 1. | Material due August 8**

### 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: Underground Mining Ventilation**  
**Equipment Maintenance and Repair supplement.**

★ **Bonus Distribution:** EXPLOR Quebec Convention in Montreal

**Advertising closes September 4. | Material due September 11.**

### NOVEMBER • Buyers' Guide

From "Abrasives" to "X-rays", our comprehensive list of suppliers, products and services for the mining industry in Canada.

★ **Bonus Distribution:** AEMA Annual Meeting in Reno, Mineral Exploration Roundup in Vancouver, PDAC Convention in Toronto, SME Annual Meeting in Denver and the CIM Annual Meeting in Vancouver

**Advertising closes October 1. | Material closes October 8.**

### 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.

• **Special Report: Material Handling**

**Advertising closes October 29. | Material due Nov. 5.**

### EDITORIAL TEAM CONTACT



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**Please be sure to include Alisha and Marilyn on your press release list.**

### ONLINE NEWS

Each issue of *Canadian Mining Journal* is posted online in digital format and PDF format for increased exposure. Our website also contains news content that is updated regularly and links to pertinent news releases. Visit [www.canadianminingjournal.com](http://www.canadianminingjournal.com)

## 2019 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

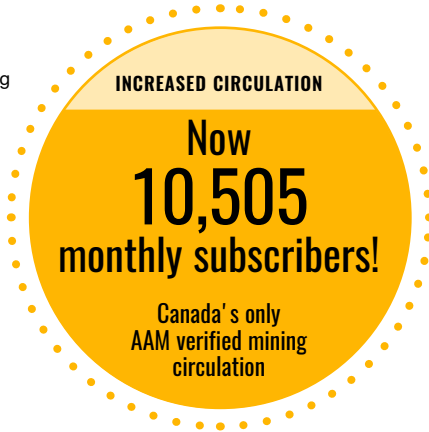
B&W rates available upon request.

### 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.



## 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.



## 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 1/8"
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"

## OTHER PRODUCTS & SERVICES

### Professional cards

3-1/4" wide X 2" high B&W	5 issues \$1,550 10 issues \$2,755
3-1/4" wide X 2" high B&W + 1	5 issues \$2,080 10 issues \$3,750
3-1/4" wide X 2" high 4 colour	5 issues \$2,600 10 issues \$4,690

### 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"

### 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**.

June 2018 AAM Audit is **10,505** monthly subscribers, fully-requested.

Readership is **27,000** per month (2.5 readers per issue).

Google Analytics Audit for our website is **25,000** unique visitors and **65,000** page views per month. May 2018.

For further information on any of these products contact:

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**CANADIAN MINING**  
JOURNAL

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At [www.canadianminingjournal.com](http://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 65,000+ page views per month from 27,000 unique visitors (Google Analytics — May 2018). We can also do email blasts to our 3,600 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 to track impressions and click-through rates.)

**65,000+ PAGE VIEWS PER MONTH**

### HOME PAGE



### DAILY NEWS



### 2019 ADVERTISING RATES

#### Super Banner (leaderboard)

728 pixels x 90 pixels  
**Maximum Exposure** Appears on all our web pages  
 Maximum size: 40 KB, GIF, Flash, Tags, JPEG  
**\$1050/MONTH**

#### Big Box

300 pixels x 250 pixels  
**Maximum Exposure** Appears on all our web pages  
 Maximum size: 40 KB, GIF, Flash, Tags, JPEG  
**\$950/MONTH**

#### Button

120 pixels x 90 pixels  
 Appears on all our web pages  
 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 \$500. Contact us for full details.

### 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 3,600 CASL compliant email subscribers.

#### COST IS \$450/ THOUSAND NAMES

(minimum cost of \$650)

Open and click-through rates are tracked