

CANADA'S FIRST MINING PUBLICATION

CANADIAN MINING JOURNAL



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MINING &
MINERAL
PROCESSING
NEWS

• SINCE 1882 •

2020 MEDIA KIT

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Canada's Only AAM Audited Mining Publication

www.canadianminingjournal.com

Official MINEXPO 2020 Sponsor

Canada's most-read mining magazine with 11,495 AAM audited subscribers. Since 1882, *Canadian Mining Journal* (CMJ) has been serving the operations segment of Canada's mining industry. CMJ provides its readers with information on the latest technology, equipment, products and methods used in mining and mineral processing. With its audited circulation and multi-media delivery, CMJ guarantees advertisers exposure to the buying influences at the mine, mill and head office.

JAN • The Electric Issue – Battery minerals & Electric vehicles

• **Feature Report: British Columbia, Yukon and NWT** – Includes statement from AME BC on eve of the Mineral Exploration Roundup.

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

Advertising closes December 2. | Ad material due December 9.

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. This year marks 100 years of the OMA and their history will be celebrated in this edition.

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

• **New Products Showcase**

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

Advertising closes January 31. | Ad material due February 7.

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: Dewatering technology**

★ **Bonus Distribution:** Water in Mining Conference in Toronto, CIM Annual Meeting in Vancouver.

Advertising closes March 2. | Ad material due March 9.

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 Reports: Ventilation, Mine and Mill Safety**

• **New Products Showcase**

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

Advertising closes April 6. | Ad material due April 13.



JUNE/JULY • Reclamation & Closure

In this edition we look at methods to improve the planning and implementation of your mine closure.

• **Feature Report: Saskatchewan and Manitoba**

Equipment Maintenance and Repair Supplement: The latest tips, products and lubricants to prevent downtime

and optimize performance.

Advertising closes May 4. | Ad material due May 11.

EDITORIAL CONTACT



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

2020 Editorial Calendar

AUGUST • Top 40 Mining Companies – MINEXPO issue

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**

• **New Products Showcase**

MINEXPO New Mining Technology supplement:

Let the mining community know what innovations or new products and equipment you are showcasing at Minexpo 2020. Receive a free facing page of advertorial for each full-page advert. Special rates apply.

★ **Bonus Distribution at MINEXPO, Las Vegas**

Advertising closes July 6. Material due July 13.



SEPTEMBER • Precious Metals

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

• **Feature Report: Screens, crushers and conveyors**

★ **Bonus Distribution:** MINEXPO in Las Vegas.

Advertising closes August 3. | Material due August 10



OCTOBER • Quebec & 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: 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 August 31. | Material due September 7.

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, Mineral Exploration Roundup, PDAC Convention, SME Annual Meeting, and the CIM Annual Meeting

Advertising closes October 5. | Material closes October 12.

DECEMBER • Canada & 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: Software, New Products Showcase**

★ **Bonus Distribution:** Mineral Exploration Roundup in Vancouver, SME Annual Meeting in Denver.

Advertising closes November 2. | Material due November 9.

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

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

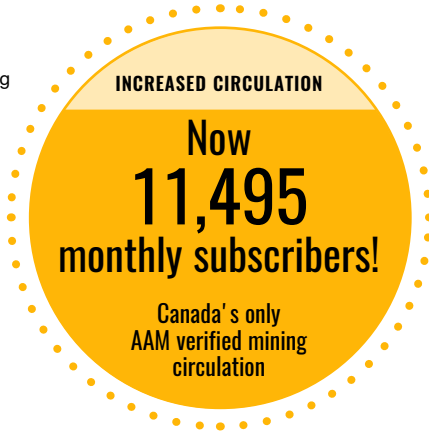
B&W rates available upon request.

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.



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 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"

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**.

December 2018 AAM Audit is **11,495** monthly subscribers.

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

Google Analytics Audit for our website is **29,000** unique visitors and **65,000** page views per month. May 2019.

For further information on any of these products contact:

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CANADIAN MINING
JOURNAL

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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 68,000+ page views per month from 29,000 unique visitors (Google Analytics — May 2019). 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.)

68,000+ PAGE VIEWS PER MONTH

HOME PAGE

The screenshot shows the home page layout with several ad spots:

- SUPER BANNER:** Located at the top left, featuring a large image and headline.
- VIDEO HOSTING:** Located on the left side, featuring a video player with a play button.
- BIG BOX:** Located at the top right, featuring a large image and headline.
- BUTTON:** Located in the middle right area, featuring a small image and text.

DAILY NEWS

The screenshot shows the daily news page layout with two ad spots:

- Big Box 1:** Located on the right side, featuring a large image and headline.
- Big Box 2:** Located on the right side, featuring a large image and headline.

2020 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