Canada’s Only AAM Audited Mining Publication

11,495 AAM AUDITED CIRCULATION
29,000 READERS

NOW CANADA'S MOST READ MINING PUBLICATION.

MINING & MINERAL PROCESSING NEWS

2020 MEDIA KIT

SINCE 1882

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Canada’s Only AAM Audited Mining Publication

www.canadianminingjournal.com
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**
- Bonus Distribution: Mineral Exploration Roundup, Vancouver.

**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.

**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.

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

**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

**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

**NOVEMBER • Buyers’ Guide**
From “Abrasive” 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

**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

**EDITORIAL CONTACT**
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ahiyate@canadianminingjournal.com or editor@canadianminingjournal.com
Please be sure to include Alisha on your press release list.
### 2020 ADVERTISING RATES

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### OTHER PRODUCTS & SERVICES

#### Professional & Services

- **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.

### FOR ADDITIONAL INFORMATION CONTACT:

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**Toll Free (Canada/USA)**: 1-888-502-3456, ext 2 or ext 43734 for Robert Seagraves or ext 43702 for George Agelopoulos

**Fax**: (416) 510-5138

### MAXIMUM EXPOSURE!

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 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.
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 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.)

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**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.

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**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

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**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.