

Coal Age[®]

North America's
ONLY Coal Magazine



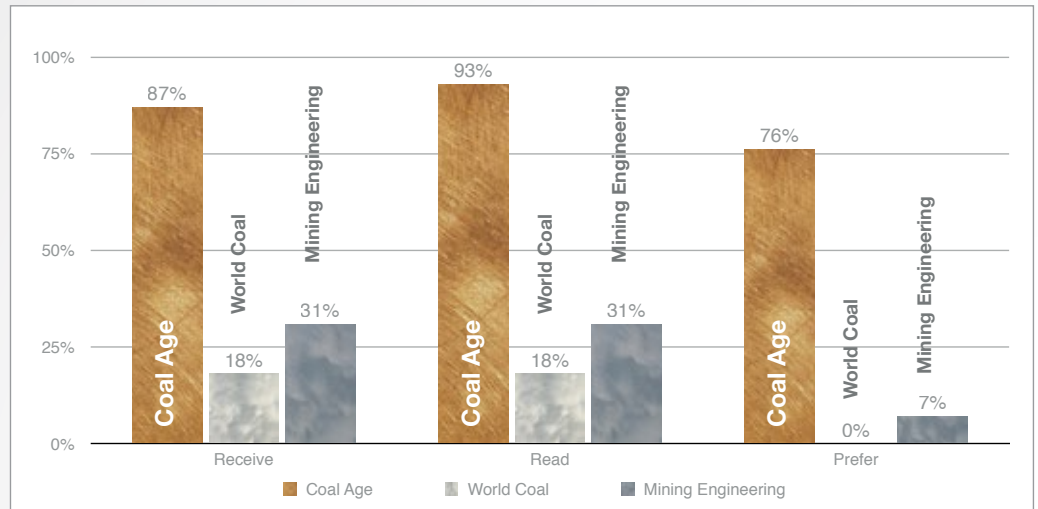
**Covering Every Aspect of the Coal Mining and
Preparation Industry**

WWW.COALAGE.COM

Coal Age Serves a Unique Market

The Only Way to Reach this Unique Group of Readers is to Advertise in Coal Age.

When you place ads in magazines other than *Coal Age*, more than half of the industry doesn't see your message. A recent, independent study shows that if you aren't advertising in *Coal Age*, you aren't reaching our audience. While 87% of respondents receive *Coal Age*, only 18% receive *World Coal* and 31% receive *Mining Engineering*. **Coal Age is the best choice for your advertising dollars.**



After 105 Years Serving the Coal Industry, Coal Age is the Only Magazine Focused on the Needs of the North American Coal Industry.



Coal Age has provided industry leadership for more than a century. It's the trusted source of editorial for mining professionals throughout the United States and Canada, providing expertise and insight the others can't match—and that allowed us to build a readership that you can't afford to miss.

Coal Age's readers are your best prospects. According to the latest readership survey, 82% of *Coal Age's* qualified subscribers are involved in advising, recommending, specifying, or approving the purchase of equipment and services.

If you want to reach the North American coal industry, *Coal Age* is the obvious choice.

82% of Subscribers are Involved in Purchasing Decisions.³



Coal Age®

**The Coal Miner's Choice:
Preferred Over Every Competitor³**

Coal Remains a Formidable Business

In 2015, the U.S. mined nearly 900 million tons of coal. While production is expected to decline in 2016, coal will remain a vital part of the energy mix in the U.S. and around the world for the foreseeable future. The supply and demand fundamentals for power generators are in a state of transition. After growing modestly year-after-year, U.S. electricity demand has reached a plateau with a low-growth economy. Meanwhile, vast amounts of low-cost natural gas have entered the market reducing coal's market share as a baseload fuel for power generation from nearly 42% to about one-third. The bulk of the U.S. electricity supply is expected to remain divided between three groups: coal (33%), natural gas (33%) and nuclear power (20%).

The world mined and burned roughly 6 billion metric tons (mt) of coal in 2016. A total of 10 countries mine a significant amount of coal. China remains the world's largest coal miner and consumer, with total production reaching 3.5 billion mt of coal in 2016. India will burn more than 600 million tons to provide power for 100 million people. Australia will export more than 400 million tons to world markets. Colombia, Indonesia, Russia and South Africa are also significant coal producers.

In addition to power generation, coal is also used as an ingredient to make steel or it's converted to coke to make steel. Prices for coking dropped significant about three years ago and they are now starting to see a modest recovery. Because of the quality and tight specifications, coking coals fetch a premium price of \$75-\$100/ton compared to \$35-\$45/ton. More than one-half of Australia's export coal is destined for Chinese steel mills. Also, metallurgical coal operations in the eastern U.S. ship coal domestically to steel mills and they also export these coals to European and Latin American steel mills.

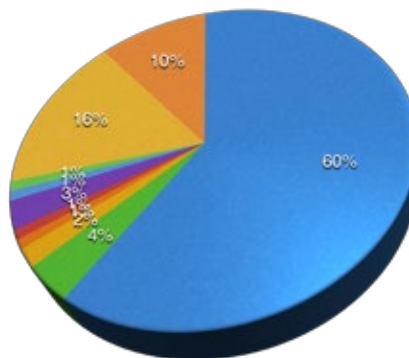
The three biggest concerns for the coal industry are: safety, operational efficiency and environmental stewardship. Mining coal, whether it be from underground or surface mining operations, has inherent risks. On average, over the course of the last 25 years, the coal business has lowered its fatality and injury rate significantly. With lower prices and soft market conditions, these miners are looking for any means to improve profit margins by lowering costs, which usually equates to economies of scale and technology improvements.

BPA Distribution¹
17,205
Newsletter Subscribers²
20,278

Sources: 1. BPA Circulation Statement Coal Age, June, 2016. 2. Publishers Own Data. 3. 2015 Readership Survey.



Business and Occupation Circulation Breakdown¹



- Coal Mining - 60%
- Users of Coal - 4%
- Coal Transportation - 2%
- Coal Sales - 1%
- Metallic or Non-Metallic Mining - 1%
- Government - 3%
- Research Firms - 1%
- Financial Institutions - 1%
- Manufacturers - 16%
- Others - 10%

2017 COAL AGE Print Ad Rates

Rates in U.S. Dollars. All Rates Gross. See inside back cover for print ad specifications.

		1x	3x	6x	9x	12x	24x
2 Page Spread	4 Color	\$10,870	\$10,410	\$10,120	\$9,755	\$9,365	\$9,035
	2 Color	\$9,875	\$9,415	\$9,125	\$8,760	\$8,435	\$8,085
	B/W	\$8,610	\$8,150	\$7,860	\$7,495	\$7,400	\$7,130

Full Page	4 Color	\$6,580	\$6,310	\$6,150	\$5,930	\$5,690	\$5,470
	2 Color	\$6,115	\$5,845	\$5,685	\$5,465	\$5,275	\$5,095
	B/W	\$5,060	\$4,790	\$4,630	\$4,410	\$4,360	\$4,190

2/3 Page	4 Color	\$5,315	\$5,115	\$4,990	\$4,830	\$4,640	\$4,460
	2 Color	\$4,850	\$4,650	\$4,525	\$4,365	\$4,215	\$4,070
	B/W	\$3,795	\$3,595	\$3,470	\$3,310	\$3,265	\$3,140

1/2 Page Spread	4 Color	\$6,580	\$6,310	\$6,150	\$5,930	\$5,690	\$5,470
	2 Color	\$6,115	\$5,845	\$5,685	\$5,465	\$5,275	\$5,095
	B/W	\$5,060	\$4,790	\$4,630	\$4,410	\$4,360	\$4,190

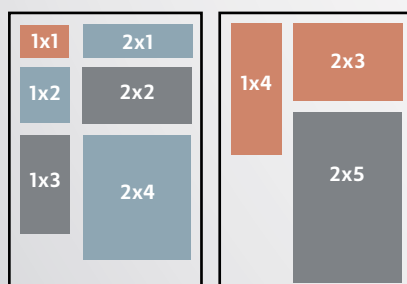
1/2 Page (V) (H)	4 Color	\$4,560	\$4,400	\$4,300	\$4,170	\$4,005	\$3,850
	2 Color	\$4,095	\$3,935	\$3,835	\$3,705	\$3,585	\$3,465
	B/W	\$3,040	\$2,880	\$2,780	\$2,650	\$2,615	\$2,515

1/2 Page (Island)	4 Color	\$4,905	\$4,730	\$4,610	\$4,470	\$4,290	\$4,025
	2 Color	\$4,440	\$4,265	\$4,145	\$4,005	\$3,845	\$3,735
	B/W	\$3,385	\$3,210	\$3,090	\$2,950	\$2,920	\$2,805

1/3 Page (Square) (V)	4 Color	\$3,810	\$3,690	\$3,615	\$3,515	\$3,375	\$3,245
	2 Color	\$3,345	\$3,225	\$3,150	\$3,050	\$2,950	\$2,860
	B/W	\$2,290	\$2,170	\$2,095	\$1,995	\$1,970	\$1,895

1/4 Page	4 Color	\$3,290	\$3,200	\$3,140	\$3,070	\$2,950	\$2,835
	2 Color	\$2,825	\$2,735	\$2,675	\$2,605	\$2,525	\$2,440
	B/W	\$1,770	\$1,680	\$1,620	\$1,550	\$1,530	\$1,470

Classified Ads	1x	3x	6x	12x
Price Per Column Inch (Color)	\$170	\$160	\$140	\$120
Price Per Column Inch (B/W)	\$120	\$110	\$90	\$70



Sample Sizes and Dimensions

Width in Columns	Width in Inches
1 column wide	2-1/8 inches
2 columns wide	4-1/2 inches
3 columns wide (not shown)	6-7/8 inches

Specifications

- Column inch is 2-1/8" x 1" (w x d).
- Supply in PDF format, 300 dpi min.
- Classified advertising closes on the 1st of the month that precedes the issue.

2017 COAL AGE Editorial Calendar

Easily Upload Files Directly

- Go to www.mining-media.com/uploads
- Please fill in the boxes and put the publication/issue for the ad in the subject line.

For More Information on Specifications

- See inside back cover for details.

Issue	Surface Mining	Underground Mining	Processing	General Interest	Special Features
Jan - Feb Close: 1/6/17 Art: 1/13/17 Mail: 2/27/17	Drilling & Blasting	U.S. Longwall Census	Crushing & Screening	Annual Forecast	Best of Germany
	Bonus Distribution: SME 2017, Denver, CO, USA; ISEE 2017, Orlando, FL, USA; Coaltrans USA, Miami, FL, USA				
March Close: 2/17/17 Art: 2/24/17 Mail: 3/15/17	Shovels & Excavators	Roof Bolting	Dry Processing	Bulk Mat'l Handling	Coal-fired Power
	Bonus Distribution: Electric Power 2017, Chicago, IL, USA				
April Close: 3/21/17 Art: 3/28/17 Mail: 4/14/17	Equipment Rebuilds	Proximity vs. Dust	Coal Preparation	Coal Traders & Brokers	Haulage & Loading 2017
	Bonus Distribution: Haulage & Loading 2017, Phoenix, AZ, USA; Coal Preparation Society of America Annual Meeting, Lexington, KY, USA				
May Close: 4/20/17 Art: 4/27/17 Mail: 5/15/17	Moving Overburden	Ventilation Controls	Blending to Meet Specs	Mine Closure Plans	Longwall USA 2017
	Bonus Distribution: Longwall USA 2017, Pittsburgh, PA, USA				
June Close: 5/22/17 Art: 5/29/17 Mail: 5/26/17	High-horsepower Engines	Conveyor Cleaners	Dewatering Systems	Tires & Rims	Company Profiles
July - Aug Close: 7/13/17 Art: 7/20/17 Mail: 7/27/17	Reclaiming Coal	Longwall Mining	Plant Maintenance	Bonding Strategies	Bluefield Coal Show
	Bonus Distribution: Bluefield Coal Show, Bluefield, WV, USA				
September Close: 8/13/17 Art: 8/20/17 Mail: 8/27/17	Collision Avoidance	Longwall Mining	Handling Refuse	Transloading Facilities	PRB Roundup
Oct - Nov Close: 10/13/17 Art: 10/20/17 Mail: 10/27/17	Stockpiles & Silos	Shafts & Hoists	Prep Plant Census	Conveyor Engineering	Modern Coke Plants
December Close: 11/21/17 Art: 11/28/17 Mail: 12/15/17	Coal Haulers	Continuous Miner Sections	Slurry Pumps	Mine Rescue	Company Profiles

Editorial Calendar Subject to Change

Mining Media Supports the Coal Industry

As the coal industry faces unprecedented social, political, and economic pressure, Mining Media continues to support it by producing publications, events and products that help industry professionals thrive.

International *E&M*/Coal Age Specials

Mining Media International continues to bring a global perspective to its publications by producing regional specials developed to help companies strengthen their brands in some of the world's fastest-growing markets. See opposite page for more information.

Mining Media News Service

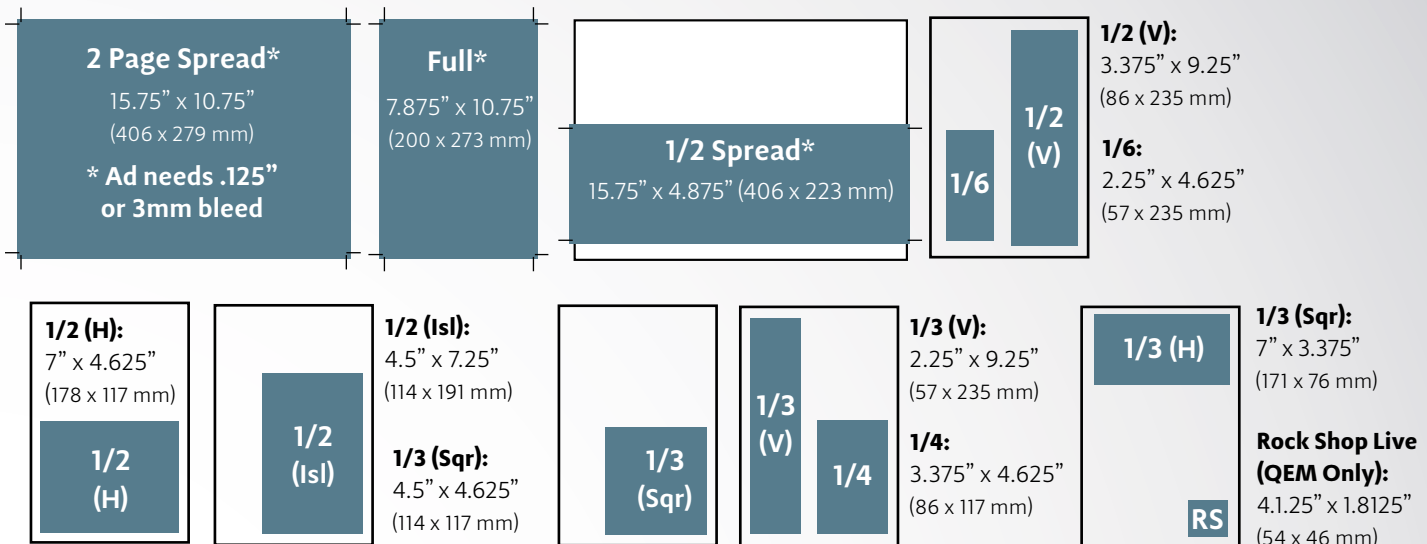
Mining Media's print products are published monthly, bimonthly, quarterly or annually. Oftentimes, important news breaks or regulatory decisions are made that affect readers and they need to be informed more frequently. To accommodate that need, Mining Media publishes an electronic newsletter for the mining industry. See page 47 for more information.

Longwall USA 2017

Longwall USA is a robust conference program that brings out the industry professionals that you want to meet. The show features an extensive marketing campaign of direct mail, print ads, targeted email campaigns and selective telemarketing that helps ensure that you have a great exhibiting experience. See page 59 for more information.



2017 Magazine Print Ad Specifications



General Production Guidelines

All full size editorial publications are printed using web offset presses with perfect or saddle stitched binding. Final trim size for all full sized editorial publications is 7.875" x 10.75" (200x273mm) with three columns per page. Body pages are printed on a 50# grade three text paper. All covers are printed on a 100# grade three cover stock.

All full sized classified publications are also printed on web offset presses with saddle stitch or perfect binding using a 45# grade five paper.

All directories are printed on sheet fed offset or digital presses. The body pages are 80# gloss text and the cover is 100# gloss cover stock.

Live Matter & Border Safety:

Please keep any copy or type at least .25" (6.35mm) away from the trim edge.
Any frame or border for a full page ad must be at least .25" (6.35mm) thick from the trim edge.

File Submission

We accept PDF press ready files using PDF/X-1a settings. The PDF should contain the ad material and bleed if needed. Slugs, color bars, ad traffic information should not be submitted on the final press ready PDF file.

All fonts must be embedded into the PDF.

The color space should be CMYK, or greyscale. Do not submit ads with RGB, LAB, or embedded color profiles (such as ICC profiles).

Any file containing PMS colors will be automatically converted to CMYK unless prior notification is given before printing.

Files should be named in the following format: advertiser, publication, month and year. For example; Artes_EMJ_Sept17.pdf

Pre Printed Inserts

Inserts that will be bound into a publication should be a full size page with bleed and sent to our publisher untrimmed. Inserts to be glued into a publication cannot exceed 7.5" x 10.5" (190x266mm). A glued insert should be trimmed to final size and sent to our publisher.

Hyperlinks In PDF Ads

Our digital publishing software has the ability to create hyperlinks from text in your ad. The text should NOT be outlined and be in the following format; www.mywebsite.com or email@server.com.

Embedded hyperlinks attached to images with in the ad will be processed as well. Please note any PDF created with Photoshop will not work with our program.

File Storage

A copy of the ad will be kept up to 12 months after publication or web posting.

Who Can I Contact For More Information?

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MINING MEDIA INTERNATIONAL

Magazines, Directories, Trade Shows, and Marketing Solutions From the Industry Experts