

*E&M/Coal Age*

# REGIONAL SPECIALS



**Regional Specials Focusing on Developing Markets**

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## ***E&M/Coal Age Russia***

**April 2017**

**Reserve Space By:  
February 26, 2017**

**Materials Due By:  
March 4, 2017**

Russia and the Commonwealth of Independent States (CIS) has the world's second highest coal reserves of an abundance of other raw materials to be mined. This will require massive recapitalization and investment to upgrade machinery and expand operations. *E&M/Coal Age Russia* will introduce companies from around the world to this important market. Published in Russian.



**Ugol Rossi & Mining**

June 6-9, 2017

Novokuznetsk, Russia



**MiningWorld  
Russia**

**MiningWorld Russia**

April 25-27, 2017

Moscow, Russia



## ***E&M/Coal Age China***

**October 2017**

**Reserve Space By:  
August 2, 2017**

**Materials Due By:  
August 9, 2017**

China remains extremely important to the global mining market. It leads the world in coal and gold production and is a major producer of silver and copper. China remains a major market for companies supplying mining machinery and services. *E&M/Coal Age China* will continue to support manufacturers extend into the Chinese market. Published in Chinese.



**China Coal & Mining**

October 25-28, 2017

Beijing, China



## ***E&M/Coal Age India***

**November 2017**

**Reserve Space By:  
September 8, 2017**

**Materials Due By:  
September 15, 2017**

India boasts one of the world's fastest growing economies and the demand for natural resources continues to rise. Coal demand is expected to grow at a faster rate than anywhere else in the world. *E&M/Coal Age India* serves the need for information on the latest technologies available and the companies that provide them. Published in English.



**IME**

February 2018

Kolkata, India

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**Call Your Sales Representative Today to Find Out More.**

# Helping Companies Break Into Hard-to-Reach and Emerging Markets

## Ask Your Sales Representative About Our New Multi-Issue Pricing Opportunities



Mining Media International continues to bring a global perspective to its publications by producing regional specials developed to help companies strengthen their brands in the world's hardest to reach and fastest-growing markets.

In 2017, Mining Media will publish *E&M/Coal Age Russia*, *E&M/Coal Age China* and *E&M/Coal Age India* with unique editorial specifically designed to appeal to local markets. Each issue will also have bonus distribution at the major exhibitions in the region. For companies that have been working hard to build their brands and introduce their products into new regions, this is a great marketing investment.

## THE OFFICIAL BEST OF GERMANY SUPPLEMENT

Europe's largest industrial association, the German Engineering Federation (VDMA), has long recognized the advantages of working with Mining Media International and has awarded its annual *Best of Germany* directory to MMI. In 2017, this relationship continues. *Best of Germany* will be polybagged with the January editions of *E&M* and *Coal Age*, giving VDMA members exceptional exposure to mining and mineral processing professionals worldwide. Throughout the year, the piece will be translated into Russian, Spanish and Chinese, and inserted into other MMI publications, including:

- **Engineering & Mining Journal**
- **Equipo Minero**
- **E&M/Coal Age China**
- **E&M/Coal Age India**
- **Coal Age**
- **The ASIA Miner**
- **E&M/Coal Age Russia**



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# 2017 E&M/COAL AGE INTERNATIONAL ISSUES Print Ad Rates

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

		1x	3x	6x
<b>2 Page Spread</b>	<b>4 Color</b>	\$6,610	\$6,300	\$6,000
	<b>2 Color</b>	\$5,615	\$5,330	\$5,050
	<b>B/W</b>	\$5,230	\$4,970	\$4,700

<b>Full Page</b>	<b>4 Color</b>	\$4,000	\$3,800	\$3,600
	<b>2 Color</b>	\$3,330	\$3,165	\$3,000
	<b>B/W</b>	\$3,075	\$2,920	\$2,770

<b>2/3 Page</b>	<b>4 Color</b>	\$3,230	\$3,070	\$2,900
	<b>2 Color</b>	\$2,650	\$2,430	\$2,300
	<b>B/W</b>	\$2,300	\$2,185	\$2,070

<b>1/2 Page Spread</b>	<b>4 Color</b>	\$4,000	\$3,800	\$3,600
	<b>2 Color</b>	\$3,330	\$3,165	\$3,000
	<b>B/W</b>	\$3,075	\$2,920	\$2,770

<b>1/2 Page (V) (H)</b>	<b>4 Color</b>	\$2,770	\$2,630	\$2,490
	<b>2 Color</b>	\$2,100	\$2,000	\$1,890
	<b>B/W</b>	\$1,850	\$1,760	\$1,670

<b>1/2 Page (Island)</b>	<b>4 Color</b>	\$2,980	\$2,830	\$2,680
	<b>2 Color</b>	\$2,310	\$2,195	\$2,080
	<b>B/W</b>	\$2,050	\$1,950	\$1,850

<b>1/3 Page (Square) (V)</b>	<b>4 Color</b>	\$2,320	\$2,200	\$2,090
	<b>2 Color</b>	\$1,650	\$1,570	\$1,490
	<b>B/W</b>	\$1,400	\$1,330	\$1,260

<b>1/4 Page</b>	<b>4 Color</b>	\$2,000	\$1,900	\$1,800
	<b>2 Color</b>	\$1,330	\$1,265	\$1,200
	<b>B/W</b>	\$1,075	\$1,020	\$970

## For More Information on Specifications

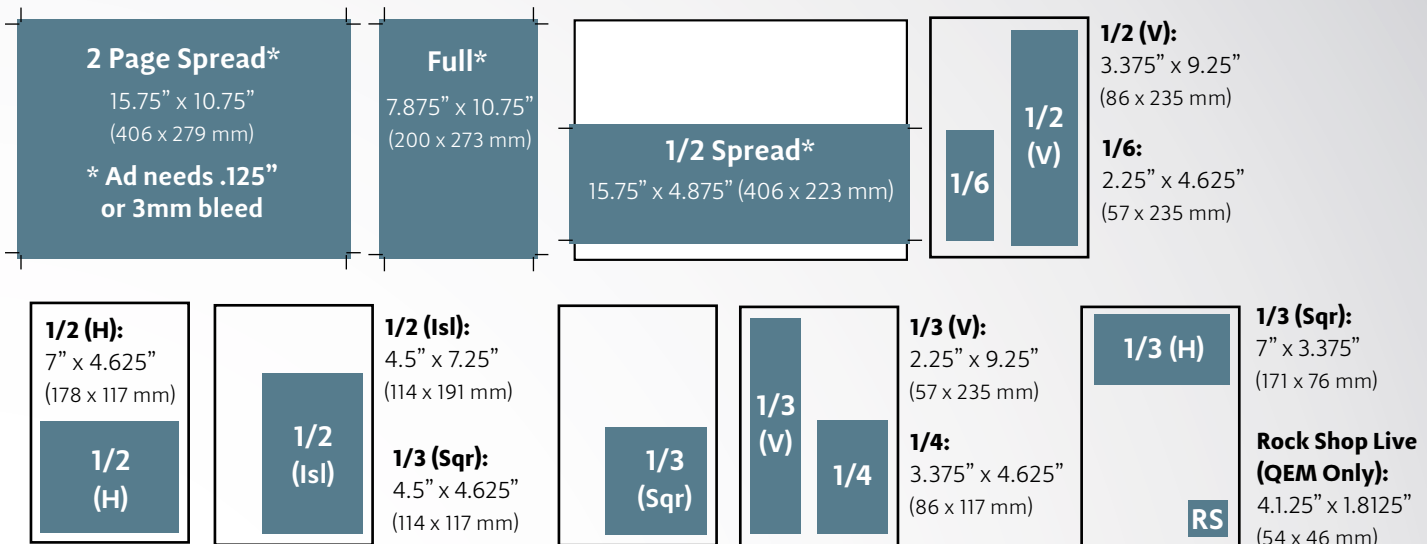
See inside back cover for details.

## Premium Positions

Add 10% to contract four-color, full-page rate for cover positions; add 5% for other premium positions.



# 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](http://www.mywebsite.com) or [email@server.com](mailto: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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# The Mining Media International Sales Team

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# MINING MEDIA INTERNATIONAL

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