

# 2012 Media Pack



Tradelink Publications Ltd



Publishing, Printing & Website Services for the Mining Industry

# 02 | About Tradelink Publications

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Tradelink Publications Ltd was established in 1984 in the UK, and rapidly expanded, publishing magazines and directories for the mining industry.

Owner and Managing Director, Trevor Barratt first entered the industry in 1965 as an apprentice electrician and completed over 15 years with the National Coal Board. His involvement as a publisher of mining journals for the last 18 years has kept him up to date with today's mining developments worldwide.

## Publications

The following international titles are published by Tradelink:

### **Mining World**

This well-established journal reports on the mining of all types of metals and minerals, plus the processes and marketing of them.

### **Coal International**

The flagship publication of the company, covering all aspects of the coal industry. It is probably the oldest English language coal magazine in the world, having started in 1858 as the Colliery Guardian. It expanded to become an international publication when the UK coal industry was privatised, and is now regarded worldwide as the No1 journal within the coal industry.

### **International Guide to the Coalfields**

Annual directory listing global coal mining operations and operators, together with production statistics and country profiles.

## Internet services

### **Website**

Tradelink maintains a news-driven dynamic website, updated daily, gathering financial, production and new innovation reports from around the world.

### **Digital media**

In keeping with digital and social media, Mining World and Coal International are available via Yudu and Ebsco.

As part of our marketing strategy, we also serve this great mining industry through Twitter and Facebook. Please follow us @tradelinkpub.



ALL INFORMATION IN THIS MEDIA PACK IS SUBJECT TO FUTURE ALTERATION AND IS IN NO WAY BINDING.

## Added value

Tradelink offers much more than just a publishing service in the mining industry; it also offers the following added value to your PR campaign:

### **Free downloads**

We do not charge for downloads of our journals, and send email notifications when new publications are released.

### **More exposure**

With a very important news item in the industry, we will point this out in our Newsletter email and direct readers to your article.

### **Newsletters from MiningWorldonline**

- Daily - email with quick link to today's industry news
- Weekly - email reminder with link to news page of website
- Upon publication - email notification when new publications are available for free download.

### **Carrier sheet presence**

Your company name can appear on the carrier sheet inserted with every journal that is posted – it will be read even before the envelope is opened.

### **Editorial support**

Whilst we value our editorial independence, we take a great interest in the innovations and developments that our advertisers are making.

### **Extra distribution**

Journals and literature sent to exhibitions and conferences are in addition to our normal circulation.

### **Inserts and leaflet distribution**

Ask about inserting your own leaflets into our journals, or having your brochures distributed from our stand at exhibitions where we are present.

### **Graphic design and print**

Brochures, leaflets, advertisements and exhibition graphics designed and printed. Fast and friendly graphic design and print service is available for a range of industries.

### **Exhibition services**

All literature and posters designed and printed, plus distribution, delivery and help with accommodation and travel.

### **Company profiles**

If you have something to celebrate, we would like to hear about it. Company profiles include your history, present situation and future goals.

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# 04 | Mining World Circulation Profile

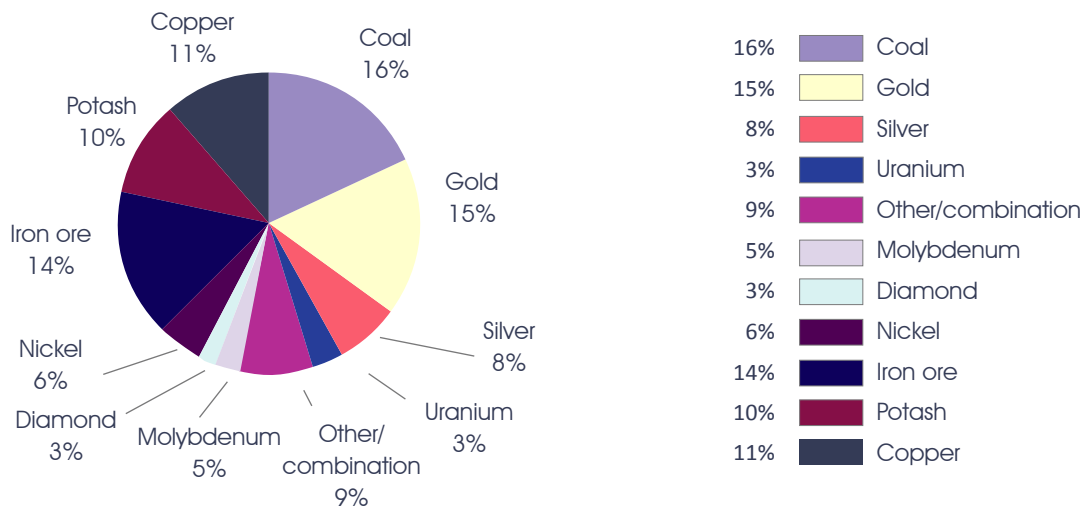
## Overview

- Minimum 5,000 copies printed.
- In excess of 9,000 email addresses are given electronic access to a PDF version of Mining World.
- Mining World has a worldwide circulation, concentrating on English speaking countries and Europe.
- Following its success as a quarterly journal, from 2012 it will be published 6 times a year, making the news more up to date, the features more flexible and giving our readers more information.
- Posted free of charge to mine operators, managers, drilling and processing companies; addressed to the people who influence the purchasing decisions within their companies.
- Other recipients include trade associations, libraries, OEMs and service providers.
- Extra copies are distributed at exhibitions and conferences, where we engage in media partnerships.
- For details of our "Added Value," see page 02.

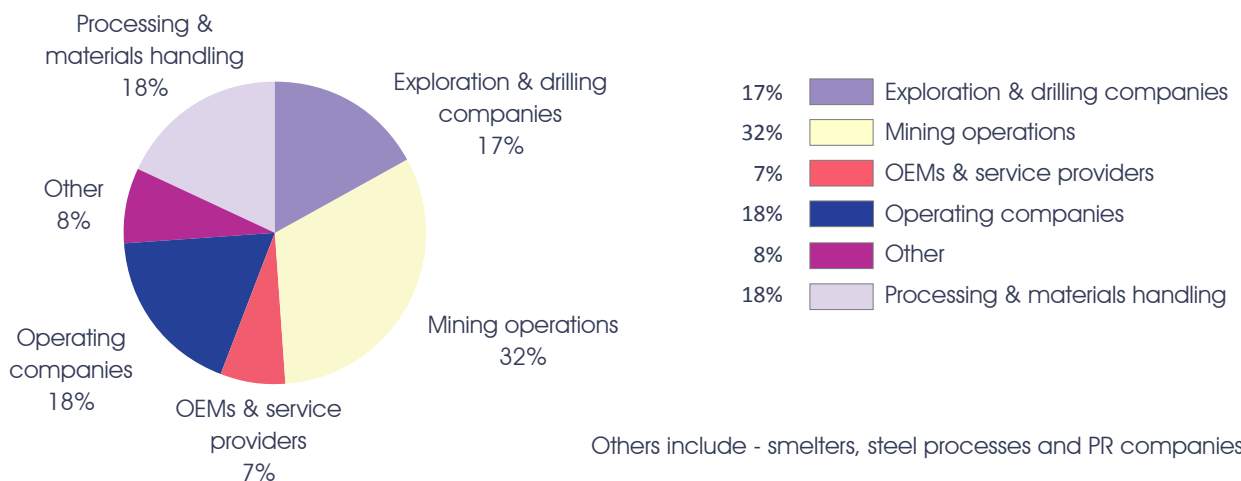
## Circulation by geographical area



## Circulation by commodity



## Circulation by business sector



## All issues

### News

Worldwide exploration reports, production results and processing developments. Financial reports and new appointments.

### Plant & Equipment

New innovations, launches and adaptations of machinery, electronics and services for surface and underground mines.

### Feature Articles

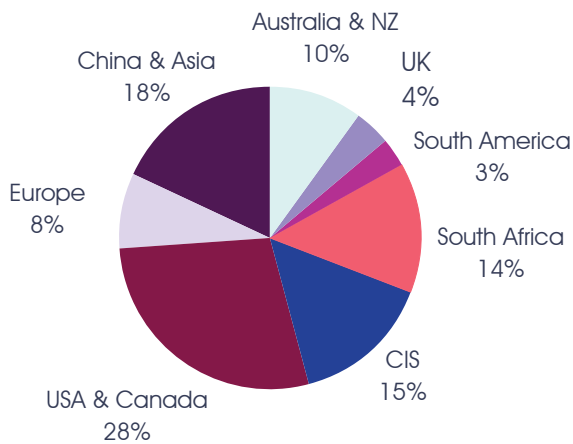
As listed below plus current topics.  
Subject to change and improvement throughout the year.

Dates	Editorial Content	Exhibition & Conference Representation		
		Name of Event	Country	Start Date
<b>Space close*</b> <b>Material close**</b>				
<b>February 2012</b>				
13 Jan 2012*	Mine planning	Explosives & Blasting	USA	12 Feb 2012
20 Jan 2012**	Sustainable mining operations with Atlas Copco's products Country profile: Australia Dump truck development	PDAC	Canada	4 Mar 2012
		Mining Vietnam	Vietnam	7 Mar 2012
		Expomin	Chile	1 Apr 2012
<b>April 2012</b>				
16 Mar 2012*	Exploration and drilling	Intermat	France	16 Apr 2012
23 Mar 2012**	Continuous improvement process to optimise opencast mine operations Commodity review: rare earth metals Ventilation solutions Dragline developments	World Mining Investment Congress 2012	UK	15 May 2012
		M&T Expo	Brazil	29 May 2012
		MassMin	Canada	11 Jun 2012
		Euro Mine Expo	Sweden	12 Jun 2012
<b>June 2012</b>				
25 May 2012*	Crushing and screening	Hillhead, Derbyshire	UK	19 Jun 2012
1 Jun 2012**	Surface miner developments IntelliMine - deep mine of the future Material handling	Queensland Mining & Engineering Exhibition	Australia	24 July 2012
		Electra Mining	South Africa	10 Sep 2012
<b>August 2012</b>				
22 Jul 2012*	Underground haulers	MinExpo International	USA	24 Sep 2012
29 Jul 2012**	Commodity review: potash China: friend or foe Mine fleet management Latest developments in coal			
<b>October 2012</b>				
14 Sep 2012*	Pumps and pumping equipment	Goldfields Mining Expo	Australia	30 Oct 2012
21 Sep 2012**	Safety first in the development of underground mining machines Commodity review: copper	Bauma China, Shanghai	China	27 Nov 2012
<b>December 2012</b>				
16 Nov 2012*	Strata control			
23 Nov 2012**	The new LKAB innovation strategy within the framework of sustainable production Exhibition roundup Country profile: South Africa			

## Overview

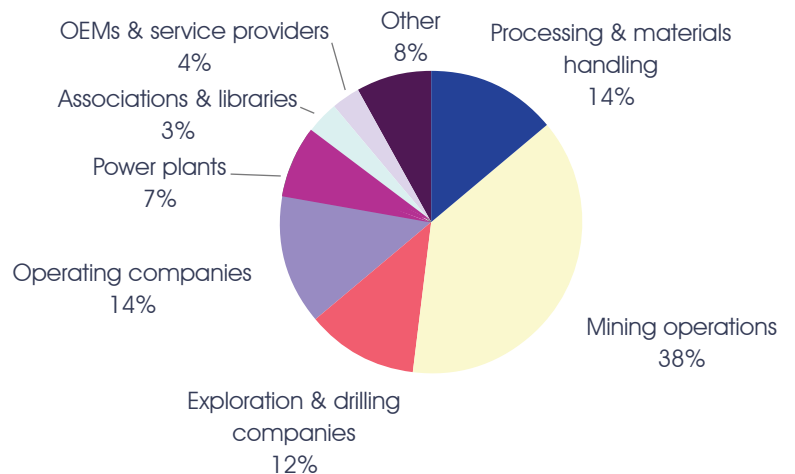
- Coal International is an international coal orientated magazine reaching a worldwide audience in all areas of the coal mining industry.
- Free distribution to coal mine managers and operators.
- Minimum 5,000 copies plus bonus print for exhibitions and conferences.
- Issues available by post, e-mail and download from [www.mqworld.com](http://www.mqworld.com).
- Published 6 times a year in English.
- One Chinese issue a year.
- Two Russian issues a year.

## Circulation by geographical area



## Circulation by business sector

- 14% Processing & materials handling
- 38% Mining operations
- 12% Exploration & drilling companies
- 14% Operating companies
- 7% Power plants
- 3% Associations & libraries
- 4% OEMs & service providers
- 8% Other



Others include - smelters, steel processes and PR companies

## All issues

### News

Worldwide exploration reports, production results and processing developments. Financial reports and new appointments.

### Plant & Equipment

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### Feature Articles

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Subject to change and improvement throughout the year.

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<b>Space close*</b> <b>Material close**</b>				
<b>January - February 2012</b>				
9 Dec 2011*	Mine planning Drilling and blasting Optimising coal mine design for sustainable development in Appalachia	IME 2012	India	28 Jan 2012
16 Dec 2011**		Coal-Gen Europe 2012	Poland	14 Feb 2012
		Mining Vietnam	Vietnam	7 Mar 2012
<b>March - April 2012</b>				
17 Feb 2012*	Cutting equipment Holistic planning and approval of sustainable lignite	Construction & Mining Expo 2012	Australia	15 Mar 2012
24 Feb 2012**				
<b>May - June 2012</b>				
13 Apr 2012*	Hauling and conveying Longwall development Mine automation Water management methods in lignite mining	7th International Symposium "Rockbolting in Mining"	Germany	30 May 2012
20 Apr 2012**				
		Ugol Rossii & Mining, Novokuznetsk	Russia	5 Jun 2012
<b>July - August 2012</b>				
13 Jun 2012*	Highwall mining IPCC developments The introduction of UK rock bolting technology into coal mines worldwide	Queensland Mining & Engineering Exhibition	Australia	24 Jul 2012
20 Jun 2012**		Electra Mining	South Africa	10 Sep 2012
		Ugol and Mining	Ukraine	4 Sep 2012
<b>September - October 2012</b>				
12 Aug 2012*	History of room and pillar Bucket wheel excavators and draglines A vision of Indian coal mining strategy Mine ventilation	MinExpo International	USA	24 Sep 2012
19 Aug 2012**		China Coal and Mining Expo 2012	China	Oct 2012
<b>November - December 2012</b>				
19 Oct 2012*	Preparation plant Sustainability at Bucyrus General conditions for sustainable coal use in Germany			
26 Oct 2012**				

## Foreign Language Editions

Language	Publication date	Copy date	Editorial	Bonus distribution
Russian	June 2012	6 Apr 2012	News, Plant & Machinery	Ugol Rossii & Mining, Novokuznetsk
Russian	September 2012	27 Jul 2012	News, Plant & Machinery	Ugol Rossii & Mining, Donetsk
Chinese	October 2012	28 Sep 2012	News, Plant & Machinery	China Coal Expo, Beijing
Polish	TBC	TBC	News, Plant & Machinery	TBC

## History

The International Guide to the Coalfields was first published in 1948. It is a directory of the world's coal mines and their operating companies.

It has long been regarded as the "Bible of the Industry" for management and engineers in the coal mining industry.

## Who needs a Guide?

Possibly the most useful marketing tool in the coal mining and production industry. Up to date contact details with relevant mine addresses listed.

## Key dates

Space close	30 Sep 2012
Material close	7 Oct 2012
Publication	November 2012

## Distribution

Posted to the most productive operating companies around the world. In return for their complimentary copy, we request verification of accuracy of their data entries.

## Contents

### Country profiles

Reports on the coal production figures, and major producers in the top 10 coal producing countries in the world.

### Operating companies

Name, address and contact details of operating companies, together with details of their subsidiary companies.

### Mining operations

Name, address and contact details of operating mines throughout the world. Type of mine and method of mining details available.

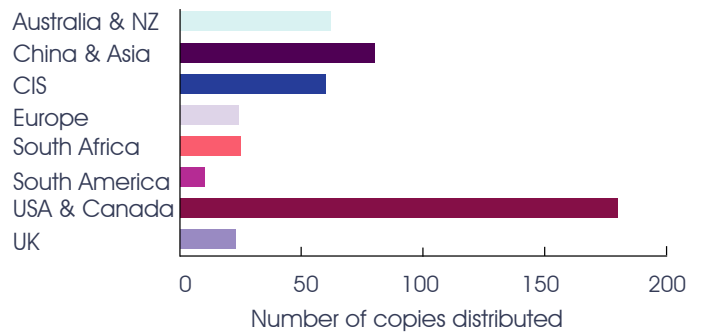
### Industry suppliers

List of OEMs, parts and service providers to the coal mining industry. Branch details with contact person and short company profile. All companies cross-referenced to products and services section.

### Products and services section

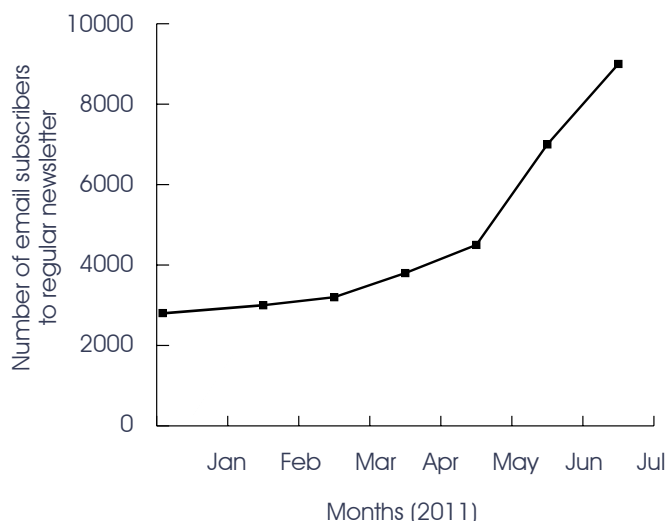
Alphabetical listing of goods and services provided by the industry suppliers.

## Circulation by geographical area

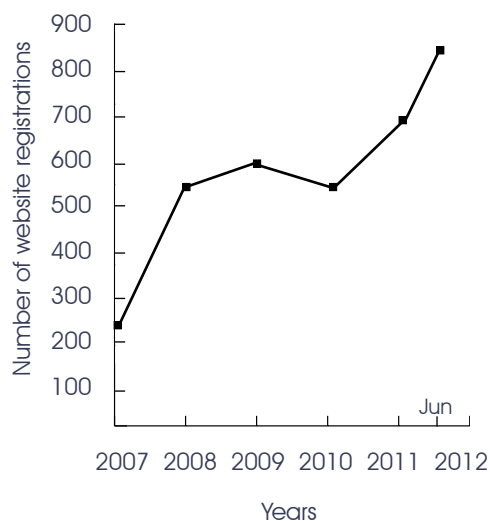


Website	<a href="http://www.mqwworld.com">www.mqwworld.com</a>
News	Daily news gathering service for the global mining and mineral extraction industry. Operation updates including exploration, drilling, production figures and financial reports. Product launches, innovations and developments. Powerful search engine for archived press releases and news items.
Publications	Full downloads of PDF versions of printed publications: Mining World and Coal International plus foreign language editions of Coal International.
Events	Calendar of major mining exhibitions and conferences worldwide, with media partnerships and links to exhibition organiser's websites for more information.
Mines and quarries	On-line database listing mines and quarries names, addresses, contact and production details. Contact us for subscription option to select addresses by commodity, geographical area or extraction method employed.
Industry suppliers	Comprehensive list of equipment and service providers to the mining industry. Search engine available for key words, categories and products.
Commodity prices	Instant link to up-to-the-minute mineral and metal commodity prices.
Banner advertisements	Company banner advertisements are displayed on the news page with a weblink to your own website. Banners work on a rotational basis, and are positioned as a title or border banner.
Social media	Please join us on Facebook or Twitter @tradelinkpub. By working together, we make our great industry even greater.
Contacts	We offer an email alert service when news appears on our website, or reminder when our publications are uploaded. To be included on our distribution list, please email <a href="mailto:info@tradelinkpub.co.uk">info@tradelinkpub.co.uk</a>
Media partners	In order to serve our advertisers better, we sponsor international mining exhibitions and conferences, and have our journals distributed to the attendees.

### Increase in email subscriptions



### Increase in website registrations



# 10 | Graphic Design & Services

## Design Services:

Brochures, posters, flyers, leaflets, point of sale, corporate ID, banner ads, magazines, exhibition services and advertisements.

## Printing Services:

Any media, from single sheets to hundreds of thousands.

## Mailing Services:

Insert leaflets with our journals.

Separate mailings from our extensive database of global mines and quarries.

Mailing can be categorised by:

- Geographical region
- Commodity mined
- Operating companies
- Mining operations

## Association of British Mining Equipment Companies

## Print Publications

Position & Size	Mechanical Data	Mining World	Coal International	International Guide to the Coalfields
Front cover	210mm x 210mm 3mm bleed on all sides	£3,500.00	N/A	N/A
Front cover	210mm x 240mm 3mm bleed on all sides	N/A	£3,500.00	N/A
Front cover	210mm x 225mm 3mm bleed on all sides	N/A	N/A	£3,500.00
Front covers are compiled of an operational image and company name or logo with contact details inside the publication				
Back cover	210mm x 297mm 3mm bleed on all sides	£2,800.00	£2,800.00	£2,800.00
Inside covers	210mm x 297mm 3mm bleed on all sides	£2,500.00	£2,500.00	£2,500.00
Double page spread	297mm x 420mm 3mm bleed on all sides	£4,500.00	£4,500.00	£4,500.00
Full page	210mm x 297mm 3mm bleed on all sides	£2,400.00	£2,400.00	£2,400.00
Half page landscape	185mm x 131mm no bleed	£1,250.00	£1,250.00	£1,250.00
Half page portrait	90mm x 263mm no bleed	N/A	£1,250.00	N/A
Quarter page landscape	185mm x 65mm no bleed	£660.00	£660.00	£660.00
Quarter page portrait	90mm x 131mm no bleed	N/A	£660.00	N/A
Entry only	Name, address and contacts	N/A	N/A	£350.00
Inserts	Up to A4 size contact us for competitive rates			
Please supply advertisements as a PDF high resolution (300 dpi or more) in CMYK format Advertisements received as RGB will be converted to CMYK and colour variation may occur				
Agency discount	10%			
Multiple booking discount	Please contact our Sales Department for available offers			
Foreign language journals	Same rates and data as English issues			

## Internet Services

Digital Media	Description	Per Annum
Company link	Company logo linked to your own website and entry in the Industry Suppliers section of <a href="http://www.mqworld.com">www.mqworld.com</a> 220(w) x 150(h) pixels	£350.00
Title banner	468(w) x 68(h) pixels	£1,000.00
Border banner	160(w) x 120(h) pixels	£1,200.00

Please supply banners as an animated GIF or JPEG file to [studio@mqworld.com](mailto:studio@mqworld.com)

## Subscriptions to Publications

Title	Language	ISSN/ISBN	Issues and Cost Per Annum	
Mining World	English	2045-2578 2045-2586 (online)	x6	£70.00 £60.00 (UK)
Coal International	English	1357-6941 2045-2985 (online)	x6	£160.00 £140.00 (UK)
Coal International	Russian	1357-6941	x2	£60.00
Coal International	Chinese	1357-6941	x1	£30.00
International Guide to the Coalfields	English	1364-7512 978-0-9554436-5-7	x1	£150.00



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