



Tradelink Publications Ltd



2009 Media Pack

Publishing, Printing & Website Services for the Mining Industry

MINING & QUARRY WORLD

send us your
news

	COPY DATE	EDITORIAL CONTENT	EVERY ISSUE
MAR	13 Feb 2009	Automation & control Finland/Sweden (country profile) Lead/zinc (commodity profile) Materials handling & conveyors Tyres	News review Country profile Extraction method Problem solving Environment
JUN	15 May 2009	Communications technology Mexico (country profile) Oils & lubricants Potash/phosphate (commodity profile)	Contact Tradelink for details of company profiles
SEP	14 Aug 2009	Cutting, crushing & grinding Nickel (commodity profile) Pumps & pumping Underground utility vehicles	
DEC	13 Nov 2009	Blasthole drill rigs Iron ore (commodity profile) Longwall Surface machinery	

CIRCULATION PROFILE

Our extensive database allows us to distribute addresses by

- Geographical breakdown
- Business category
- Extraction methods
- Operation type

MQ World has copies posted to most English speaking countries in the world.

Over 25% of addresses are to named contacts, with real purchasing power.

Extra copies are distributed at mining conferences and exhibitions worldwide.
Editorials are of high quality; respected and unbiased.

Approximate distribution: 5,000

Issues available by post, electronic mail or download from www.mqworld.com
Additional copies printed for exhibitions.



ISSUE	COPY DATE	EDITORIAL CONTENT	EVERY ISSUE
JAN/FEB	9 Jan 2009	Advances in dragline technology Crushing & grinding Materials handling Communications	New products & services Industry reports Case studies & technical articles Health & safety Plant & equipment Feature articles Contact Tradelink for details of company profiles
MAR/APR	27 Feb 2009	Automation & control Drilling & blasting Mining & geology software Tyres	
MAY/JUN	30 Apr 2009	Clean coal technology/coal preparation Environment: current issues Oils & lubricants Underground machinery	
JUL/AUG	30 Jun 2009	Longwall Pumps & pumping Surface machinery	
SEP/OCT	28 Aug 2009	Continuous miners Highwall mining Rigid trucks & ADTs	
NOV/DEC	30 Oct 2009	Conveyor technology Hoisting systems Ship loading	

Probably the oldest English language coal magazine in the world.
 Established in 1858 as the Colliery Guardian.
 International distribution to coal mine managers and operators.
 Approximate distribution: 7,000
 Issues available by post, electronic mail or download from www.mqworld.com
 Additional copies printed for exhibitions.

CHINESE AND RUSSIAN LANGUAGE EDITIONS

КОУЛ 国际煤炭

ИНТЕРНЭШНЛ 中文版

EDITORIAL (CHINESE & RUSSIAN)		New developments in the country Plant & equipment updates Production methods Health & safety issues Company profiles		
CIRCULATION PROFILE		Posted to operating companies (in appropriate language) Major mining operations Government bodies & institutions Products manufacturers Service providers		
EXHIBITION DISTRIBUTION		COPY DATE	PUBLICATION DATE	EXHIBITION
RUSSIAN PUBLICATIONS	1 st issue	9 Apr 2009	Jun 2009	Ugol Rossi, Novokuznetsk Expo-Coal, Kemerovo
	2 nd issue	17 Jul 2009	Sep 2009	
CHINESE PUBLICATIONS	1 st issue	3 Sep 2009	Nov 2009	China Coal, Beijing

reaching
key decision
makers

International Guide to the Coalfields 2009

Annual publication, first published in 1948. Regarded as the "*Bible of the Industry*"

All advertisers receive a free copy (priced at £150.00) of the International Guide to the Coalfields in which they advertise.

SECTIONS	LISTINGS	DETAILS
Overview	Coal mines Operating companies Industry suppliers Products & services	Names Addresses Key personnel Company products & activities
Producers Section	Country profile	Coal mines Owners Mine types Equipment used Development stages & future plans
Industry Suppliers	Equipment manufacturers	Branch details Company profile Products & services provided
Products & Services	Alphabetical listing	Cross referenced to Industry Suppliers

International Guide to the Coalfields copy date: 24 July 2009. Publication date: August 2009.

Exhibitions

DATE	EXHIBITION	LOCATION	MQW	CI
9-12 Mar 2009	AGG1 Aggregates Forum & Expo	Orlando, Florida, USA	✓	
23 Mar 2009	Asia Mining Congress 2009	Singapore	✓	
25-27 Mar 2009	World CTL Conference	Washington DC, USA		✓
14 Apr 2009	Shanghai International Equipment & Coal Mining Equipment	Shanghai, China		✓
15-17 Apr 2009	Mining World Russia	Moscow, Russia		✓
20-25 Apr 2009	Intermat	Paris	✓	✓
2-6 Jun 2009	M & T Expo	Brazil	tbc	tbc
Jun 2009	Exponor	Chile	tbc	
2-5 Jun 2009	Ugol Rossi	Novokuznetsk		✓
3-4 Jun 2009	Aachen	Germany	✓	✓
16 Jun 2009	Longwall USA	USA	✓	✓
22-24 Jun 2009	Central Asia Mining Congress, Almaty	Kazakhstan	✓	✓
23-25 Jun 2009	Hillhead	UK	✓	✓
15-18 Sep 2009	Expo-Coal	Kemerovo, Russia		✓
Sep 2009	Katowice	Poland		✓
22-24 Sep 2009	Mining & Energy	NSW, Australia	tbc	
22-25 Sep 2009	NEDRA Mineral Resource, Donetsk	Ukraine		✓
14-17 Oct 2009	Mining Indonesia	Indonesia		✓
28-30 Oct 2009	Goldfields Queensland Mining	Queensland, Australia	tbc	
Nov 2009	China Coal	Beijing, China		✓

All the information above is subject to future alterations and is in no way binding

represented
at major
mining
exhibitions

News	Daily news updates for the mineral extraction industries
Events	Calendar of major mining exhibitions worldwide
Publications	Mining & Quarry World Coal International (English) Coal International (Russian) Coal International (Chinese) International Guide to the Coalfields
Subscribe	On-line journals & services
Industry Suppliers	Comprehensive list of equipment & service providers
Company Link	Weblink from www.mqwworld.com to your own website Increase your traffic through our website!
Mines & Quarries	On-line database listing mines & quarries by: Commodity Geography Extraction method
Banner Advertisement	Your company banner advertisement in our daily news section with weblink to your own website
Other Services	Graphics for promotional literature & exhibitions

Click on **www.mqwworld.com** for a wealth of information for the mining and quarrying industries, up to date news, an on-line guide to suppliers to the industry in all sectors and an up to date database of mining and quarrying operations and operating companies across the globe. FREE registration for the news and events sections.

a mine of
information



providing
sales leads
of the
highest
quality

Graphic Design Services

Advertisements
Corporate literature
Exhibition posters and banners
Brochures and marketing material

All graphic design work and print from Tradelink Publications
Contact the graphics department for a free quotation
Tel: 01777 871007
E-mail: graphics@tradelinkpub.co.uk



Rates & Data: Advertising

PUBLICATION	SIZE / POSITION	MECHANICAL DATA	RATE
MQW ONLY	Front cover	210mm x 297mm, 3mm bleed on all sides	£3,500.00
CI ONLY	Front cover	210mm x 224mm, 3mm bleed on all sides	£3,500.00
GTC ONLY	Front cover	210mm x 297mm, 3mm bleed on all sides	£3,500.00
ALL PUBLICATIONS	Back cover	210mm x 297mm, 3mm bleed on all sides	£2,800.00
	Inside covers	210mm x 297mm, 3 mm bleed on all sides	£2,500.00
	Full page	210mm x 297mm, 3mm bleed on all sides	£2,400.00
	Half page landscape	185mm x 128mm, no bleed	£1,250.00
	Half page portrait	87mm x 265mm, no bleed	£1,250.00
	Quarter page landscape	185mm x 45mm, no bleed	£660.00
	Quarter page portrait	87mm x 128mm, no bleed	£660.00
CI/MQW ONLY	Classified	from 59mm x 59mm, no bleed	from £80.00
GTC ONLY	Entry	Company listing in Industry Suppliers & cross referenced to Products & Services	£350.00

Advertisement rates and data the same for all journals; English, Russian and Chinese.
MQW front cover: operational image with company name or corporate logo. Brief additional information included on contents page.

sell your
brand to a
worldwide
audience

Subscriptions

TITLE	ISSN / ISBN	PUBLISHED PER ANNUM	SUBSCRIPTION
Coal International English language	1347-6941	6	UK £140.00 Worldwide £160.00
Mining & Quarry World	1757-6660	4	UK £40.00 Worldwide £50.00
International Guide to the Coalfields 2009	978-0-9554436-2-6	1	£150.00 (includes postage)
Coal International Russian Edition	1347-6941	2	£30.00 per issue
Coal International Chinese Edition	1347-6941	1	£30.00 per issue

INTERNET SERVICES		PER ANNUM
On-line journals	Access to PDF documents of latest Coal International & MQ World	£150.00
Banner advertisement	Banner & link to own website via www.mqworld.com	£1,000.00
Banner advertisement size: 468 pixels x 68 pixels Please supply as an animated GIF or JPEG file to graphics@tradelinkpub.co.uk		
Company link	Link to own website & entry in Industry Suppliers of www.mqworld.com	£350.00
Agency discount		10%

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Always make sure your advert is in the correct format, with bleed if required and ready for press.

E-mail: Please send the advert in PDF format, high resolution, 300 dpi or more, with all images and fonts embedded to:
graphics@tradelinkpub.co.uk
Do not e-mail advertisements over 10 MB.
Please place on a CD and see details below.

Mail: Please send all adverts on a PC format CD, in TIFF or PDF format in CMYK, with a printed colour proof to:

The Graphics Department
Tradelink Publications Ltd
Ollerton Road, Tuxford
Newark, Nottinghamshire
NG22 0PQ. UK

For details call: +44 (0)1777 871007

Your Advertising Programme 2009

PUBLICATION	ISSUE	POSITION/SIZE OF AD	COST OF AD £	DUE DATE
Mining & Quarry World	Mar 2009			
Mining & Quarry World	Jun 2009			
Mining & Quarry World	Sep 2009			
Mining & Quarry World	Dec 2009			
Coal International (English)	Jan/Feb 2009			
Coal International (English)	Mar/Apr 2009			
Coal International (English)	May/Jun 2009			
Coal International (English)	Jul/Aug 2009			
Coal International (English)	Sep/Oct 2009			
Coal International (English)	Nov/Dec 2009			
Coal International (Russian)	Jun 2009			
Coal International (Russian)	Sep 2009			
Coal International (Chinese)	Nov 2009			
International Guide to the Coalfields	Aug 2009			

planning ahead

an ideal advertising opportunity





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