

NORTH AMERICAN
MINING / Incorporating
MINERS NEWS

2021
MEDIA KIT

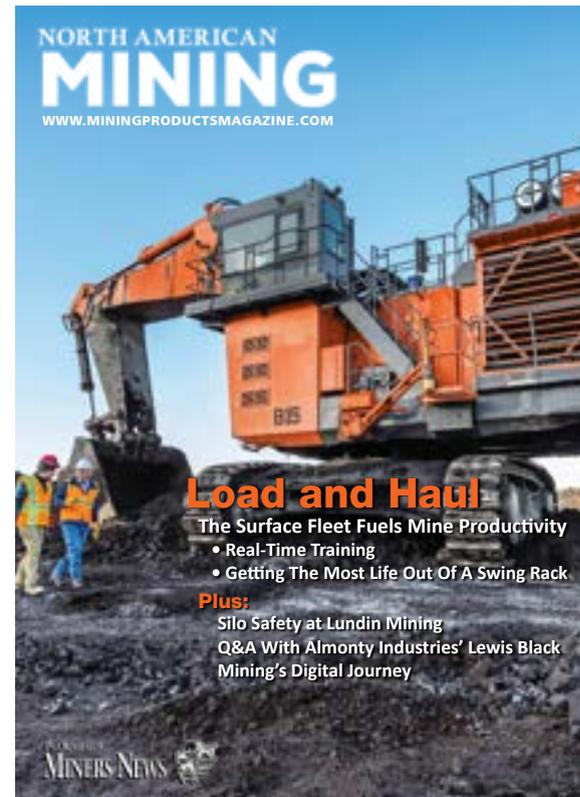
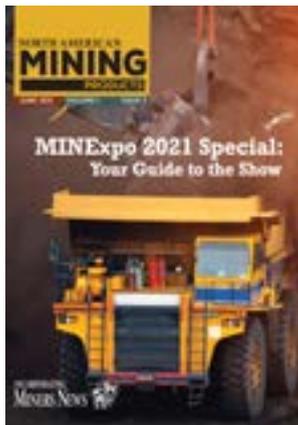
**The Mining Industry's Most Complete,
Competitively Priced Marketing
and Sales Solutions**



SEMCO
PUBLISHING

WWW.MININGPRODUCTSMAGAZINE.COM

The New North American Mining Magazine



In August 2020, Semco Publishing acquired all the assets of Miners News from W&W Publications in Boise, Idaho. Miners News has a 35 year history of providing news and marketing opportunities in the Hard Rock, Coal, Aggregates, Construction and Equipment industries. Included is a database of individuals and companies, particularly those involved in Western Mining. All this has now been merged into *North American Mining* magazine, to create an unmatched marketing medium for your products.

“**35** years of providing news and editorial for the hard rock, coal, aggregates, construction and equipment industries”

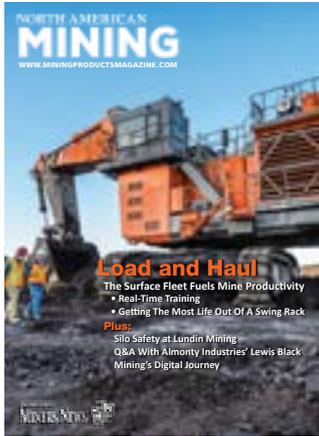
Studies Show 70% Of Readers Prefer Print Compare and Save Up to 40%...

PRODUCT	NORTH AMERICAN PRINT COPIES		NORTH AMERICAN DIGITAL COPIES	TOTAL	COMMENTS
North American Mining	11,036***		14,323***	25,359	Combined circulation lists <i>North American Mining</i> magazine and <i>Miners News</i> .
Engineering & Mining Journal	10,772*		4,359*	12,926†	<i>Engineering & Mining Journal</i> and <i>Coal Age</i> duplication of circulation is unknown. Source: December 2020 issue. † Unique total qualified.
Coal Age	8,818*		3,532*	10,618†	<i>Coal Age</i> and <i>Engineering & Mining Journal</i> duplication of circulation is unknown. Source: December 2020 issue. † Unique total qualified.
Mining Magazine	0*		21,369*	21,369†	In mid-2020 <i>Mining Magazine</i> changed from a print publication to "This publication is produced in an entirely digital format" (BPA). Source: November 2020 issue.
International Mining	0**	5,326**	0**	5,326	Less than half the North American circulation of other magazines. Print vs digital circulation unknown.

Sources:

*BPA Brand Report December 2020. **2021 Media Information. ***Publishers Own Media Information, June 1, 2021. †Unduplicated

North American Mining magazine page rate only \$3,750, including multiple Value Added products. Other magazines can charge over \$6,000 per page. If you are selling to the North American market, choose North American Mining magazine!



EACH ISSUE FEATURES:

- Surface Mining
 - Hardrock
 - Coal
- Underground Mining
 - Hardrock
 - Coal
- Mineral Processing
 - Coal Preparation
- Mine Case Study



Editorial Calendar

Editorial submissions and leads can be directed to Donna Schmidt, dschmidt@semcopingublishing.com.

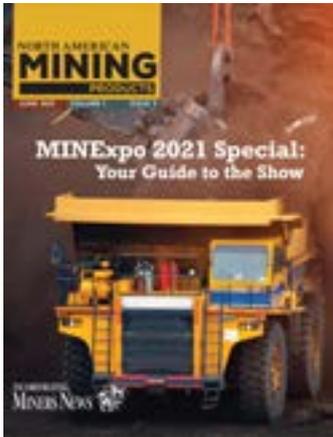
March

Ads	FEATURES
Close: Mar. 12	Moving Material <i>Loaders, Dozers, Shovels, Haul Trucks and More</i> Plus: Fleet Management and Maintenance, Tires, Autonomous Mining, Diesel Engines, Haul Roads Also: Surface Mining, UAVs, Drones, Robotics Commodity Spotlight: Rare Earths Special Focus: Canada Mining Update
Art: Mar. 15	

June

Ads	FEATURES	Bonus Distribution
Close: May 19 Art: May 21	Comminution <i>Crushing for Productivity and Profitability</i> Plus: Drills, Blasting, Mills, Liners, Feeders and Screens Also: Mine Planning, Digitalization, Water Management, Pumps and Piping Commodity Spotlight: Gold and Silver Special Focus: Western U.S. Mining Update Bonus Distribution: <i>Elko Mining Expo</i>	 June 7-11

Editorial Calendar Subject to Change



EACH ISSUE FEATURES:

- Surface Mining
 - Hardrock
 - Coal
- Underground Mining
 - Hardrock
 - Coal
- Mineral Processing
 - Coal Preparation
- Mine Case Study



Editorial Calendar

Editorial submissions and leads can be directed to Donna Schmidt, dschmidt@semcopingublishing.com.

September

Ads	FEATURES	Bonus Distribution
Close: Aug. 23 Art: Aug. 26	MINExpo Issue <i>Equipment & Technology at North America's Biggest Show</i> Plus: Conveyors and Transport, Underground Mining, Longwalls and Bolters Also: Lubrication, Chemicals, Dispatch Systems, Ventilation, Mine Rescue and Safety Products Commodity Spotlight: Coal Special Focus: Mexico Mining Update Bonus Distribution: MINExpo, SME/PCMA	 September 13-15

December

Ads	FEATURES	Special Edition
Close: Nov. 21 Art: Nov. 24	The Processing Issue <i>Solutions to Today's Challenges</i> Plus: Pit Dewatering, Filtration, Flotation, Tailings Management, Exploration, Sustainable Development Also: MINExpo Post-Show Product Showcase Commodity Spotlight: Base Metals, Polymetallic Mines Special Focus: USGS Mineral Commodity Summaries	Special Company Profile Issue 

Editorial Calendar Subject to Change

Related Magazines



North American Mining

Quarterly magazine covering technology and operations exclusively for the North American mining market. Advertising packages include digital marketing and lead generation.



The ASIA Miner

Quarterly magazine with a focused view of the Asia Pacific's new mining and resource projects and technology. Print, digital and news service advertising available.



Rock Products

Monthly magazine for U.S. and Canadian aggregates processing plant productivity, operational efficiencies, practices, market analysis and energy trends.



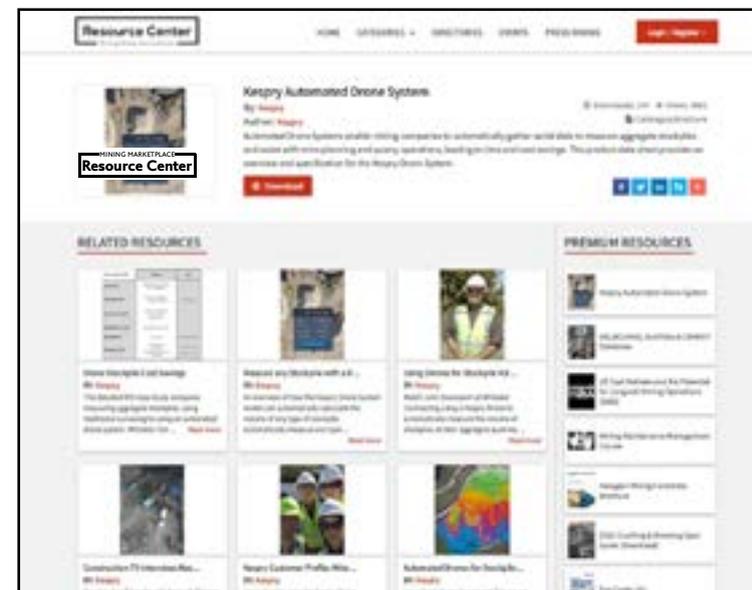
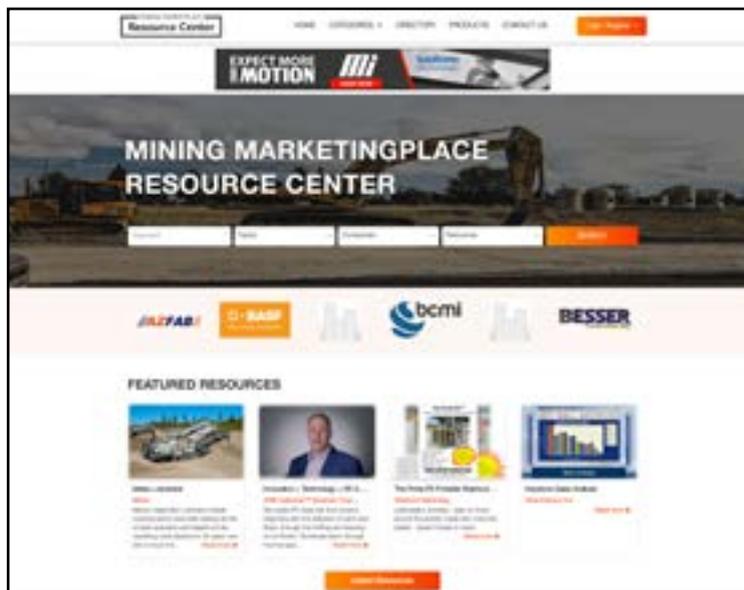
Concrete Products

Monthly magazine for the U.S. and Canadian ready mixed, precast pipe, precast/prestressed and block/paver/veneer stone producers.

The Resource Center: Lead Generation Made Simple

Through our own extensive lists of more than 46,000 we actively market your assets on the site to a community of professionals in the mining, aggregates, specialty sand, coal, concrete, cement and construction materials industries. When registered users view or download your material, we send you the lead.

AN AVERAGE OF MORE THAN 50,377* PAGE VIEWS PER MONTH



* Source: Google Analytics from January, February, March 2020

The Resource Center: Lead Generation Made Simple

Resource Center Sponsorship:

- Post an unlimited number of assets.
- Resource Center displayed on all publication websites.
- Assets are searchable by subject and industry taxonomy.
- Viewers register in order to download assets.
- Registration/contact data collected during the month provided to sponsor in Excel file format.
- Promotion of Resource Center will include our industry leading publications, e-newsletters, Resource Center dedicated email blasts, print ads and website banners.

Just \$500/mo.

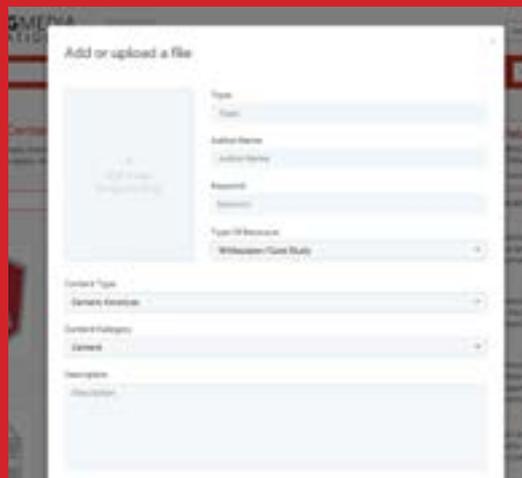
(Limited custom email opportunities available. Call for details.)

Annual Subscription \$2,500

“If you post good content you will harvest leads, not just views or clicks. The monthly investment makes good sense for a company like MacLean that wants to connect and engage with the hard rock mining community around the globe. This is one platform that allows us to do just that.”

Stuart Lister
Director of Marketing & Communications
MacLean Engineering

Just Three Quick Steps to Success:



Step 1: Post Your Content.

Post content that shows your unique industry expertise.

Step 2: Wait for Your Leads.

Every month, your material is promoted to our community.

Step 3: Fill Your Lead Funnel and Boost Your Sales & Marketing Efforts.

This is lead generation that also bolsters your brand reputation.

Heading into 2021, we continue to update the interface to help increase downloads and visibility for our sponsors. We're also adding new features to help you promote your material and help you leverage your own social media outlets for increased response rates.

SUPER LEADERBOARD limited to 3 companies, \$1,200 per month

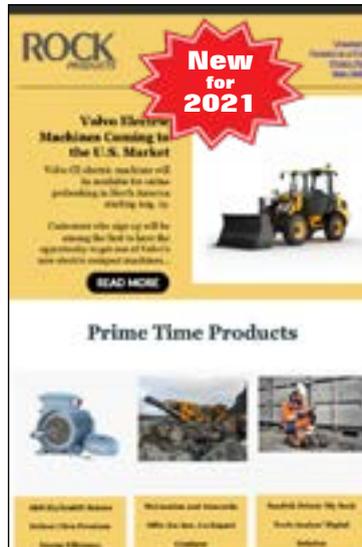
Needing content creation assistance? Contact djones@semc-publishing.com

Newsletters

Covering Market Segments You Need to Reach



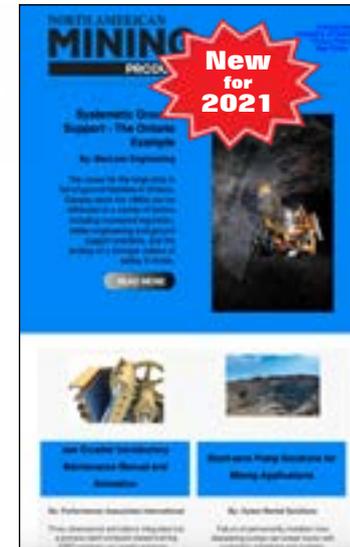
Breaking Rock News:
23,277 Circulation



Prime Time Products:
23,277 Circulation



Miners News:
13,182 Circulation



Mining Products Monthly:
13,182 Circulation



Concrete Currents:
9,126 Circulation

Content Marketing Opportunities

Our unparalleled base of lists, magazine circulation, site traffic, and social media reach is how we can confidently offer to put your message in front of the industry. We have built our platform on a foundation of trusted editorial, experience, and insight.

As the marketing landscape continues to evolve, *North American Mining* magazine is committed to offering new, innovative solutions for reaching your target audience. Contact us today for a plan customized for your unique needs.

Sponsored Partner Content

Content marketing is one of the most effective ways to engage your audience. Beginning in January 2021, *North American Mining* magazine will offer Sponsored Partner Content posts on the front page of our website. Leveraging the trusted, well-known *North American Mining* magazine, these cost-effective posts can be combined with our social media marketing to increase reach and response.

For content marketing combined with world-class lead generation, contact us for more information about our Resource Center.

Pricing

Single Post - \$350

Three-pack - \$900*

Six-pack - \$1650*

(subject to scheduling restrictions - must be used within 1 year of purchase)

Social Media Marketing Opportunities

Sponsored social media posts are a great way to amplify your marketing message. Reach a wide audience with a call to action for your webinars, news stories, white papers, or even your Sponsored Partner Content on the *North American Mining* website.

Customized to your audience, contact us for a quote on how our well-priced SMM opportunities can help your marketing efforts.



Custom Email

Leverage the power of our Best-in-Class email lists with a custom email blast that can reach the inboxes of thousands of industry professionals. Call for a personalized quote.

Lead generation options are available.

Just \$500 per thousand. 5,000 email minimum.

Custom lead generation available at extra cost.

Content Marketing Creation Services

Content marketing is a proven, effective way to expand your marketing reach, but many companies find it challenging to create high-quality content. *North American Mining* magazine has partnered with B2B marketing specialist Fish & Barrel (visit them at www.fishandbarrel.com) to provide affordable and compelling material. Contact us for more information.

2021 North American Mining Magazine Print Ad Rates



Rates in U.S. Dollars. All Rates Gross.

Ad Size		Single Issue
Back Cover	4 Color	\$4,750
Inside Covers	4 Color	\$4,250
2 Page Spread	4 Color	\$5,750
Full Page	4 Color	\$3,750
1/2 Page Spread	4 Color	\$3,750
1/2 Page (V) (H)	4 Color	\$2,500
1/2 Page (Island)	4 Color	\$2,750
1/3 Page (Square) (V)	4 Color	\$2,050
1/4 Page	4 Color	\$1,750
1/6 Page	4 Color	\$1,400

Classified Advertising		Price
Price Per Column Inch (Color)	4 Color	\$120

VALUE-ADDED BONUS PROGRAM

EVERY FULL PAGE INCLUDES AT LEAST:

Included	Value
Full Page 4/C Advertisement	\$3,750
3-month Lead Generation in Mining Marketplace Resource Center	\$1,500
Bonus Distribution At Trade Shows	N/A
Listing In Mining Products Monthly E-Blast	\$500
TOTAL VALUE	\$5,750

North American Mining magazine offers a low-cost package which includes electronic promotion and lead generation.

**Book Before May 15th
and save even more!**

Check with your sales representative for the complete program and multiple issues

Editors



Donna Schmidt
Editor, North American
Mining magazine
dschmidt@semc-publishing.com



Mark S. Kuhar
Editor-in-Chief, Rock Products, Cement Americas, The ASIA Miner, and North American Mining magazine
mkuhar@semc-publishing.com



Josephine Patterson
Associate Editor, Rock Products, Cement Americas, Concrete Products, the ASIA Miner, and North American Mining magazine
jpatterson@semc-publishing.com



Jonathan Rowland
International Editor, Rock Products, Cement Americas, North American Mining magazine
jonathan.rowland@semc-publishing.com



Willa Perlmutter
Law columnist Willa Perlmutter is chair of Stael Rives' OSHA group and co-chair of the firm's mining group, with more than 30 years of experience as a litigator, focusing for the last 20 on defending mine operators across all sectors of the industry in administrative enforcement proceedings brought by the Mine Safety and Health Administration.
willa.perlmutter@stoel.com

Sales & Production Staff



Peter Johnson
President & Publisher
pjohnson@semc-publishing.com



Kyle Nichol
National Sales Manager, Rock Products, Cement Americas, North American Mining magazine and The ASIA Miner
Tel +1 330 819 3470
knichol@semc-publishing.com



Lanita Idrus
Publisher, The ASIA Miner, Australia
Tel +61 3 9006 1742
Lidrus@asiaminer.com



Arnie Weber
Sales Manager, Miners News
Tel +1 208 861 9152
aweber@semc-publishing.com



Vic Matteucci
Sales & Marketing Consultant
Tel +1 440 257 7565
1+ 440-725-8340 (cell)
vmatteucci@semc-publishing.com



Tanna Holzer
Electronic Production Manager
Tel +1 303 283 0640
Fax +1 303 283 0641
tholzer@semc-publishing.com



Juanita Walters
Production Manager
Tel +1 303 283 0640
Fax +1 303 283 0641
jwalters@semc-publishing.com



Suzanne McBride
Heavy Industry Sales
Tel +1 678 822 9871
Fax +1 770 642 4715
suzanne@semc-productions.com



Richard Johnson
European Sales Manager, Rock Products, Cement Americas, North American Mining Magazine, Concrete Products and The ASIA Miner
Tel +44 7565 010217
rjohnson@semc-publishing.com



Michael Schoppenhorst
Show Director
Tel +1 678 822 9801
Fax +1 770 642 4715
michael@semc-productions.com



Francesca Peeples
Social Media Specialist
fpeeples@semc-publishing.com



David Jones
Marketing Director
Tel +1 303 283 0640
Cell +1 720 272 7104
djones@semc-publishing.com

Ad Specs

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.

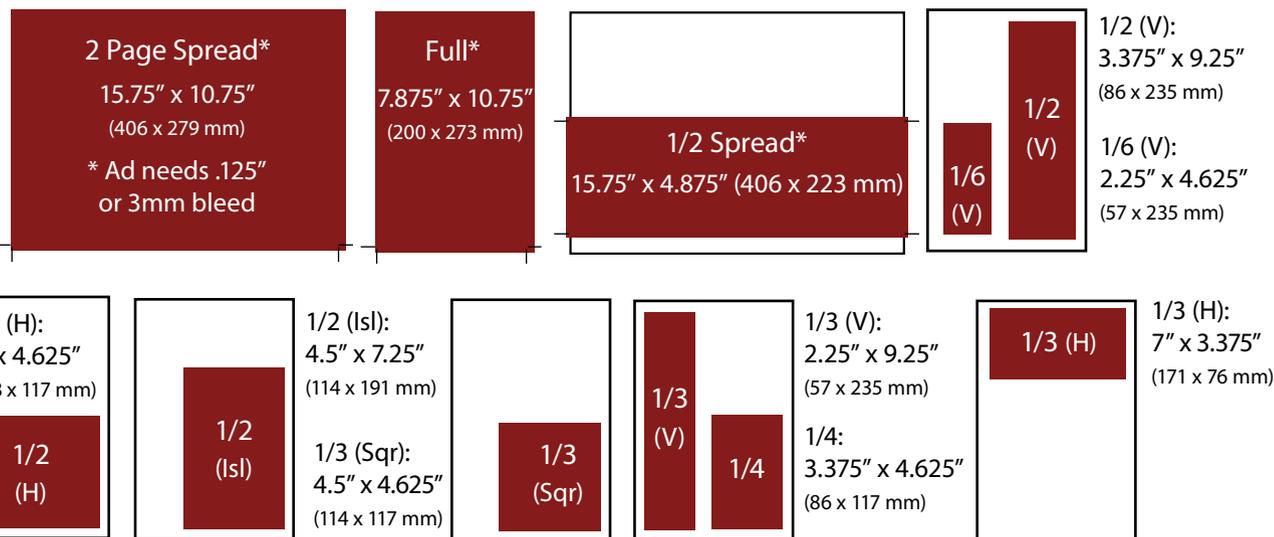
File Submission

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.

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 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_RockProducts_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 within 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?

Juanita Walters, +1 303 283 0640 x 2
jwalters@semcoping.com