

NORTH AMERICAN  
**MINING**  
PRODUCTS

Incorporating  
**MINERS NEWS**

**2021**  
MEDIA KIT

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



SEMCO  
PUBLISHING

**[WWW.MININGPRODUCTSMAGAZINE.COM](http://WWW.MININGPRODUCTSMAGAZINE.COM)**

## The New North American Mining Products



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 Products, 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”

## Circulation - Compare and Save Up to 40%...

PRODUCT	NORTH AMERICAN PRINT COPIES	NORTH AMERICAN DIGITAL COPIES	TOTAL	COMMENTS
<b>North American Mining Products</b>	11,996*****	2,783*****	14,779*****	Combined circulation lists <i>North American Mining Products</i> and <i>Miners News</i> .
<b>Mining Magazine</b>	13,047*	3,543**	16,590	Until June 2019 over 90% of circulation was attendance list for MINExpo 2016. December 2019 names replaced mostly with SME 2017 and SME 2019 attendance.
<b>Engineering &amp; Mining Journal</b>	11,357***	1,658***	13,015	<i>Coal Age</i> circulation for the coal mining and processing industry is not included.
<b>International Mining</b>	5,344****	None Claimed	5,344	Less than half the North American circulation of other magazines.

**Sources:**

\*BPA Audit Report December 2019. \*\*Media Kit 2020, North American/International combined. \*\*\*BPA Brand Report December 2019-Unique recipients print: 11,357, digital: 1,658.

\*\*\*\*2020 Media Information. \*\*\*\*\*Publishers Own Data, BPA audit due on actual circulation February 2021.

**North American Mining Products 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 Products!**

NORTH AMERICAN  
**MINING**  
PRODUCTS

The Mining Industry's Most  
Complete, Competitively  
Priced Marketing Solution



In today's world most Marketing Directors are demanding better rates and packages with electronic promotion and lead generation bundled with their advertising packages. We have designed North American Mining Products to give you what you need.

When you compare the value against many of the other quality magazines in the marketplace the choice is simple. Many charge over \$6,000 per page so for the cost of just two pages in those magazines you can buy four issues of North American Mining Products, include a full year of lead generation in the Mining Marketplace Resource Center that has over 50,000 page views per month, and qualify for a year of e-blasts in the Mining Products Monthly news service.

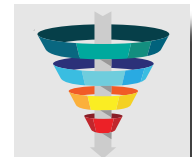
This offer is available only to those companies who send their orders by February 28, 2021, although you will be billed as the issues are published in 2021. Some special positions have already been taken so act now.

EARLY BOOKING SPECIAL	MINExpo ONLY PACKAGE
March.....\$3,750	September.....\$3,750
June.....\$3,750	December.....\$3,750
September.....\$3,750	
December.....\$3,750	
<b>TOTAL.....\$15,000</b>	<b>TOTAL.....\$7,500</b>
<b>60% Discount on December Issue &lt;\$2,250&gt;</b>	<b>30% Discount on December Issue &lt;\$1,125&gt;</b>
<b>SPECIAL TOTAL.....\$12,750</b>	<b>MINExpo ONLY TOTAL.....\$6,375</b>

Book by February 28, 2021 to qualify. Net rate of just \$3,187.50 per page includes value-added packages.



PRINT AD



LEAD GENERATION



EMAIL PROMOTIONS



ONLINE LISTING





**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 Mark S. Kuhar, [mkuhar@semcopublishing.com](mailto:mkuhar@semcopublishing.com).

### March

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

### June

Ads	FEATURES	Bonus Distribution
<b>Close:</b> May 22  <b>Art:</b> May 25	<b>Comminution</b> <i>Crushing for Productivity and Profitability</i>  <b>Plus:</b> Drills, Blasting, Mills, Liners, Feeders and Screens <b>Also:</b> Mine Planning, Digitalization, Water Management, Pumps and Piping <b>Commodity Spotlight:</b> Gold and Silver <b>Special Focus:</b> Western U.S. Mining Update <b>Bonus Distribution:</b> Elko Mining Expo	 June 7-11

*Editorial Calendar Subject to Change*



**EACH ISSUE FEATURES:**


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



## Editorial Calendar

Editorial submissions and leads can be directed to Mark S. Kuhar, [mkuhar@semcoping.com](mailto:mkuhar@semcoping.com).

### September

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

### December

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

*Editorial Calendar Subject to Change*

## Related Magazines



### North American Mining Products

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.



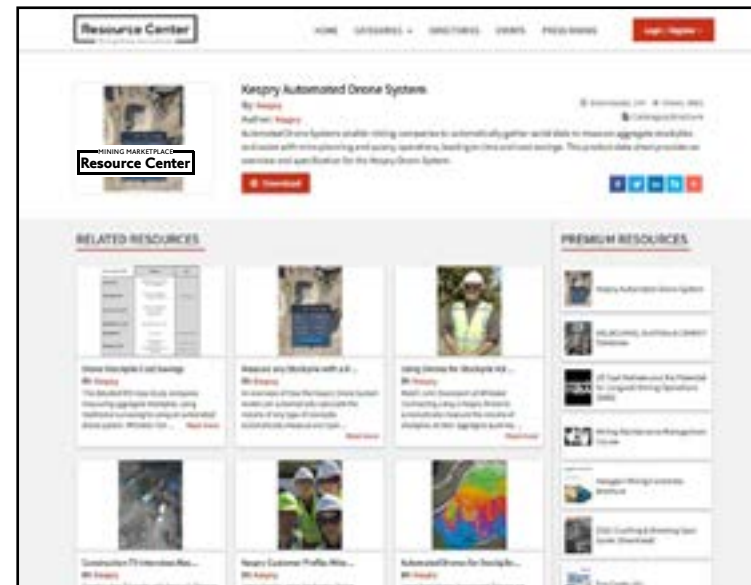
### Concrete Products

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**

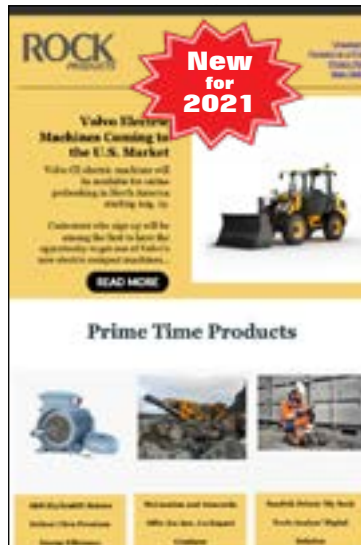
Needing content creation assistance? Contact [djones@semc-publishing.com](mailto:djones@semc-publishing.com)

## Newsletters

Covering Market Segments You Need to Reach



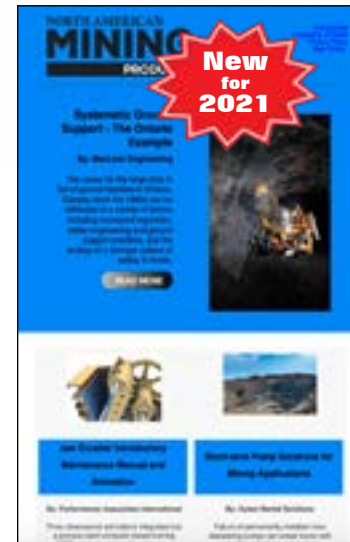
**Breaking Rock News:**  
**23,277 Circulation**



**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 Products 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 Products will offer Sponsored Partner Content posts on the front page of our website. Leveraging the trusted, well-known North American Mining Products, 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.

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### 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 Products 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 Products* has partnered with B2B marketing specialist Fish & Barrel (visit them at [www.fishandbarrel.com](http://www.fishandbarrel.com)) to provide affordable and compelling material. Contact us for more information.

## 2021 North American Mining Products 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
<b>TOTAL VALUE</b>	<b>\$5,750</b>

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

**Book Before February 28th  
and save even more!**

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



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## 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 grayscale. 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

#### 2 Page Spread\*

15.75" x 10.75"  
(406 x 279 mm)

\* Ad needs .125"  
or 3mm bleed

#### Full\*

7.875" x 10.75"  
(200 x 273 mm)

#### 1/2 Spread\*

15.75" x 4.875" (406 x 223 mm)

1/6  
(V)

1/2  
(V)

1/2 (V):  
3.375" x 9.25"  
(86 x 235 mm)

1/6 (V):  
2.25" x 4.625"  
(57 x 235 mm)

1/2 (H):  
7" x 4.625"  
(178 x 117 mm)

1/2  
(H)

1/2  
(Isl)

1/2 (Isl):  
4.5" x 7.25"  
(114 x 191 mm)

1/3 (Sqr):  
4.5" x 4.625"  
(114 x 117 mm)

1/3  
(Sqr)

1/3  
(V)

1/4

1/3 (V):  
2.25" x 9.25"  
(57 x 235 mm)

1/4:  
3.375" x 4.625"  
(86 x 117 mm)

1/3 (H)

1/3 (H):  
7" x 3.375"  
(171 x 76 mm)

### 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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