

# M INSIDE MINING G



## RATE CARD 2021

3S Media will publish four Inside Mining handbook-style publications during 2021. These upmarket glossy special interest publications are aimed at identifying and providing insight into very specific topics and themes, allowing Inside Mining to produce a single publication focused around a single theme. These publications offer engagement on the key issues currently affecting the mining industry and will include leadership insights and face-to-face interviews with various captains of industry.



**OUR READERS ARE YOUR BUYERS**

Inside Mining and [www.miningnews.co.za](http://www.miningnews.co.za) offer you 69 021 means to distribute your marketing message through our print, digital and mobile platforms. Daily, weekly and monthly.

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### DISTRIBUTION FOOTPRINT

#### MAGAZINE CIRCULATION

Printed distribution

4 000

Digital PDF

2 500

#### DIGITAL REACH

Total digital reach

69 021

Weekly newsletter subscribers

7 505

Website page views per month

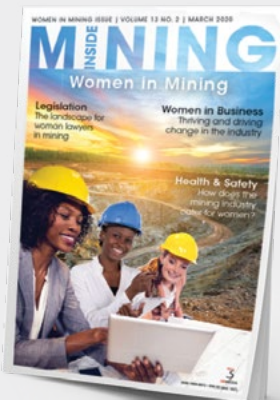
13 912

Social media following

47 604

Total Distribution Footprint

69 021



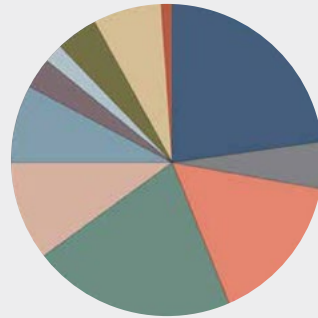
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### WHO READS INSIDE MINING?

The mining sector contributes 7.5% to South Africa's GDP, and directly employs 450 000 people. The indirect employment status is

significantly larger and critical to the overall successful turnaround of South Africa.

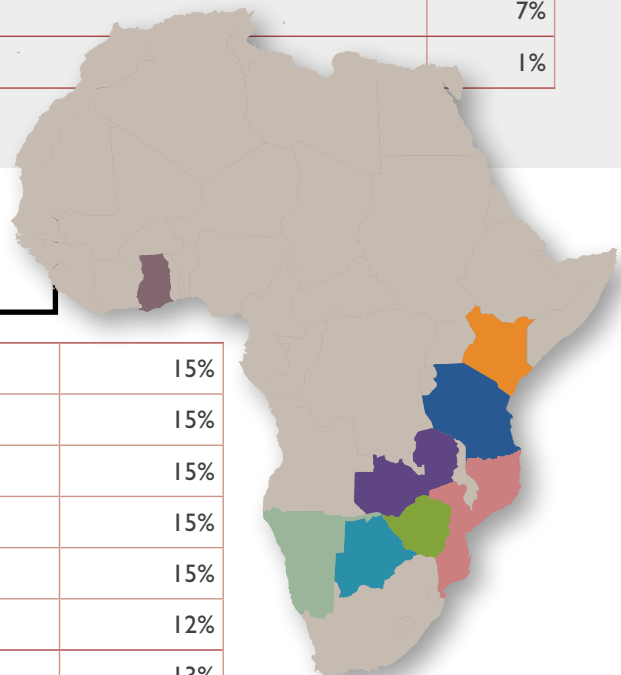
Topics will include sustainable development, the impact and opportunities brought by the Fourth Industrial Revolution, environmental issues, legislation, the Mining Charter, digitisation, technology, skills development and case studies.



Underground Mines	23%
Institutes & Associations	5%
Mining Houses	16%
Surface Mines	21%
Exploration Companies	10%
Consulting Companies	8%
Civil Engineering Contractors – Infrastructure & Construction	3%
Financial & Insurance Companies	2%
Government: National, Provincial & Municipal	4%
Mining Equipment Suppliers	7%
Educational Institutes	1%

### DISTRIBUTION IN AFRICA

Zambia	15%
Ghana	15%
Kenya	15%
Zimbabwe	15%
Tanzania	15%
Botswana	12%
Namibia	13%







## DIVERSITY IN MINING (FEBRUARY)

There has certainly been an improvement in female representation in the mining industry, yet statistics show that men still dominate the industry. This is an indication that much work still needs to be done to level the playing field for all genders in the mining industry. This issue of **Inside Mining** once again puts the spotlight on women in the mining industry with a specific focus on:

### Career opportunities and skills development

The mining industry presents many career options. This feature looks at the various work opportunities in the industry, alongside some in-house skills and training centres that develop and enhance the skills required in the industry.

### Accommodating the disabled community in mining

Disabled people are often overlooked for certain job opportunities because of their disability status. This is slowly changing, as many industries now have opportunities available for disabled people. This feature looks at how mining companies are inclusive of disabled individuals in their workforce. We also look at what career opportunities are available to them in the mining industry.

### Leadership programmes for future leaders

The mining industry is increasingly relying on technological innovations to improve operations. As such, young leaders who understand the potential of technology are needed to lead the way as mining evolves. This feature looks at leadership programmes for young miners, especially those who were previously marginalised and are currently underrepresented in the industry. We find out how these programmes are creating mining's future leaders.

### Must-have health and safety equipment and accessories

There should be no compromise when it comes to health and safety in mining. We review the latest equipment and accessories required to ensure zero harm to employees working in the industry. The products reviewed will be suitable for both underground and open-pit mining applications.

**Inside Mining** is an official media partner at the following events, where the magazine will be distributed:

- Women in Mining Conference 2021
- A-OSH & Securex Expo
- Junior Indaba Mining

## RESOURCEFUL MINING (MAY)

Consistent electricity supply, access to water and diminishing mineral resources are common challenges for the mining industry. As a result, mine companies are becoming increasingly resourceful in dealing with these and other challenges. **Inside Mining** looks at:

### Alternative energy sources

Grid-fed energy and generator-powered electricity are no longer the only sources of power for mines. This feature investigates other energy sources such as renewables and finds out how sustainable and reliable they are for mines. We also look at the future of coal in the mining industry and its significance.

### Being water wise with pump technologies

According to the UN, a third of the world's biggest groundwater systems are already in distress. Mines use excessive water in their operations. With water fast becoming a scarce resource globally, mines are finding better ways to use and preserve water in their operations. This issue looks at mine water recycling as well as

some best practices in terms of wise water usage. We also look at pumps and valves technologies that help with water efficiency in the mining industry.

### Transport and logistics

Transport and logistics are important components in the mining industry. This feature looks at various cost-effective and reliable transport and logistics options available to the industry.

### Demand and supply of PGMs

This feature looks at the worldwide demand and supply of PGMs and precious metals. We explore market trends and find out what factors influence the demand and supply of such minerals.

**Inside Mining** is an official media partner at the following events, where the magazine will be distributed:

- Annual Mining Charter Conference
- African Utility & Powergen Africa

## FOCUS IN AFRICA (AUGUST)

Africa continues to be an attractive destination for potential mining investors. Despite various challenges facing the continent, many global mining companies have established long-standing, successful operations across Africa and many are undertaking new projects.

### Infrastructure development

Infrastructure plays a crucial role in the mining industry – especially in terms of mine construction and logistics. Infrastructure development has been an ongoing challenge for miners across Africa. We take a look at some important infrastructure projects that have benefited Africa's mining industry and communities. This feature also touches on the infrastructure development required for the continent's mining industry to prosper.

### Project focus

We review some interesting greenfield and brownfield projects on the continent, and speak to various stakeholders to find out what the projects are focusing on, as well as their progress, challenges and possible solutions.

### Energy in Africa

In addition to mineral endowment, Africa is also home to various energy sources such as oil, gas and LNG – and in most countries, the energy department falls within the mining ministry. This feature places the microscope on countries with underground energy sources, focusing on what impact these have on economic development, employment and the political landscape.

### African Continental Free Trade Area (AfCFTA)

The African Continental Free Trade Area came into effect in May 2019. It was established primarily to create a single continental market for goods and services, with free movement of business persons and investments. This feature looks at the impact of AfCFTA for the African mining industry. We also look at how AfCFTA affects legal aspects and financing in the industry.

**Inside Mining** is an official media partner at the following events, where the magazine will be distributed:

- Electra Mining Botswana
- Bauma ConExpo
- Joburg Indaba

## SUSTAINABILITY VOLUME 3 (NOVEMBER)

Gone are the days when mining companies enjoyed mineral wealth with little to no consideration of the impact of their operations on the environment and communities. Today, miners are obliged to practise responsible mining that will benefit the environment, employees and host communities.

### Mine closure and rehabilitation

Once a mine reaches the end of its life, it is important that correct procedures are followed in terms of closure and rehabilitation. We unpack what mine closure and rehabilitation entail and look at the regulations, requirements and steps to follow when a mine's lifespan reaches its end.

### Acid mine drainage

In addition to the environment, acid mine drainage (AMD) could potentially have negative consequences for communities that rely on water contaminated by AMD. We look at some case studies to see what approaches have been taken to address the AMD problem in mines and surrounding communities.

### Tailings dam management

January 2019 is a time many won't forget following the tailings dam disaster that killed more than 200 people and destroyed many homes in Brumadinho, Brazil. The disaster highlighted the importance of tailings dam management to avoid similar catastrophes in future. We look at what is required to manage tailings dams as well as the role of the Global Industry Standard on Tailings Management.

### Sustainability initiatives by mines

Many mining companies collaborate with communities on sustainability projects not only to improve the lives of community members, but also to help communities sustain themselves even once a mine has closed. We look at sustainability initiatives and see how these contribute to communities becoming self-sufficient.

As an official media partner of the conference, **Inside Mining** will be distributed at Mining Indaba 2022.

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Each of these four special interest publications will receive their own tab on our website [www.miningnews.co.za](http://www.miningnews.co.za). This allows the content published in the printed publication to also be distributed on our digital platforms, enhancing the reach to a wider target market. The content will be included

in our weekly electronic newsletters, our main website showcasing video interviews, hyperlinks to company profile videos and social media pages.



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## POSITIONS & RATES

As per Issue #1 – Sustainability in Mining, published in October 2019 – the Leadership interview sections will feature DPS interviews with respective CEOs and MDs in the industry, outlining personal and career journeys – especially highlighting lessons and take-aways. The editorial aspect of these main themed sections will be unsold; however, there is an opportunity for equipment and service providers in the industry to align themselves with this section by showcasing their own remarkable leaders.

Please see the details below regarding partner packages and corporate profiles.

### OUTSIDE FRONT COVER PACKAGE

This prime offering includes an interview written by our editorial team. The package consists of:

- Outside front cover image of your product or a personality from the company
- Cover line (including company name)
- A double-page editorial (with images and logo) about the company
- A featured article in the [weekly newsletter](#) and on the website [www.miningnews.co.za](http://www.miningnews.co.za)
- A video interview
- Leaderboard banner on the [weekly newsletter](#) for one month

### PARTNER PACKAGE

This prime position consists of an interview written by our editorial team. The article will be featured as:

- A one-page or two-page story up front in the magazine or associated with a specific themed section
- A featured article in the [weekly newsletter](#) and on the website [www.miningnews.co.za](http://www.miningnews.co.za)

### CORPORATE PROFILE PACKAGE

This prime offering provides an advertiser with two or four pages to showcase their company through the use of a standard template document produced by our production team. The content and images are supplied by the advertiser, but reworked by the publisher according to the profile template.

- 800-word editorial about the company
- The editorial must be an in-depth overview about the company and can include the following points as a guidelines:
  - How long the company has been in existence
  - Products and/or service offering
  - Unique aspects of the company
  - Divisions or subsidiaries
  - Other relevant information
- Contact details including social media handles
- Two high-resolution images (300 dpi) with captions
- Company logo

ADVERT DESCRIPTION	RATES *
Outside Front Cover Package	R45 000
Inside Front Cover DPS	R40 000
Inside Front Cover Full Page	R28 000
Inside Back Cover DPS	R36 000
Inside Back Cover Full Page	R25 000
Outside Back Cover Full Page	R28 000
Opposite Contents Page	R25 000
Partner Package Full Page	R20 000
Partner Package DPS	R33 000
Standard Display Full-page Advert	R18 000
Corporate Profile DPS	R28 000
Corporate Profile – 4 Pages	R36 000
Half-page Display Advert	R10 000
Strip Display Advert	R7 000

\* All rates are exclusive of VAT.



Please note that all content material needs to be submitted one week before the final deadline. This is to give the production team enough time to lay out the corporate profile and send it back to the client to approve in time to make the deadline.





## DEADLINES

ISSUES	BOOKING	MATERIAL
February 2021	10 February 2021	12 February 2021
May 2021	14 May 2021	18 May 2021
August 2021	06 August 2021	10 August 2021
November 2021	27 October 2021	29 October 2021

Please note that the above dates may change.

### Print Advert design rates\*

ADVERT SIZE	COST	ADVERT SIZE	COST
DPS	3 672	Third Page	1 050
Full Page	2 680	Quarter Page	900
Half Page	1 350	Classified	530

\*The above prices are in ZAR and exclude VAT.

Please supply instructions, text, contact details, and high-resolution pictures and logos.

## ADVERT SPECIFICATIONS

SIZE (width x height in mm)	CROP SIZE	TYPE AREA	WITH BLEED
Double Page Spread	420 x 297	400 x 277 (mind spine)	426 x 303
Full Page	210 x 297	190 x 277	216 x 303
Half Page (Landscape)	210 x 148.5	190 x 128.5	216 x 154.5
Half Page (Portrait)	105 x 297	85 x 277	111 x 303
Strip advert (Landscape)	210 x 74	190 x 57	216 x 80

Please supply press-optimised high-quality PDF file, 300 dpi

## PRINT TERMS & CONDITIONS

Please note that if an agency is contracted to manage an advertising booking on behalf of a client that has made a direct booking, the initial booking will not be diminished or renegotiated until expiry of the existing contract. Please familiarise yourself with the full set of terms and conditions (link below) as all contracts are subject to these requirements.



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