The ASIA Miner

A Focused View of the Asia-Pacific's New Mining & Resource Projects

WWW.ASIAMINER.COM
The **ASIA Miner**

Covering Important Issues for the Mining Industry in the Asia-Pacific Region

Through the quarterly magazine, weekly e-news service and daily social media posts, *The ASIA Miner* provides comprehensive coverage of developments and issues related to the mining industry in Asia, Australia and the South Pacific.

As the industry’s most visible, most read and most passed along magazine focused solely on the Asia Pacific region, *The ASIA Miner* continues to perform a vital role in guiding and supporting mining stakeholders in the region. In its 15th year, *The ASIA Miner* continues to provide readers with concise, up-to-date resources, project, product and technical information.

With more than 20,000 print and digital readers viewing your marketing message, supported by the value-added services provided by our experienced and dedicated team at *The ASIA Miner*, your brand is certain to garner increased awareness throughout the region.

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**Total Print Distribution**

|                | 5,200 |

**Newsletter Subscribers**

|                | 8,301 |

Sources: 1. Publisher’s own data.

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### Regional Distribution

- Indonesia: 18%
- India: 6%
- Mongolia: 8%
- Malaysia & Vietnam: 4%
- China: 19%
- Australia: 18%
- Canada, US, Europe: 6%
- PNG & Philippines: 10%
- Hong Kong, Singapore: 5%
- Thailand, Laos, Cambodia: 6%

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### Industry Categories

- **Mining Companies**: 38%
- **Consultants**: 18%
- **Equipment Suppliers**: 14%
- **Financial Section**: 16%
- **Government Departments**: 9%
- **Other**: 5%

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Sources: 1. Publisher’s own data.
# THE ASIA MINER 2019 Editorial Calendar

Editorial submissions and leads can be directed to Sylwia Pryzbyla, editor@asiaminer.com, or Lanita Idrus, Lidrus@asiaminer.com.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Regional Focus</th>
<th>Commodity Focus</th>
<th>Mineral Processing</th>
<th>Supplier/METS</th>
<th>Special Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2019 Close: 1/11/18</td>
<td>Mongolia Central Asia</td>
<td>Copper</td>
<td>Fuels, Lubricants, Dust Control Pumps &amp; Piping Filtration, Heap Leach</td>
<td>Water &amp; Tailings Management</td>
<td>Waste in Mining</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Bonus Distribution: Sumatra Miner 2019, and Djakarta Mining Club, Coal Club Indonesia; Mongolia Mining 2019, Ulaan Baatar; Mining Investment Asia &amp; Minig Tech 2019, Singapore</td>
</tr>
<tr>
<td>Q2 2019 Close: 3/15/18</td>
<td>Indonesia Emerging South East Asia</td>
<td>Coal</td>
<td>Coal Recovery Coal Processing</td>
<td>Haul Truck Maintenance Mining Technology</td>
<td>Waste in Mining</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Bonus Distribution: Austmine 2019; 2019 PNG Industrial &amp; Mining Resources Exhibition &amp; Conference; VDMA Best of Germany</td>
</tr>
<tr>
<td>Q3 2019 Close: 6/14/18</td>
<td>Papua New Guinea South Pacific</td>
<td>Gold</td>
<td>Grinding Technology, Crushers, and Screening</td>
<td>Sustainability and Energy Efficiency</td>
<td>Waste in Mining</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Bonus Distribution: Mining Philippines 2019, Djakarta Mining Club, Coal Club Indonesia; M&amp;E Indonesia 2019; AIMEX 2019</td>
</tr>
<tr>
<td>Q4 2019 Close: 9/13/18</td>
<td>Philippines China</td>
<td>Nickel</td>
<td>Smelting</td>
<td>Conveying/Haulage</td>
<td>Waste in Mining</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Bonus Distribution: IMARC 2019</td>
</tr>
</tbody>
</table>

Vermeer Asia Pacific greatly values Asia Miner as an excellent regional mining intelligence resource, as well as an effective advertising vector. Features such as the editorial, Asia Pacific Intelligence, Insights into the future of mining, events and supplier news are all well researched and presented.

Asia Miner is a great source of information on some of the smaller but emerging markets within the Asia Pacific region. This assists Vermeer Asia Pacific in our marketing campaign focus and strategy.”

Iain Edwards
Mining & Pipeline Solutions Manager - Asia Pacific
Vermeer

For information about events and combo buys including sponsorships, print, and electronic promotion, contact Lanita Idrus at Lidrus@AsiaMiner.com or call +61 3 9006 1742.
# 2019 THE ASIA MINER Print Ad Rates

Rates in U.S. Dollars. All Rates Gross. See inside back cover for print ad specifications.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>4 Color</td>
<td>$5,260</td>
<td>$4,960</td>
<td>$4,380</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>4 Color</td>
<td>$5,160</td>
<td>$4,810</td>
<td>$4,120</td>
</tr>
<tr>
<td>2 Page Spread</td>
<td>4 Color</td>
<td>$7,500</td>
<td>$7,070</td>
<td>$6,210</td>
</tr>
<tr>
<td>Full Page</td>
<td>4 Color</td>
<td>$4,545</td>
<td>$4,285</td>
<td>$3,765</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>4 Color</td>
<td>$4,545</td>
<td>$4,285</td>
<td>$3,765</td>
</tr>
<tr>
<td>1/2 Page (V) (H)</td>
<td>4 Color</td>
<td>$3,070</td>
<td>$2,830</td>
<td>$2,360</td>
</tr>
<tr>
<td>1/2 Page (Island)</td>
<td>4 Color</td>
<td>$3,410</td>
<td>$3,410</td>
<td>$2,825</td>
</tr>
<tr>
<td>1/3 Page (Square) (V)</td>
<td>4 Color</td>
<td>$2,560</td>
<td>$2,370</td>
<td>$1,970</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4 Color</td>
<td>$2,050</td>
<td>$1,910</td>
<td>$1,630</td>
</tr>
<tr>
<td>Business Card</td>
<td>4 Color</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Classified Ads</th>
<th>Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Per Column Inch (Color)</td>
<td></td>
<td>$170</td>
<td>$160</td>
<td>$140</td>
</tr>
<tr>
<td>Price Per Column Inch (B/W)</td>
<td></td>
<td>$120</td>
<td>$110</td>
<td>$90</td>
</tr>
</tbody>
</table>

### Sample Sizes and Dimensions

- **Width in Columns**
  - 1 column wide
  - 2 columns wide
  - 3 columns wide (not shown)

- **Width in Inches**
  - 2-1/8 inches
  - 4-1/2 inches
  - 6-7/8 inches

### Specifications

- Column inch is 2-1/8” x 1” (w x d).
- Supply in PDF format, 300 dpi min.
- Classified advertising closes on the 1st of the month that precedes the issue.
Electronic Media

Leading the Way with a Complete Range of Electronic Media Products

WWW.SEMCOPUBLISHING.COM
Make Our Websites a Part of Your Marketing Mix

Super Leaderboard
The highest visibility and biggest canvas for your message, the Leaderboard banners are our most popular advertising option.

Boom Box
A cost-effective option offering nearly the same visibility as the Super Leaderboard, the Boom Box boasts some of our highest click-through rates.

There are three positions available: top, center and bottom. Advertising opportunities are available on all SEMCO Publishing websites. Ad availability is targeted for 7,500 impressions per advertiser per month. For site traffic details, contact your sales representative.

We Reach Your Audience Across Desktop and Mobile Platforms.
SEMCO Publishing’s industry-leading websites—including www.rockproducts.com, www.asiaminer.com, www.concreteproducts.com, and www.cementamericas.com—feature regular news updates, online versions of publications, and are designed to engage readers and encourage repeat visits. With designs optimized for delivery across desktop and mobile platforms, these are sites that reach your target audience wherever they are.

Don’t miss this affordable way to strengthen your brand and initiate interaction with potential customers. As our readers move toward gathering news and information online, it’s also an outlet that you can’t afford to neglect.

Let us help you craft a marketing plan that includes print and electronic promotions along with relevant events and directories.

<table>
<thead>
<tr>
<th>Ad Package Rates and Specifications (Rate Per Website)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Banner Size</strong></td>
</tr>
<tr>
<td>Super Leaderboard</td>
</tr>
<tr>
<td>Top Boom Box</td>
</tr>
<tr>
<td>Middle Boom Box</td>
</tr>
<tr>
<td>Bottom Boom Box</td>
</tr>
</tbody>
</table>

- All prices in U.S. dollars.
- All banners can be gif (animated), jpg or swf. SEMCO accepts most third-party ad tags, including DART, Acknowledge, 24/7 and L90. Include a fallback image for all swf files.
- We request all third-party tags be accompanied by anti-caching documentation.
- Contact your sales representative for more information.
SEMCO Publishing’s print products are published monthly or quarterly. Our email newsletters offer important news breaks published more frequently. For companies doing business in the industry, this provides a cost-effective way to build brand awareness and promote products and services directly to decision-makers.

We have developed subscriber lists for our newsletters and we reach a global audience of engineers, maintenance personnel, purchasing agents and more with our targeted lists. The weekly news service for *The ASIA Miner* serves the Asia-Pacific region with a Chinese component. The aggregates and construction industries are covered with Concrete Currents and Breaking Rock News weekly news services, and Cement Newsline and Frac Sand biweekly news services.

**Designed to Give You Great Messaging Visibility**

Designed with short article teasers, clear links, and simple designs to ensure clean delivery no matter what email client the subscriber is using, our enewsletters ensure that advertising will be noticed by the readers. SEMCO Publishing’s wide range of newsletters give advertisers a great platform for branding and action-driven messaging.

**Adaptive Design for Cross-Platform Deliverability**

Our latest email design features adaptive technology to ensure that your message is optimized for viewing on smart phones and tablets, as well as laptops and desktops. With the increasing popularity of mobile browsing, it’s important to know that your message is still getting through. With a selection of affordable options, extensive circulation, and an engaged audience, these newsletters offer some of the best ROI of any electronic advertising vehicles in the industry.

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### Weekly News Services - Universal Sizes

<table>
<thead>
<tr>
<th>Position</th>
<th>Pixel Size (w x h)</th>
<th>File Size Limit</th>
<th>1 x</th>
<th>4 x</th>
<th>12 x</th>
<th>24 x</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>468 x 60 IMU</td>
<td>10k</td>
<td>$375</td>
<td>$350</td>
<td>$325</td>
<td>$300</td>
<td>Center position</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>200 x 200 IMU</td>
<td>10k</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$400</td>
<td>Center position</td>
</tr>
<tr>
<td>Square Button</td>
<td>125 x 125 IMU</td>
<td>10k</td>
<td>$250</td>
<td>$235</td>
<td>$220</td>
<td>$200</td>
<td>Side position</td>
</tr>
</tbody>
</table>

Banners—All news service banners can be gif or jpg. Animated gifs are not recommended as they do not rotate in most email clients. News service banners do not support third-party tags.
Customized Email

Access just the right audience for your goods and services with an email targeted to our engaged industry professionals. Comprised of subscribers to our extensive newsletter lists, these custom emails are economical and effective. For prices and a custom quote, call your salesperson today.

Imagine the Marketing and Promotional Possibilities

With this chance to bring your message to a new audience, you can send a wide variety of messages:

- Corporate announcements
- New product announcements
- Scheduled events
- Surveys
- Whitepaper downloads
- Branding messages
- Catalog downloads
- Product videos
- Contest and promotions

Email Specifications

- Responsive up to 700 px wide.
- Deliver content in an html file. We cannot accept Word docs, Outlook forwards, .pdfs, or pure images (jpg, gif, png, bmp).
- Create designs with tables and inline styles.
- Use absolute links for all images (ex: `img src="http://www.url.com/image.jpg"`) OR provide all images separately for hosting on our server.
- Eliminate spaces and non-standard characters from image names and link urls.
- Include unsubscribe text and link in the html file, or specify wording, link, and placement of unsubscribe text.
- Please test and view the html file before sending it to us. This includes ensuring your copy is correct, all images display properly and all links work.
- Please beware that not all email clients display animated gifs or flash files. The most important information should always be included in the first frame of the artwork.
- Please be as specific as possible with special directions (i.e., tracking pixels).

Contact your sales representative for more information.

An affordable and effective way to reach an audience of targeted readers.

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

*Custom lead generation available at an extra charge.

Digital Magazine Editions Extend Your Ad’s Reach

Accessible from Desktop to Smartphone

Do you advertise in one of our print publications? If so, enhancing your existing advertisement is easy! With a digital edition, readers can print, jump to pages or email to friends your advertisement. Each digital edition is archived and allows readers to download a PDF issue, zoom or create a social bookmark.

- Rich Media - create a rich media rollover for your ad, $350
- Page Insert - page viewable only in our online edition, $1,500

Rich Media Specs

- Full Page SWF: ActionScript3*, 31 FPS, Hyperlinks, CDN hosting
- Video: FLV*, High Motion Content (30 fps, 512 kbps, 6 sec keyframe, 2-pass VBR), Low Motion Content (15 fps, 512 kbps, 6 sec keyframe), CDN hosting
- Pod Casts: MP3*, CDN hosting

Page Insert

- A digital magazine can have an insert just like a printed version. The insert must be front and back and be smaller than the printed piece (the area around the insert will be transparent). The insert cannot be the first page in the viewer. Specs available upon request.

Recommended Video Sizes

<table>
<thead>
<tr>
<th>Standard Video (4:3)</th>
<th>Widescreen Video (16:9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>320 x 240 (Recommended)</td>
<td>256 x 144 (Recommended)</td>
</tr>
<tr>
<td>384 x 288</td>
<td>512 x 288</td>
</tr>
<tr>
<td>448 x 336</td>
<td>-</td>
</tr>
<tr>
<td>512 x 384</td>
<td>-</td>
</tr>
<tr>
<td>576 x 432</td>
<td>-</td>
</tr>
</tbody>
</table>

Formats: Videos can be up to 50 meg in size. FLV format. Audio can be up to 50 meg. SWF format. Animation can be up to 50 meg. SWF AS3 (ActionScript 3) format. Other formats can be converted for an additional cost. Agency Commissionable.

CDN: We use a Content Delivery Network (CDN) to deliver content from servers in close proximity to the user. This will provide the best user experience.
Sales Contacts

Kyle Nichol  
National Sales Manager, Rock Products and Cement Americas  
Tel +1 330 819 3470  
knicoll@rockproducts.com

Bill Green  
Sales Manager, Concrete Products  
Tel +1 414 212 8266  
bgreen@concreteproducts.com

Christin Doran  
Sales Manager, Quarry Equipment Marketplace  
Tel +1 317 802 7118  
cdoran@semcopublishing.com

Lanita Idrus  
Publisher, Australia  
Tel +61 3 9006 1742  
idrus@asiaminer.com

Dimas Abdillah  
Indonesia  
Tel +6221 2940 6337  
dimas@lagunagroup.net

Victor W. Matteucci  
Sales Manager, Mining Accounts  
Tel +1 440 257 7565  
vmatteucci@mining-media.com

Colm Barry  
Scandanavia, United Kingdom and Western Europe  
Tel +46 (0) 736 334670  
colm.barry@telia.com

Jeff Draycott  
Scandanavia, United Kingdom and Western Europe  
Tel +44 (0) 7866922148  
jeff.draycott@womp-int.com

Gerd D. Strasmann  
Germany, Austria and Switzerland  
Tel +49 202 28 14 64 83  
info@strasmann-media.de

Masao Ishiguro  
Japan  
Tel +81 (3) 3719 0775  
ma.ishiguro@w9.dion.ne.jp

Dan Fitts  
Print Production Manager  
Tel +1 904 721 2925 ext.107  
dfitts@semcopublishing.com

Concrete Products  
ROCK PRODUCTS  
Cement Americas  
MINING MARKETPLACE  
Resource Center

WWW.SEMCOPUBLISHING.COM