

Mining Export Directory Magazine

Advertising Costs & Specifications Excl Agency Comm & VAT:

Prime positions / Special Packages

Front Page (Magazine Face) – R 32, 500/US\$ 2, 450

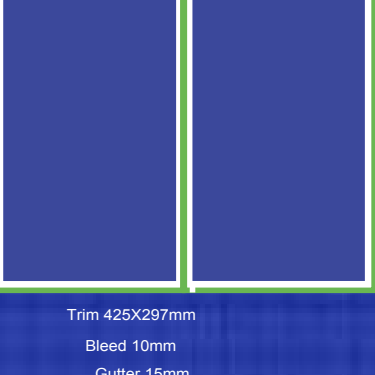
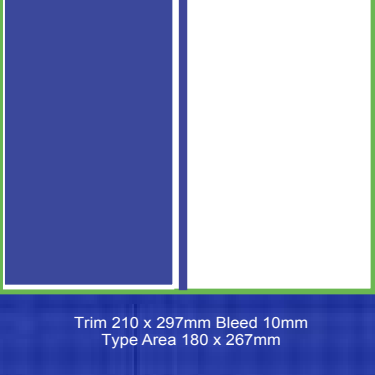
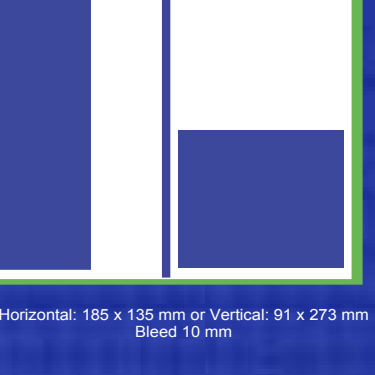
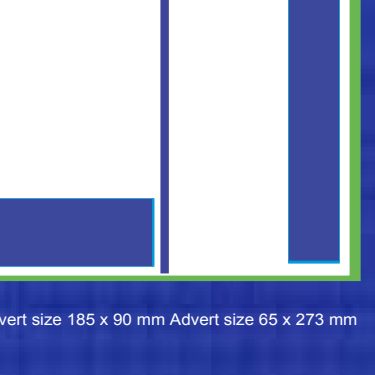
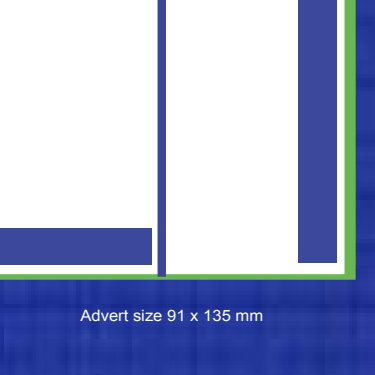
- Full Page free advert
- Full page free editorial
- Three months free web banner
- Three months free online video

Front Inside Page–R 28, 250/ US\$ 2, 150

- Full page free editorial
- Three months free web banner
- Three months free online video

Back Outside/Inside Cover – R 24, 250/US\$ 1, 810

- Full page free editorial
- Three months free web banner
- Three months free online video

	Double Page Spread	Full Page Full Colour	Half Page Full Colour	Third Page Full Colour	Quarter Page Full Colour
	 Trim: 425x297mm Bleed: 10mm Outer Margin: 10mm Type Area: 182 x 267mm	 Trim: 210 x 297mm Bleed 10mm Type Area: 180 x 267mm	 Horizontal: 185 x 135 mm or Vertical: 91 x 273 mm Bleed: 10 mm	 Advert size 185 x 90 mm Advert size 65 x 273 mm	 Advert size 91 x 135 mm
1 Edition	R 26, 950-00 US\$ 2, 150-00	R 18, 450-00 US\$ 1, 250-00	R 12, 250-00 US \$820-00	R 8, 950-00 US\$ 680-00	R 7, 550-000 US\$ 570-00
2 Editions	R 21, 650-00 US\$ 1, 650-00	R 14, 450-00 US\$ 950-00	R 9, 950-00 US\$ 670-00	R 7, 250-00 US\$ 540-00	R 4, 980-00 US\$ 370-00
3-4 Editions	R 18, 580-00 US\$ 1, 410-00	R 11, 250-00 US\$ 850-00	R 7, 250-00 US\$ 540-00	R 4, 850-00 US\$ 380-00	R 3, 950-00 US\$ 330-00



Showcase Your Services...Showcase Your Expertise... Showcase Your Products to the RIGHT AUDIENCE!

Are you an expert in minerals and resources?

You have to advertise your services and smart technology in this magazine,

Are you marketing a new mining-related product, tool or piece of equipment?

This magazine reaches thousands across Africa, not to mention the world-wide audience who reads the publication online and through our weekly newsletters.

You got the knowledge needed to ensure project success?

You guessed it... showcase that expertise in this magazine!

Are you looking to expand your clients base into the African continent?

You got the right magazine which can connect you with quality buyers, prospective distributors and agents in the African Market.

There are unlimited advertising options available in the market, yes, Mining Export Directory magazine, well...it's different. This is the only magazine with a solid track record providing first hand mining information to African miners which made it an official media partner endorsed by all prominent mining houses, mining professionals and executives in Africa



To receive a copy of the 2021media kit email
info@easylinkgroup.co.za

ADVERTISING PACKAGES

New options for 2021 allow you to target the advertising avenue that is best for you – print, web, Blogs, social media, e-blasts, or a combination of what works best with your marketing strategy!

THE MORE ISSUES YOU ADVERTISE IN, THE BETTER THE DEAL!

The more business you do with Mining Export Directory Magazine, the better the deal you'll get for your advertising dollars. We'll work with you to create a marketing strategy that targets the buyers you want to do business with!

OUR READERS ARE YOUR BUYERS

In the print magazine, your advertisement can be hyperlinked right to your website. In all of our digital options, your advertisement or Blog can link right to your site and / or to your products catalogs.

Have Direct Reach to Millions Online Readers

Visualize your Company, Products and Services on the best Online Mining Export Directory platform: www.easylinkgroup.co.za



E-Newsletter 2021 Stats



OPEN
RATES **85%**
AVERAGE

78260
DATABASE NUMBERS



.60% CTR
ADVERTISING
AVERAGE

E-NEWSLETTER

Distributed every fortnight on to databases of our print and digital magazine subscribers and any other registered online visitors on our website. The e-newsletters contain latest mining trends in Africa, industry news, articles, industry leaders and products profiles from recent market data, business activities and extra content such as videos or podcasts.

LEADER BOARD OR BOX POSITIONS

Choose the Leader board or Box and your brand/product messaging will be included in all e-newsletters sent in the calendar month.

Price: R14, 450-00/\$1,150-00 per month position.

SPONSORED CONTENT POSITIONS

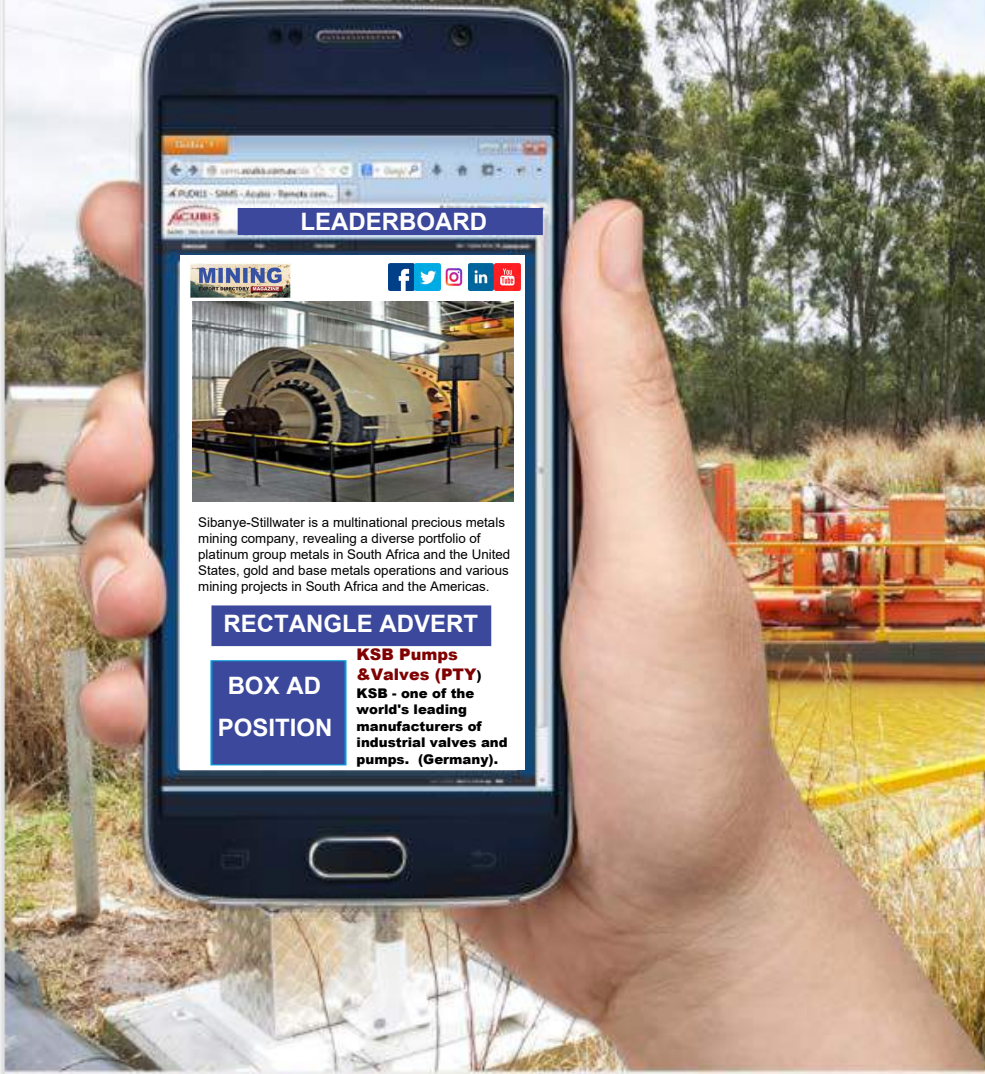
Available to purchase on an per email basis - pick any week of the month to suit your business marketing needs or a specific product launch. Limited to one sponsored content message per email.

Price per insertion R9500.00/\$680

- All positions are subject to availability. Booking deadline is the Wednesday of the fortnight prior.
- Material deadline is the Thursday of the Fortnight prior. All rates include full colour. Excluding Agency comm. & VAT.

MATERIAL REQUIREMENTS & SPECS:

- Banner: 760px x 120px
- Rectangle: 800px x 150 px
- Box: 300px x 250px
- Sponsored Content: Maximum 800px wide plus 200 words
- JPEG or GIF image or PNG format only
- No larger than 5mb
- NB: Not all email providers support .gif animations or video therefore ensure all important messaging appears on the first frame.



Book Your Spot. Now and be part of the
top brands in our in weekly e-Newsletters.

Supply material to:
info@easylinkgroup.co.za



Advertising Costs & Specifications Excl Agency Comm & VAT:

TECHNICAL SPECIFICATIONS

Accepted Formats: GIF and JPEG, Animated, Flash Max File Size 1Mb Max 15 seconds animation or 3 loops 18 frames per second

Banner Size	Units in Pixels	3 Months	6 Months	9 Months	12 Months
Leaderboard	728 x 90	R7 950.00 / US\$685.00	R12 450.00 / US\$1 110.00	R18 450.00 / US\$1 630.00	R24 500.00 / US\$2 150.00
Large Rectangle	336 x 280	R6 950.00 / US\$ 610.00	R11 620.00 / US\$980.00	R16 200.00 / US\$1 450.00	R19, 540.00 / US\$1 820.00
Square Banner	125 x 125	R6 200.00 / US\$ 550	R10 250.00 / US\$960.00	R14 950.00 / US\$1 350.00	R18 450.00 / US\$1 580.00
Wide Skyscraper	160 x 600	R7 200.00 / US\$ 660.00	R12 450.00 / US\$1 120.00	R17 320.00 / US\$ 1 580.00	R21 550.00 / US\$1 970.00
Square Button	250 x 250	R3 750.00 / US\$ 280.00/	R6 450.00 / US\$ 430.00	R8 950.00 / US\$610.00	R 11 450.00 / US\$ 760.00
Pop-under	720 x 300	R10 500.00 / US\$920.00	R17 500.00 / US\$1 610.00	R24 450.00 / US\$2 110.00	R26 450.00 / US\$2 210.00

Online Rates

Expose your company
brand and showcase your
products to the right audience
on the pronounced platform
which have a solid track
record of generating leads and
increase sales in a cost
effective way.



Contact Details:

info@easylinkgroup.co.za

Tel: +27 61 050 2537 / +27 78 368 7174

Address:

7830 Praia Crescent
Randburg, 2188
Gauteng,
South Africa
www.easylinkgroup.co.za

Email: info@easylinkgroup.co.za

Email: advertising@easylinkgroup.co.za

Web: www.easylinkgroup.co.za

Advertising in Mining Export Directory Magazine means showing off your company in a directory that is mailed directly to purchasing powers working in the industry. Your advert will yield results because it is targeted right to your intended audience in the market.

There are many options for advertising in the Mining Export Directory Magazine. We have recently implemented an in depth distribution of the magazine to ensure all our advertisers reach their target audience and positively achieve their marketing efforts in the African market. We have flexible options available which allow you to publish company profiles, products profiles and advertorials which can suit your marketing campaigns, strategies and promotional needs.

Learn more about advertising! **Click here** to access a form that will send your details directly to a sales representative for signing up.

Other advertising options include:

Blogs: We post new industry-specific Blogs to our website every Friday. They are also pinned to the top of our Facebook page for a full week, ensuring they don't get lost in the shuffle of new content. You can purchase one or more Blogs and the earlier you book the better your chances to secure a spot, our 2021 calendar is already filling up!

E-blasts: We email to a unique list of 1,800+ mining industry professionals six times per year (January, March, May, July, September and November). There are two dedicated advertising spots in each e-blast for advertisers. If you are interested in sending an e-blast to our list that is specific to your company and services, we can work with you on a dedicated e-blast to our contacts.

Social media: We have a following of over 3, 900+ on Facebook, 1,400+ on Twitter, 1, 200+ on Instagram and 1000+ on Telegram. We can share your press releases, event invites, and company news with our followers.

Advertorial: An advertorial is laid out in the magazine to look like an article. Features often include an article, photos, quotes, logos, etc. It is identified as an advert (with "Advertorial" located somewhere on the page), but has the look and feel of an article.

Inserts: We offer a number of options for inserts, including full polly bagging and glue-dotting services.

Tools of the Trade: Mining Export Directory Magazine includes the Tools of the Trade department, which showcases new products to the mining market. Advertisers may be featured in this section, if the product is relevant.

Mining Export Directory Platform

Tel: +27 61 050 2537/ +27 78 368 7174
Email: info@easylinkgroup.co.za



CONTACT US



MINING EXPORT DIRECTORY NETWORKS APP

MINING EXPORT DIRECTORY NETWORKS app is the ideal place for you to access products buyers' alerts, latest tenders alerts, post your products offerings, get connected to dealers network, get reminders and more!



FOLLOW US ON SOCIAL MEDIA

Like us and join the conversation for brand news, product updates, events & competitions.



Website: www.easylinkgroup.co.za