

2009

Mining

ENGINEERING

A Publishing Tradition Since 1949



2009 MEDIA GUIDE

PUBLISHED BY THE
WORLD'S LARGEST
PROFESSIONAL MINING
SOCIETY SERVING OVER
15,000 MEMBERS,
READERS AND
AFFILIATES IN MORE
THAN 35 COUNTRIES



www.miningengineeringmagazine.com

CIRCULATION

11,500

TOTAL MONTHLY PAID CIRCULATION

3,500

MONTHLY TRADE SHOW DISTRIBUTION

15,000

CIRCULATION PER ISSUE



Mining Engineering's average circulation figures are based on sworn publishers statements and the confirmation of the Society for Mining, Metallurgy, and Exploration, Inc. for the period of January 2008 - June 2008. See SRDS Media Source for updated circulation figures for 2009.

Mining Engineering magazine is published monthly. Distribution is global, with a distinct saturation in North America. This respected industry publication has been published continually since 1949 and is the official publication of the Society for Mining, Metallurgy, and Exploration, Inc., the world's largest professional mining society.

Readers and subscribers of *Mining Engineering* include professional miners, principals and managers of mining operations and plants, manufacturers of equipment, engineers, consultants, educators, researchers, scientists and students of mining, metallurgy and exploration.

GEOGRAPHICAL

Percentage of circulation (Individuals)

- 0.6% • Africa (58)
- 1.0% • Asia, Middle East, Russia (110)
- 2.8% • Australia (290)
- 5.2% • Canada (530)
- 2.5% • Europe (248)
- 0.5% • Mexico (50)
- 1.7% • Latin America (167)
- 85.7% • United States (8,693)

All circulation figures are based on 2007-2008 averages based on sworn publishers statements from SME. See SRDS Media Source for 2009 circulation information.



JOB TITLE

Individuals

816	Consultant
285	Educator
1,798	Engineer
575	Geologist
1,044	General manager, vice president
437	Marketing, sales
1,068	Mine, plant manager
166	Owner
1,166	President, CEO/COO
9	Purchasing agent
161	Scientist, researcher
1,092	Student
172	Supervisor, foreman
1,365	Retired, consultant, other

BUSINESS CATEGORY

Individuals

983	Coal mining
92	Coal processing
186	Economics
850	Education
272	Environment
454	Geology/exploration
341	Government
1,459	Industrial minerals mining & processing
596	Manufacturing
151	Metallurgy
3,058	Metals mining
75	Metals processing
320	Underground construction, tunnel
1,313	Retired, consultant, other



Published by the Society for Mining, Metallurgy, and Exploration, Inc.

8307 Shaffer Parkway, Littleton, Colorado 80121 USA

Toll Free (USA) Tel: +1-800-763-3132 • Direct Line Tel: +1-303-948-4243 • Fax: +1-303-973-3845 • www.smenet.org

EDITORIAL

EDITORIAL STAFF

EDITOR

Steve Kral
kral@smenet.org

SENIOR EDITOR

Georgene Renner
renner@smenet.org

ASSOCIATE EDITOR

William M. Gleason
gleason@smenet.org

TECHNICAL EDITOR

William R. Yernberg
yernberg@smenet.org

PRODUCTION DESIGNER

Nate Hurianek
hurianek@smenet.org

BUSINESS STAFF

MEDIA MANAGER/ ADVERTISING SALES

Johanna McGinnis
mcginnis@smenet.org



JANUARY AD CLOSE: MON. DEC. 1, ART: MON. DEC. 8
SME ANNUAL MEETING PREVIEW • CANADIAN MINING •
SAFETY • EXPLORATION TECHNOLOGY

BONUS DISTRIBUTION

CANADIAN MINERAL PROCESSORS, JAN. 20-22, OTTAWA, ON, CANADA
AMEBC EXPLORATION, JAN. 26-29, VANCOUVER, BC, CANADA
UCA OF SME FOX CONFERENCE, JAN. 29, NEW YORK, NY, USA
ISEE EXPLOSIVES, FEB. 8-11, DENVER, CO, USA
TMS ANNUAL MEETING, FEB. 15-19, SAN FRANCISCO, CA, USA
SME/CMA ANNUAL MEETING, FEB. 22-25, DENVER, CO, USA
PROSPECTORS & DEVELOPERS ASSOCIATION OF CANADA, MAR. 1-4,
TORONTO, ON, CANADA

FEBRUARY AD CLOSE: FRI. JAN. 2, ART: THU. JAN. 8
AGGREGATES • MEDIA REVIEW •
SME ANNUAL MEETING OFFICIAL SHOWGUIDE

BONUS DISTRIBUTION

SME/CMA ANNUAL MEETING, FEB. 22-25, DENVER, CO, USA
PROSPECTORS & DEVELOPERS ASSOCIATION OF CANADA, MAR. 1-4,
TORONTO, ON, CANADA
NATIONAL STONE, SAND, AND GRAVEL, MAR. 1-12, ORLANDO, FL, USA
WORLD OF AGGREGATES, MAR. 9-12, ORLANDO, FL, USA

MARCH AD CLOSE: MON. FEB. 2, ART: MON. FEB. 9
TUNNELING & UNDERGROUND CONSTRUCTION •
COAL • SME PUBLICATIONS CATALOG

BONUS DISTRIBUTION

NO-DIG, MAR. 29 - APR. 3, TORONTO, ON, CANADA
COAL PREP, APR. 27-30, LEXINGTON, KY, USA
SME MINNESOTA SECTION, APR. 14-15, DULUTH, MN, USA
WORLD TUNNELING, MAY 23, BUDAPEST, HUNGARY

APRIL AD CLOSE: MON. MAR. 2, ART: MON. MAR. 9
METALS MINING • CANADIAN MINING •
BUSINESS PROFILES

BONUS DISTRIBUTION

CANADIAN MINING EXPO, APR. 22-29, SUDBURY, ON, CANADA
COAL PREP, APR. 27-30, LEXINGTON, KY, USA
OFFSHORE TECHNOLOGY CONFERENCE, MAY 4-7, HOUSTON, TX, USA
CANADIAN INSTITUTE OF MINING, METALLURGY, & PETROLEUM,
MAY 10-13, TORONTO, ON, CANADA

MAY AD CLOSE: WED. APR. 1, ART: WED. APR. 8
SME ANNUAL MEETING POST SHOW • MEDIA REVIEW •
AUSTRALIAN MINING • ANNUAL MINING REVIEW

BONUS DISTRIBUTION

HAULAGE & LOADING, MAY 17-20, PHOENIX, AZ, USA
ASSOCIATION OF MINING EXPLORATION, MAY 21-22, PERTH, AUSTRALIA
ELKO MINING, JUN. 8-12, ELKO, NV, USA

JUNE AD CLOSE: FRI. MAY 1, ART: FRI. MAY 8
TUNNELING & UNDERGROUND CONSTRUCTION •
COAL • INDUSTRIAL MINERALS

BONUS DISTRIBUTION

RAPID EXCAVATION & TUNNELING, JUN. 14-17, LAS VEGAS, NV, USA
LONGWALL, JUN. 16-18, PITTSBURGH, PA, USA
ROCKY MOUNTAIN COAL MINING INSTITUTE, JUN. 28-30, SNOWMASS, CO, USA



JULY AD CLOSE: MON. JUN. 1, ART: MON. JUN. 8
SME MEMBERSHIP DIRECTORY •
ASIAN MINING

AUGUST AD CLOSE: WED. JUL. 1, ART: WED. JUL. 8
AUSTRALIAN MINING •
MEDIA REVIEW

BONUS DISTRIBUTION

CIM CONFERENCE OF METALLURGISTS, AUG 23-26, SUDBURY, ON, CANADA
AUSIMM MINING GEOLOGY, AUG 24-26, QUEENSTOWN, NEW ZEALAND

SEPTEMBER AD CLOSE: MON. AUG. 3, ART: MON. AUG. 10
TUNNELING & UNDERGROUND CONSTRUCTION •
LATIN AMERICAN MINING • BUSINESS PROFILES

BONUS DISTRIBUTION

SME MINERAL PROCESSING PLANT DESIGN, SEP. 30 - OCT. 3, TUCSON AZ, USA
EXTEMIN, AREQUIPA, PERU

OCTOBER AD CLOSE: TUE. SEP. 1, ART: TUE. SEP. 8
PRECIOUS METALS •
ANNUAL BUYERS DIRECTORY

BONUS DISTRIBUTION

SME MINERAL PROCESSING PLANT DESIGN, SEP. 30 - OCT. 3, TUCSON AZ, USA
EXTEMIN, AREQUIPA, PERU

NOVEMBER AD CLOSE: THU. OCT. 1, ART: THU. OCT. 8
EXPLORATION AND DEVELOPMENT •
SME 2010 ANNUAL MEETING PRELIMINARY PROGRAM •
MEDIA REVIEW

BONUS DISTRIBUTION

SME ARIZONA CONFERENCE, DEC 7-8, TUCSON, AZ, USA

DECEMBER AD CLOSE: MON. NOV. 2, ART: MON. NOV. 9
TUNNELING & UNDERGROUND CONSTRUCTION •
EDITORIAL INDEX • MINERAL PROCESSING

BONUS DISTRIBUTION

SME ANNUAL MEETING, FEB. 21-24, 2010, PHOENIX, AZ, USA
TMS ANNUAL MEETING, FEB. 14-18, 2010, SEATTLE, WA, USA



ADVERTISING

Each issue of Mining Engineering is available to over 11,000 SME members worldwide at www.miningengineeringmagazine.com.

DISPLAY RATES 2009 *Effective January 1, 2009*

BLACK AND WHITE / FOUR COLOR US FUNDS

	1x BW / 4C	3x BW / 4C	6x BW / 4C	9x BW / 4C	12x BW / 4C
Full two page spread	\$6,836 / \$8,126	\$6,358 / \$7,648	\$5,880 / \$7,170	\$5,408 / \$6,698	\$4,946 / \$6,236
Full page	\$4,242 / \$5,532	\$3,943 / \$5,233	\$3,649 / \$4,939	\$3,360 / \$4,650	\$3,077 / \$4,367
1/2 page spread	\$4,242 / \$5,532	\$3,943 / \$5,233	\$3,649 / \$4,939	\$3,360 / \$4,650	\$3,077 / \$4,367
2/3 page	\$3,182 / \$4,472	\$2,961 / \$4,251	\$2,735 / \$4,025	\$2,510 / \$3,800	\$2,300 / \$3,590
1/2 page	\$2,625 / \$3,915	\$2,440 / \$3,730	\$2,260 / \$3,550	\$2,080 / \$3,370	\$1,900 / \$3,190
1/3 page	\$1,721 / \$3,011	\$1,605 / \$2,895	\$1,485 / \$2,775	\$1,369 / \$2,659	\$1,254 / \$2,544
1/4 page	\$1,486 / \$2,776	\$1,381 / \$2,671	\$1,281 / \$2,571	\$1,176 / \$2,466	\$1,076 / \$2,366
1/6 page	\$1,087 / \$2,377	\$1,008 / \$2,298	\$935 / \$2,225	\$861 / \$2,151	\$788 / \$2,078

PREMIUM POSITION:

Pages 3, 5, and 7	\$500
Inside back cover	\$500
Inside front cover	\$700
Back cover	\$1,000

Non-cancelable, in addition to space and color charge.

OTHER RATES:

Each additional process color: \$400 Each additional matched ink: \$750.
See next page for other special section rates and discounts.
Advertising agency commission to recognized agencies only with supplied press-ready files.
Signed and dated insertion orders are required for all placements. Credit card and wire transfer payments accepted. All invoices are issued net 30 days. Payable in US funds only.

CLASSIFIED DISPLAY RATES 2009

	1x	3x+	6x+
Full two page spread	\$1,928	\$1,385	\$989
Full page	\$1,231	\$861	\$615
1/2 page spread	\$1,231	\$861	\$615
2/3 page	\$920	\$644	\$460
1/2 page	\$798	\$559	\$399
1/3 page	\$516	\$369	\$271
1/4 page	\$431	\$301	\$215
1/6 page	\$315	\$221	\$158

Rates listed to the left are black and white classified display rates. Add \$400 for any process colors. No spot or Pantone inks on classified ads. Basic typesetting available at no charge. Provide prepared art or provide text and image file to have ad typeset at no additional cost. Column inch ads are available at \$100 per vertical column inch. Word counts are shown to the right. Credit card prepayment required on all classified advertisements. No frequency rebates.

Full page	750 words
2/3 page	500 words
1/2 page	250 words
1/3 page	200 words
1/4 page	150 words
1/6 page	100 words
Per inch	30 words

DISPLAY AD SIZES

Two Page Spread 17" x 11 3/8" 433 x 290mm	Full Page (Full Bleed) 7 1/4" x 10 1/4" 185 x 260mm	Full Page (No Bleed) 7" x 10" 177 x 254mm	1/2 Page Horizontal 7" x 4 7/8" 177 x 122mm	1/2 Page Island 4 1/2" x 7" 114 x 177mm	1/2 Page Vertical 3 3/8" x 10" 86 x 254mm	1/6 Page Vertical 2 1/8" x 4 1/2" 54 x 114mm	
1/2 Page Spread 17" x 5 1/2" 433 x 139mm							
2/3 Page Vertical 4 1/2" x 10" 114 x 254mm	1/3 Page Horizontal 7" x 3 1/2" 177 x 88mm	1/3 Page Square 4 1/2" x 4 7/8" 114 x 122mm	1/3 Page Vertical 2 1/8" x 10" 54 x 254mm	1/4 Page Horizontal 7" x 2 3/8" 177 x 60mm	1/4 Page Square 3 3/8" x 4 1/2" 86 x 114mm	1/4 Page Vertical 1 5/8" x 10" 41 x 254mm	1/6 Page Horizontal 4 1/2" x 2 3/8" 114 x 60mm

DEADLINES

	SALES	ART
January	12/1/08	12/8/08
February	1/5/09	1/9/09
March	2/2/09	2/9/09
April	3/2/09	3/9/09
May	4/1/09	4/8/09
June	5/1/09	5/8/09
July	6/1/09	6/8/09
August	7/1/09	7/8/09
September	8/3/09	8/10/09
October	9/1/09	9/8/09
November	10/1/09	10/8/09
December	11/2/09	11/9/09

MATERIAL SPECIFICATIONS

For display ads, provide high resolution, 300 dpi PDF files with fonts and images embedded. Original document must be created in CMYK color and contain 300 dpi photographs and/or 600 dpi line art for best reproduction. Provide crop marks for ads intended to bleed beyond the magazine trim. For logos, images and photographs, provide .eps, .jpg or .tif using CMYK color, 300 dpi and fonts embedded or converted to outlines or curves. Send PDF file by email (mcginnis@smenet.org) or on CD: Mining Engineering, Advertising Media Manager, 8307 Shaffer Parkway, Littleton, Colorado, 80127. For more detailed mechanical specifications, please visit www.miningengineeringmagazine.com.

ADVERTISING PROGRAM AT A GLANCE

SPECIAL 2009 DISPLAY ADVERTISING DISCOUNTS AND OFFERS

JANUARY	15%	All ads in the Canadian section, with a free repeat of the same January ad in the April edition.
	15%	All full page ads placed by non SME Annual Meeting exhibitors or sponsors in the regular section.
	20%	All ads placed by SME exhibitors or sponsors, in the regular or preshow section. <i>Plus...</i> Earns a free repeat ad in the on-site SME Annual Meeting Official Showguide.
	<i>Plus...</i>	All full page ads earn a free polybag insert, from advertiser materials, to be distributed to hotel rooms at the SME Annual Meeting.
FEBRUARY	20%	All ads placed by SME Annual Meeting exhibitors or sponsors, regular or preshow section. <i>Plus...</i> Earns a free repeat ad in the on-site SME Annual Meeting Official Showguide.
	<i>Plus...</i>	All full page ads earn a free polybag insert, from advertiser materials, to be distributed to hotel rooms at the SME Annual Meeting.
		SME Annual Meeting Pocket Program – Inside front cover: \$1,500; inside back cover: \$1,000; back cover: \$4,000; net rate. No frequency rate discounts. Media Review – \$800 for a one-time placement or \$1,640 for four quarterly placements.
MARCH	15%	All ads in the Coal section. <i>Plus...</i> A free repeat of the same March ad in the June edition.
	15%	All fractional-sized display ads.
	20%	All ads in the Tunneling & Underground Construction supplement.
APRIL	15%	All ads in the Canadian section. Business Profiles – Free custom advertorial for qualifying ad purchase.
MAY	15%	All fractional-sized display ads.
	15%	All ads in the Australia section. <i>Plus...</i> A free repeat of the same May ad in the August edition.
		Media Review – \$800 for a one-time placement or \$1,640 for four quarterly placements.
JUNE	15%	All ads in the Coal section.
	20%	All ads in the Tunneling & Underground Construction supplement.
JULY		Membership Directory – \$5,900 for high-visibility foldout sectional tabs; net rate No frequency rate discount.
AUGUST	15%	All fractional-sized display ads.
	15%	All ads in the Australia section.
		Media Review – \$800 for a one-time placement or \$1,640 for four quarterly placements.
SEPTEMBER	20%	All ads in the Tunneling & Underground Construction supplement. Business Profiles – Free custom advertorial for qualifying ad purchase.
OCTOBER	Free	Print listing for participants in MINERALS & AGGREGATES MARKETPLACE in the 2009-2010 Buyers Directory (www.agminmarketplace.com) <i>Plus...</i> Logos, \$50, and Box Ads, \$150 per inch, for qualified listings.
	30%	All display advertising in the 2009-2010 Buyers Directory.
NOVEMBER	15%	All full page ads placed by non SME Annual Meeting exhibitors or sponsors in the regular section.
	20%	All ads placed by SME Annual Meeting exhibitors or sponsors in the SME Annual Meeting Preliminary Program polybagged with this Issue.
		Media Review – \$800 for a one-time placement or \$1,640 for four quarterly placements.
DECEMBER	20%	All ads in the Tunneling & Underground Construction supplement.

ONCE-A-MONTH EVERY MONTH

NEW ADVERTISER DISCOUNT

A 10% discount is offered on the final net cost of the first display ad placed by a new Mining Engineering advertiser.

PREMIUM POSITIONS

Three premium position purchases during a calendar year earn matching premium position.

WEB DIRECTORY

Reference section for quick web information. \$250 per listing. Rate includes twelve monthly insertions.

PROFESSIONAL SERVICES

Reference section for buyers and sellers. By the vertical column inch, \$250 per inch, up to 4 vertical inches, black and white. Add \$400 for color. Ad can be designed at no additional cost. Rate includes 12 monthly insertions.

All percentage discounts shown apply to the gross rate, before agency discount, and cannot be combined with other percentage discounts or offers except first time advertiser discount. First time advertisers receive an additional 10% discount on the gross rate on their first placement.

Mining

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A PUBLICATION OF SME

OFFICIAL PUBLICATION OF



THE WORLD'S LARGEST PROFESSIONAL MINING SOCIETY

Society for Mining, Metallurgy, and Exploration, Inc.
8307 Shaffer Parkway, Littleton, Colorado 80127 USA

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Advertising orders, specifications, information:

Toll Free (USA) Tel: +1-800-763-3132 Ext.243 • Direct Line Tel: +1-303-948-4243 • Fax: +1-303-973-3845
mcginnis@smenet.org • www.miningengineeringmagazine.com

ADVERTISING STAFF

United States, Northwest, Central

Hooper Jones

1920 Waukegan Rd., Ste. 211 Glenview, IL 60025 USA
847-486-1021 • Cell: 847-903-1853 • Fax: 847-486-1025
hooperhja@aol.com

United States, Northeast, East, South, West

Marsha Tabb

4637 Route 202, Doylestown, PA 18902 USA
215-794-3442 • Fax: 215-794-2247
marshatabb@comcast.net

Canada

Lewis Bonder

4965 Borden Ave., Ste. 200, Montreal, Quebec, Canada, H4V 2S9
514-485-3083 • Cell: 514-949-1845 • Fax: 514-487-0553
lbonder@miningpublications.com

United Kingdom

Patrick Connolly

99 Kings Road, Westcliffe, Essex SSO 8PH, England
44 1702-477341 • Fax: 44 1702-477559
patco44uk@aol.com

Europe, Scandinavia

Gunter Schneider

Postfach 20 21 06 - D-41552 Kaarst
Alama-Mahler-Werfel-Str. 15-D-41564 Kaarst, Germany
49 2131-511801 • 49 2131-4038973
info@gsm-international.eu

Asia, Russia, Australia, Latin America, Africa, Middle East

Johanna McGinnis

8307 Shaffer Parkway, Littleton, CO 80127 USA
303-948-4243 • Fax: 303-973-3845
mcginnis@smenet.org