

MINERIA PAN-AMERICANA

SINCE 1987

THE LEADING MINING MAGAZINE FOR LATIN AMERICA AND THE SPANISH SPEAKING CARIBBEAN

MEDIA KIT 2013



26

YEARS SERVING
LATIN AMERICA



INTRODUCTION

Since its launch in 1987, Minería Pan-Americana (MPA) has become the portal for all things mining related and is highly regarded as the leading source of information for the sector. No other pan-regional media outlet is more recognized or trusted in the thriving Latin American market than MPA! With over 26 years in the industry, our longevity is a true testament to our effectiveness. From print advertising to extensive digital offerings including a regional online marketplace for heavy machinery, MPA is equipped to meet all your marketing needs.

MPA understands the importance of a qualified readership. Because of this, MPA's circulation is highly selective and targeted thus ensuring that your advertising program reaches the primary decision makers and end users of your products or services. We ensure cost free distribution to a qualified circulation list of nearly 10,000 readers throughout Mexico, Central America, South America and the Spanish-speaking Caribbean. In addition, your program will benefit from added exposure during the numerous trade shows and events at which MPA will distribute additional issues throughout the year. Seeking out and qualifying each reader gives your advertising program maximum impact.

MPA's print and digital content features current industry news, trends, technological advances and economic indicators that are key for professionals who understand the importance of maintaining abreast of the mining sector in Latin America and beyond. Information is the key to success and MPA's professional, informative and groundbreaking approach to editorial is noteworthy.

Allow Minería Pan-Americana to carry your message across borders!



Editor's Note

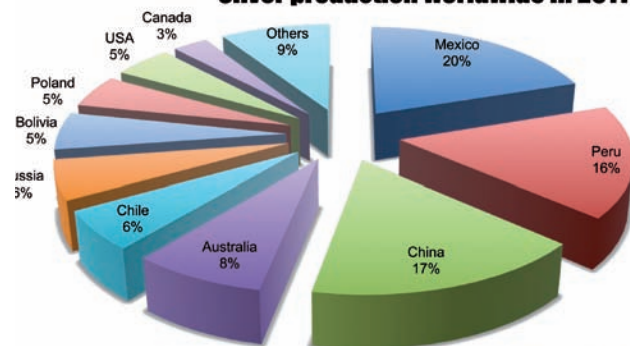
The Mining Boom Continues In Latin America

Analysts from the mining industry forecast a steady increase in the demand for minerals from Latin America. This demand will be generated mostly from the Asian economies despite a recent deceleration of the demand from China in particular. Brazil's Vale, one of the largest mining conglomerates in the world, already allocates 62.4% of its iron ore production for the Far East. Production of other minerals is also increasing steadily in Latin America. Copper, coal, silver and nickel are among the minerals whose production has been growing most remarkably (see chart).

In the political arena, the region is witnessing a series of new legislations that are being implemented in the largest mining economies. The new mining laws aim at modernizing production practices in countries such as Ecuador and Peru. Coinciding with a boom in the industry, Colombia recently announced plans to create a new mining framework that is intended to reorganize processing activities.

Also notable is that Latin America is the region that attracts significant investments worldwide for the mining sector after only

Silver production worldwide in 2011



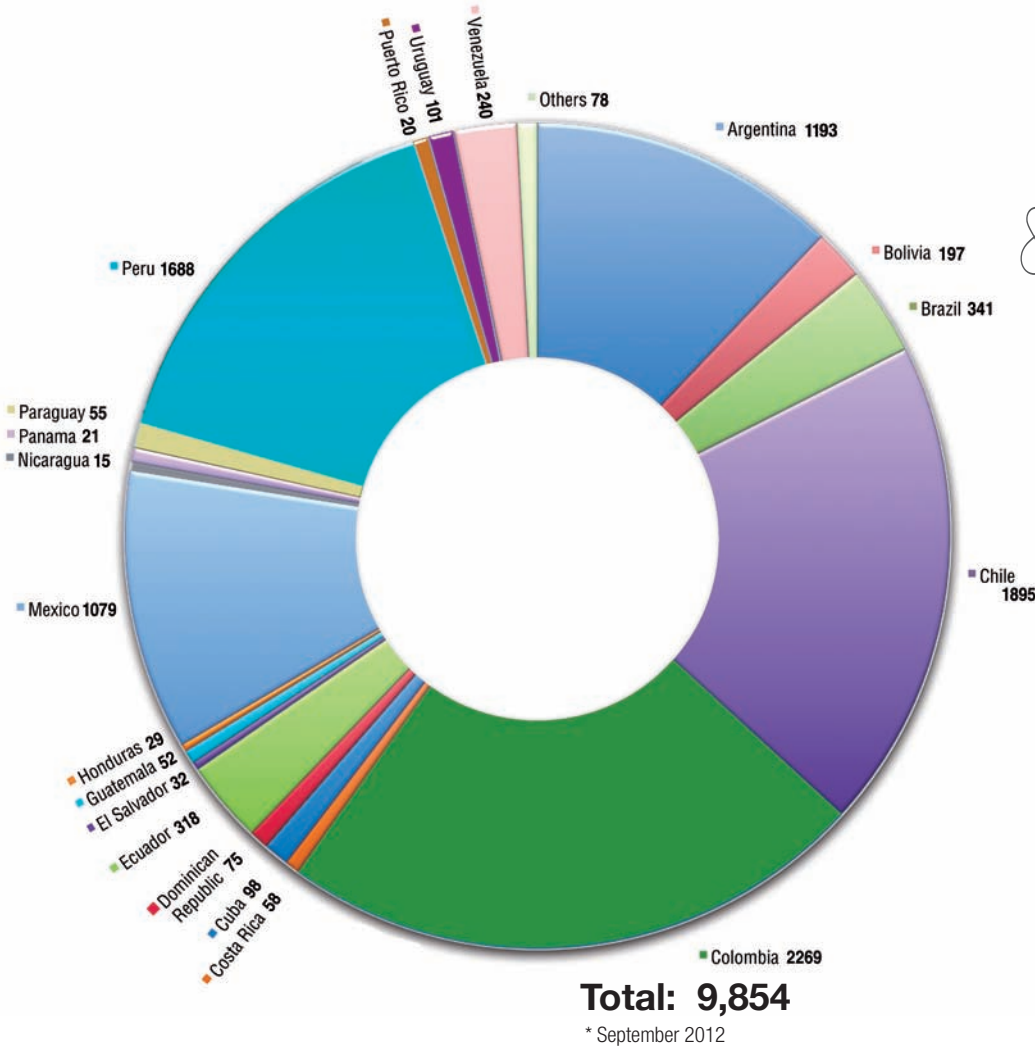
Source: USGS & INEGI

Canada and Australia. Peru has exhibited signs of extreme mining potential and a boom is expected shortly after a series of local disputes are solved. In Chile, copper giant Codelco gains momentum after the completion of the reacquisition of several assets owned by Anglo American. The mega Pascual Lama project, due to be completed in 2014 by Barrick Gold that is located on the Argentina-Chile border is another major project in the active Latin American mining industry.

Numerous sources consider that 2013 will be another record-breaking year for the mining sector.

Minería Pan-Americana. *The only mining magazine boasting over 26 years of unparalleled service in the Latin American region!*

READERSHIP DESCRIPTION & CIRCULATION



The overseas pass-along readership of Minería Pan-Americana, estimated at more than 40,000, has a broad base and is highly selective. It includes not only mining companies but also professionals such as mining engineers, contractors and consultants, as well as diversified divisions of mining companies, mining and mineral processing consultants, metallic and non-metallic processors, manufacturers and dealers of mining machinery, equipment and supplies, metal processors and fabricators, government departments and divisions in charge of mining operations, government installations and employees in countries where mining operations are government owned and operated. In addition, Minería Pan-Americana is mailed regularly to the complete membership rosters of all mining chambers of the countries shown below. Mining Chambers include the most active mining companies and contractors in each country. Following is the international territorial distribution and reader breakdown of Minería Pan-Americana.

OVER 40,000 READERS!

- | | | |
|--|--|--|
| <p>16% Mineral producers
Developers and owners, includes mining companies and contractors and mining divisions or mining departments of diversified companies</p> <p>16% Metallic and non-metallic mining
Includes exploration, development, mining, milling, smelting, refining or other extractive processing of metals and non-metallic except fuels, stone, sand and gravel</p> <p>6% Coal mining
Includes exploration development, mining, preparation and primary distribution of bituminous, lignite and anthracite coal</p> <p>7% All other mining
Include exploration, development, mining and/or processing of petroleum, stone, sand and gravel</p> | <p>12% Mining and mineral processing consulting and construction engineers
And their staffs not clarified by segment of industry</p> <p>1% Government owned and operated mines</p> <p>2% Government departments
Divisions, government installations, government employees in countries where mining operations are not government owned and operated</p> <p>3% Research firms
Institutions and individuals, universities, colleges, engineering and technical schools, instructors and students</p> <p>1% Financial interests
Banks, mining stocks firms in mining properties, associations and libraries</p> | <p>7% Manufacturers of machinery
Equipment and supplies, metal processors and fabricators</p> <p>18% Distributors
Jobbers, dealers, exporters, importers and manufacturer's agents in machinery, equipment and supplies</p> <p>11% Others allied to the field</p> |
|--|--|--|
- TOTAL: 100%**

2013

EDITORIAL CALENDAR

Issue	Special Issue		In this Edition	Equipment & Technology	Country Focus
March	Bauma Munich, Germany April, 15-21, 2013		Worldwide Mining Trends	Mine Planning Software Safety Equipment Underground Mining	Chile & Argentina
	Exponor Antofagasta, Chile June 17-21, 2013				
June	Perumín Lima, Peru September 16-20, 2013		Mid-Year Financial Review: Trends and challenges in the industry	Electrical Equipment Maintenance Surface Mining	Peru
September	Exposibram Belo Horizonte, Brazil September 23-26, 2013		Mining Transportation Systems	Conveying Haulage Equipment Pumps & Fluid Technology	Colombia & Ecuador
	Colombia Minera Medellin, Colombia September 25-27, 2013				
December	2014 International Mining Buyers' Guide		The Green Report: Environmental Impact in the Region	Crushing & Screening Equipment Exploration Including Blasting & Drilling Mineral Processing	Brazil

The Equipment & Technology Focus section represents the emphasis within each edition. However, the editorial staff will cover all the major mining related topics throughout the calendar year. Other products and services to be covered:



Blast Hole Drilling Rigs
Blasting Equipment
Coal Mining Equipment
Communications Equipment
Conveyor Belt Equipment
Demolition Equipment
Drill Consumables

Electrical Equipment
Generators
Material Handling
Material Processing
Mine Development
Pumps & Fluid Technology
Raiseboring Equipment

Rock Drilling Equipment
Safety & Maintenance Equipment
Surface Mining
Tires, Protection Chains & Accessories
Tunneling Equipment
Underground Vehicles

Advertising Closing Date: On the 1st prior to publication month

Publication Date: On the 15th of the month



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RATES 2013

MONTHLY ISSUE
ADVERTISING CLOSING DATE:
On the 1st prior to publication month
DISTRIBUTION DATE:
On the 15th of publication month

2014 INTERNATIONAL BUYERS' GUIDE ANNUAL DIRECTORY

LISTING CLOSING DATE: August 1st 2013
ADVERTISING CLOSING DATE: October 15th 2013
DISTRIBUTION DATE: December 2013

FOUR COLOR

Rates in US Dollars

	1X	3X	5X
Two page spread	6880	6500	6180
Jr. spread	4480	4240	4030
Full page	3690	3500	3340
2/3 page	3270	3110	2975
1/2 page isl./vrt.	2910	2775	2660
1/2 page hrz.	2740	2620	2515
1/3 page	2470	2370	2280
1/6 page	2115	2040	1970

COVER RATES AND SPECIAL POSITIONS

	(Non cancellable)		Rates in US Dollars
	1X	3 X	
Front Cover plus 3 pages of editorial	9220		
2 nd Cover	4335	4070	3970
3 rd Cover	4135	3885	3790
4 th Cover	4720	4425	4310
Page 3	4335	4070	3970
2nd Cover & page 3 (spread)	7950	7435	7240

Black & White Rates: Color rate - \$1000 Other Charges: Guaranteed Positions +10%

Other Sizes (NET)	(Net rates not subject to any discounts)	
Professional Card A	(2" X 3.375")	275
Professional Card B	(1" X 3.375")	150
Dealer Listing	(1/3 page b/w)	1150
Literature Review	(3.75" X 3")	850

Bonus Free Digital Editions:

All magazines are published digitally on cpa-mpa.com with ads linked to your company website giving users immediate access via our user friendly and searchable flip-book application.

MECHANICAL REQUIREMENTS

Ad Material: Due on the 1st prior to publication month

Formats

PDF (preferred) high resolution 300dpi, CMYK, all fonts included, QuarkXpress, Photoshop, Illustrator, InDesign

Photos

300dpi in JPEG, TIFF or EPS Format; CMYK Color Mode (RGB files will be converted to CMYK and may result in color variations.)

Fonts

Include both screen and printer fonts used

Material Submission:

Color Proofs recommended for quality control
PUBLISHER RESERVES THE RIGHT TO REFUSE ANY ADVERTISEMENT IF IT DOES NOT MEET THE STANDARDS OF THIS PUBLICATION.

FTP

Visit www.cpa-mpa.com and click the FTP link at the top of the page and follow prompts.

CD Rom or DVD

Send to the address below

Special Services:

Translations

Translation of advertising material from English to Spanish is done free of charge for all advertisements. Any other translations including literature, catalogs or websites may be quoted upon request. Text or ads for translations, material instructions, questions or concerns can be submitted directly to the Production Department at ads@cpa-mpa.com.

Design & Production

Production of ad material, typesetting, layout, or retouching may be quoted upon request.



Inserts & Reprints

Want to reach a specific segment of our audience? Ask us about our special services. Gatefolds, bookmarks, tipping, reprints and other promotional material and inserts may be quoted upon request.

Terms of Payment:

All billings are due and payable 30 days from the date of the invoice and both the advertiser and its agency are jointly liable for the payment of the invoice. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS ONLY AND CANNOT BE GUARANTEED. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the insertion.

Agency Commission:

15% commission is given to recognized advertising agencies only on space and position if payment is made within 30 days of invoice. Commission is not granted on reprints, production charges, etc. and will not be given to accounts that are 60 days past due.

Cancellations:

Insertion order cancellations or changes to ad material must be submitted in writing two weeks prior to closing date. An incomplete schedule will be subject to a short-rate computed at the earned rate.

SIZE SPECIFICATIONS

Spread
16.75 X 11 inches
(42.545 X 27.94 cm)

Jr. Spread
16.75 X 5.5 inches
(42.545 X 13.97 cm)

Full Page
8.5 X 11 inches
(21.59 X 27.94 cm)

2/3 Page
4.7 X 9.75 inches
(11.938 X 24.765 cm)

1/2 Page Island
4.7 X 6.75 inches
(11.938 X 17.145 cm)

1/2 Page Horizontal
7.15 X 4.75 inches
(18.161 X 12.065 cm)

1/2 Page Vertical
3.5 X 9.75 inches
(8.89 X 24.765 cm)

1/3 Page Vertical
2.25 X 9.75 inches
(5.715 X 24.765 cm)

1/3 Page Square
4.7 X 4.75 inches
(11.938 X 12.065 cm)

1/6 Page
2.25 X 4.75 inches
(5.715 X 12.065 cm)

Sizes, guides and safety:

- Full page with bleed: 8.5" X 11" (21.59 cm X 27.94 cm).
- Trim size: 8.25" X 10.75" (20.955 cm X 27.305 cm).
- Area safety: 7.75" X 10.5" (19.685 cm X 26.67 cm).
- Keep Live Matter 0.25" (0.635 cm) From Trim Size for Safety

Sample of measurement and area of design for full-page ads and where to place the crop marks.



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RATE FREQUENCY DISCOUNT CAN BE COMBINED WITH CONSTRUCCION PAN-AMERICANA TO EARN A LOWER RATE IN BOTH PUBLICATIONS

19th ANNUAL INTERNATIONAL BUYERS' GUIDE

**The only International Mining Buyers' Guide
for the multibillion dollar mining industry
in Latin America!**



MINERÍA PAN-AMERICANA INTERNATIONAL BUYERS' GUIDE is your company's outlet for added exposure in the booming Latin American mining market. Boasting nearly 20 years of serving the Latin American market, this easy to use guide includes more than 1,000 manufacturers and suppliers of mining equipment, accessories and technology from all over the world organized in alphabetical order by product listing and company name.

This annual issue is distributed to 10,000 buyers and decision-makers in the field of mining equipment, supplies and technology in over 20 countries in Latin America and the Spanish-speaking Caribbean. Bonus copies are circulated at mining expositions around the world throughout the year. Additionally, the digital edition of the Guide is available at www.cpa-mpa.com/mpa/guia/ and provides opportunity for additional exposure and viral sharing by users.

Your general company listing can be included in this guide at no cost simply by logging on to www.cpa-mpa.com/mpa and filling out the Free Listing Verification Form in the Media Kit section of the website. If you have advertised in any issue of Minería Pan-Americana during 2013, your organization will also benefit from a Detailed Company Listing including executive personnel, products, and distributors.

Maximize visibility and enhance your online presence for only \$325 with a four-color logo displayed directly above your Detailed Company Listing and a hotlink to your website.

Additionally, Minería Pan-Americana is offering to **DOUBLE YOUR EXPOSURE FOR THE SAME LOW PRICE**. Companies advertising with a half page or larger will receive a **FREE** corporate profile!

ISSUE DATE: December 2013

LISTING CLOSING DATE: August 1st 2013

ADVERTISING CLOSING DATE: October 15th 2013



FOR MORE INFORMATION, VISIT US ONLINE: www.cpa-mpa.com/mpa

Web Banners

Rates in US Dollars

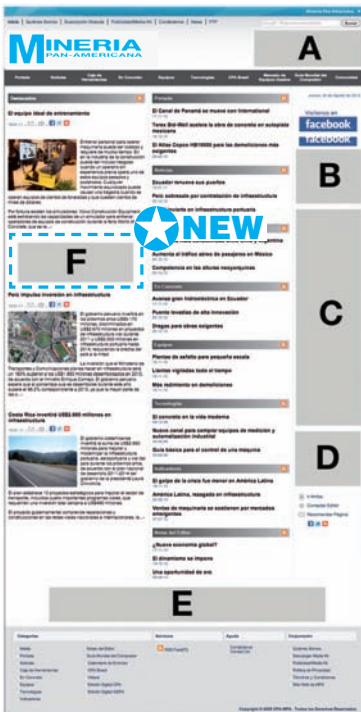
Banner	Description	Ad Placement	Pixel Size	Net Rate
A	Top Right	ROS	300x100	\$715
B	Top Right Side Button	ROS	180x150	\$500
C	Vertical Skyscraper	ROS	160x600	\$750
D	Side Button	ROS	180x150	\$440
E	Horizontal Banner	ROS	728x90	\$520
F	Top News Banner	Home Page Only	300x100	\$490
G	Horizontal Banner	Category Pages Only	728x90	\$475

Format Sizes and Specs:

CPA & MPA accepts JPEG, PNG, SWF and GIF files for all web banners and buttons. SWF not accepted for e-newsletter.

Total file size should not exceed 40kb. All files and links should be sent to: ads@cpa-mpa.com

Home Page



Category Page



Latin America internet population reaches new heights

With over 2 billion internet users worldwide and Latin America boasting top 3 in user growth globally, can you afford to miss out on this audience?

According to statistics by Internet World Stats, in 2000, Latin America lagged desperately behind North America in the total amount of users with only a little over 18 million users compared to 108 million across the border. But 11 years later, Latin America has experienced an explosive growth of 1,205% or 235.8 million users placing it only slightly behind North America's 273 million. More than half of Argentina, Chile and Colombia's population is currently online and Latin America as a region leads the globe in search frequency.*

CPA-MPA.com has experienced this surge first hand! Since 2009, we have experienced an increase of over 152% monthly unique visitors and we are on track to supersede 2012 by an additional 44%.

CPA-MPA.com expands the reach of our traditional print magazine by providing weekly e-newsletters in Spanish to our growing opt-in readership. CPA-MPA.com is a comprehensive portal providing timely industry news and tools for the construction and mining sectors including a calendar of industry events and a searchable digital issue library of our print issues including our annual International Buyers' Guide directory. Users may also browse equipment for sale locally through our online heavy equipment marketplace powered by our partner and global leader, Mascus.com

MPA offers advertisers the opportunity to create a full multimedia marketing plan through web banners, weekly e-newsletters and exclusive sponsorship opportunities. Web banners will benefit from a dual presence throughout all main sections of the Construcción Pan-Americana and Mineria Pan-Americana websites with a limited number of banners in concurrent rotation to ensure maximum exposure.

*Source: The 2012 Latin America Digital Future in Focus report by comScore

MPA E-Newsletter Banners

Description	Pixel Size	Net Rate
Vertical Skyscraper	160x600	\$730
Side Button	180x150	\$425
Horizontal Banner	728x90	\$505

Exclusive Sponsorship

Description	Pixel Size	Net Rate
Vertical Skyscraper	160x600	\$1350

Exclusive Sponsorship & Advertorial

Description	Pixel Size	Net Rate
Vertical Skyscraper	160x600	\$1850

(All advertiser content will be labeled as advertorial)



ADVERTISING OFFICES

UNITED STATES

Southwest & West Territories, Florida (USA) & Spain

Teresa Downing
4913 S.W. 75th. Ave. Miami, Florida 33155, USA
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Midwest Territory

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1920 Waukegan Road. Suite 211
Glenview, Illinois 60025, USA
Tel.: (847) 486-1021
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E-mail: hooperhja@aol.com

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Bertha A. Sánchez
P.O. Box 23. Knoxville, TN 37901
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GERMANY, SCANDINAVIA, AUSTRIA, FRANCE, THE NETHERLANDS & SOUTH AFRICA

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Tel.: 49 (0) 202-2838-126
Fax: 49 (0) 202-2838-127
Cel.: 49 (0) 172-210-9495
E-mail: Baeck-Partner@t-online.de

ITALY

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DISTRIBUTION: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, and Venezuela.