

Targeted readers

40,000 industry readers

Each copy of Mining & Exploration is read by 4 people, for a readership of approximately 40,000!

64% DIRECT MAIL distribution

Direct mail (individual) to industry subscribers	6,404
Direct mail (bulk) to industry worksites/offices	1,815
Globe & Mail (inserts) Vancouver only	1,500
Delivery & Ship Direct Copies	281
Total	10,000

Distribution by geography

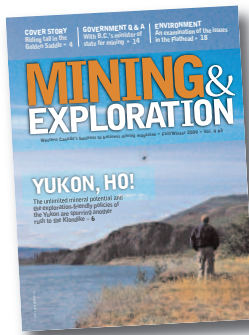
British Columbia	63%
Alberta	11%
Ontario	12%
Yukon/NWT	5%
Sask./Man.	4%
Quebec/Eastern Can.	4%
U.S.A.	1%
Total	100%

In their own words

Here's how our readers describe their businesses:

- Mining • Oil and Gas Exploration
- Deep Core Mining • Coal Mining
- Aerial Survey • Mining Technology
- Mining and Explorations Software
- Truck Hauling/Transportation
- Consulting Engineer
- Equipment Sales and Service
- Metallurgy • Mine Reclamation
- Government Mining Policy Analyst
- Communications • Wholesale Distribution of Powertrain Parts
- Risk Consultant/Insurance
- Consulting to Mining Companies

HARNNESS DIRECT MAIL POWER



64% direct mail
Exclusive to industry readers

MARKETING SUCCESS

Mining & Exploration is your way of using targeted, direct-mail distribution to get more from your marketing dollars.

With us, you'll reach readers involved in coal in B.C., oil and gas in Alberta, diamonds in the Northwest Territories, potash in Saskatchewan, nickel in Manitoba, head offices in Ontario and thousands of industry players in between.

They're not just *any* readers.

They're industry professionals with buying power—and they get *Mining & Exploration* by **DIRECT MAIL**.

With our exclusive distribution list your message gets into the hands of the readers who count.

Check out the distribution figures to the left.

We think you'll agree that *Mining & Exploration* provides targeted, exclusive distribution that can really help you **increase your marketing success.**

Call toll free 1-800-663-8555

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www.miningandexploration.ca

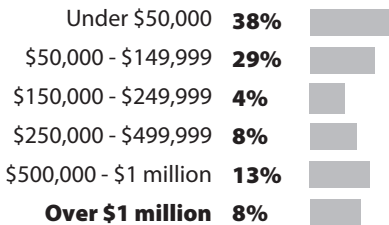
OUR readers, YOUR buyers

▶ **63% make major buying decisions at work**

3,200
Readers

control million-dollar budgets

Spending per year on equipment and related services per year:



A SAMPLE of items they plan to buy IN THE FUTURE

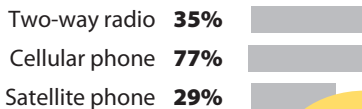
- Excavator • Bulldozer • Drill • Skidder
- 4x4 Truck • ATV • Mill Equipment
- Satellite Phone • Communications
- Software • Hardware • Flotation cell
- Exploration Equipment • Aircraft
- Sensors • Compressor • Caterpillar



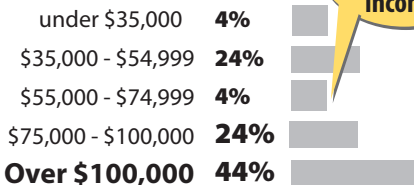
39% plan to purchase a new vehicle

▶ **59% are key decision makers: owners, operators, managers or supervisors**

Communications they use



Household income



\$86,000
average household income

All demographic data in this media kit is from our readership survey.



Reach the broadest cross-section of mining exploration, oil & gas industries in Western Canada

If you have a product or service made for the mining exploration, oil & gas industry, *Mining & Exploration* has the way to reach thousands of these high-earning prospects—easily, directly and economically.

It's called targeted, direct-mail distribution, and it's the best way to ensure that your marketing message is reaching its intended audience.

Mining & Exploration takes your message to key people—people with buying and decision-making power.

Many of them control million-dollar budgets and make major purchases, such as drills, excavators and even aircraft.

Call today—and reach the broadest cross-section of targeted industry readers in Western Canada.

Reach more buying prospects in Western Canada.

Call our toll-free number today and ask for *Mining & Exploration* magazine:

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