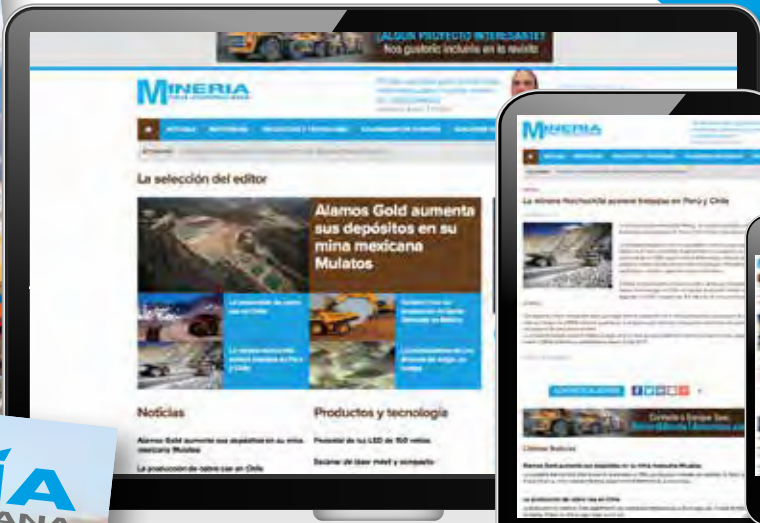


**BPA  
AUDITED!**  
**10,616**  
**QUALIFIED  
CIRCULATION**  
June 2019



# 2020 MEDIA KIT

PRINT | WEBSITE | eNEWSLETTERS

**BUILDING ON A LEGACY:  
OVER 30 YEARS AS  
THE MARKET LEADER**

- 02 Circulation by sector & country
- 03 Editorial program 2020
- 04 Print advertisement rates
- 05 Website marketing
- 06 eNewsletter
- 07 Technical information
- 08 Contacts

**CONTACT YOUR  
SALES REPRESENTATIVE**



**ROUTE ONE  
AMERICAS INC**  
The Informed Authority

**Darren Dunay**  
CANADA

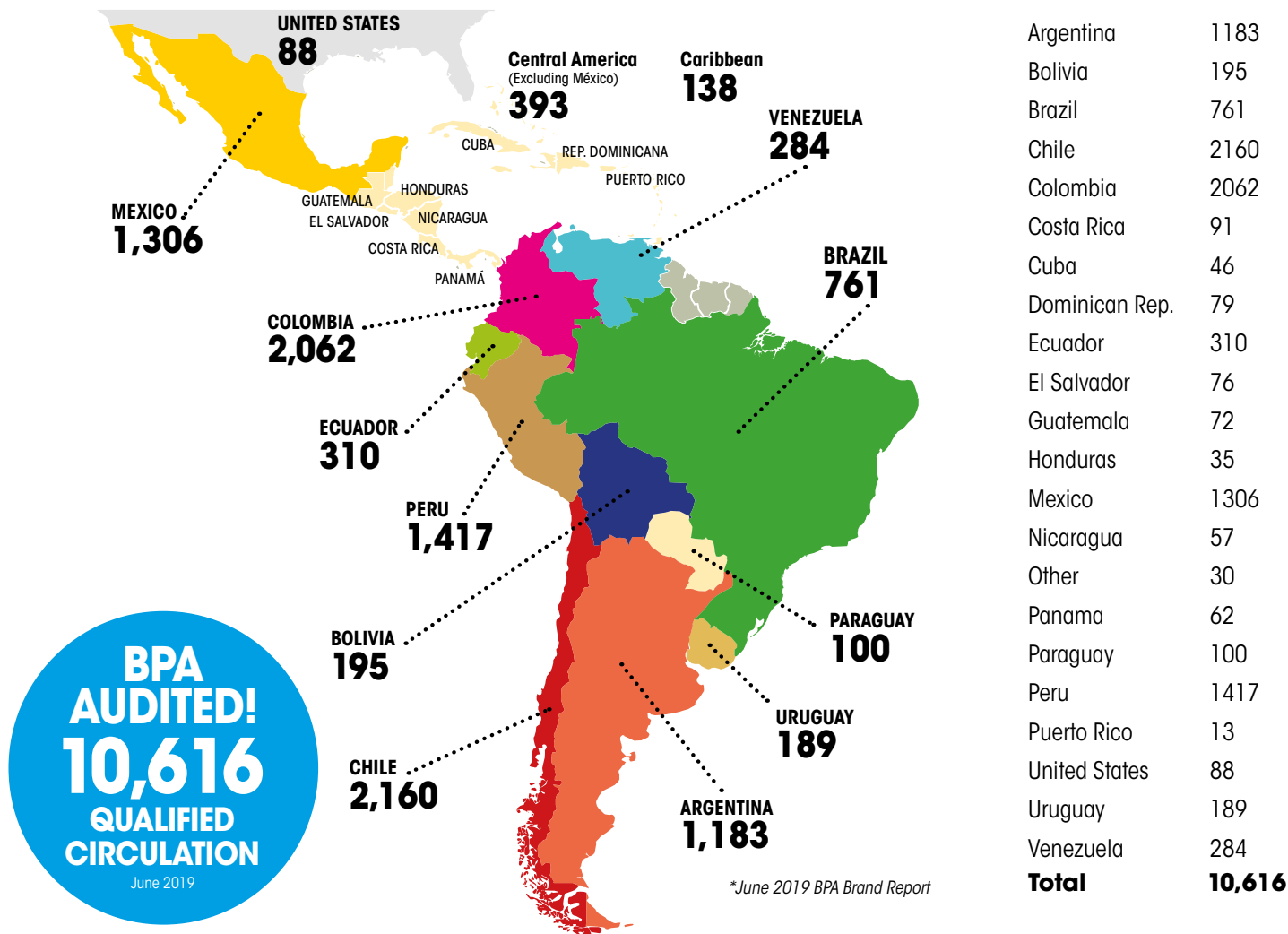
TEL: +1 201 781 6133  
MOBILE: +1 201 873 0891  
EMAIL: ddunay@Route1Americas.com  
WEBSITE: www.Route1Americas.com

10691 North Kendall Drive  
Suite 309  
Miami, FL 33176  
USA






## CIRCULATION BY COUNTRY\*



## CIRCULATION BY SECTOR\*



**10,176** Mineral Producers/Manufacturers with Minerals, Metallic & Non-Metallic Mining, Coal Mining, All Other Mining, Mining & Mineral Processing Consulting and Construction Engineers, Government Owned & Operated Mines, Government Departments Divisions, Government Installations, Government Employees in Countries Where Mining Operations are not Government Owned & Operated, Research Firms Institutions & Individuals, Universities, Colleges, Engineering & Technical Schools, Instructors & Students, Financial Interests, Manufacturers of Machinery Equipment & Supplies, Metal Processors, Fabricators, Concrete, Lime & Cement, Distributors, Dealers, Exporters, Importers & Manufacturers Agents in Machinery, Equipment & Supplies, Equipment Rental & Leasing

**440** Others Allied to the Field

## EDITORIAL PROGRAM 2020

### An editorial program with extended range and authority

Readers of Minería Pan-Americana have seen major improvements to both content and design over the past three years. Since becoming part of the Route One Americas staple of market-leading industry magazines, it has benefitted from significant investment across the board, and this investment will continue into 2020. Readers will also benefit from our website [www.Mineria-PA.com](http://www.Mineria-PA.com) which was launched in 2016.

Minería Pan-Americana, is the only BPA audited mining publication serving Latin America giving the advertiser a fully BPA audited circulation in both print and digital versions.

Minería Pan-Americana will further extend its reporting from across Latin America, benefitting from being a member of a larger organization with extended resources, in order to reinforce its position as the Latin American mining industry's leading source of business information.



ISSUE	Advertising Closing Dates <i>Dates subject to change.</i>	IN THIS EDITION	EQUIPMENT & TECHNOLOGY	COUNTRY FOCUS	BONUS CIRCULATION (at the following events)	EVENT DATES
MARCH	Mar 12 <sup>th</sup>	<i>Where are the mega projects? Update on the situation of the largest mining investments</i>	<ul style="list-style-type: none"> <li>Underground Mining</li> <li>Tunnelling Equipment</li> <li>Mine Planning &amp; Logistics</li> <li>Materials Processing</li> </ul>	BRAZIL		April 20-24 <sup>th</sup>
JUNE	June 5 <sup>th</sup>	<i>Sustainable Mining: Measures to protect the environment</i>	<ul style="list-style-type: none"> <li>Surface Mining</li> <li>Conveying and Track Haulage</li> <li>Communication &amp; Maintenance</li> <li>Portable &amp; Ancillary Equipment</li> </ul>	CHILE		
SEPTEMBER	Sept 4 <sup>th</sup>	<i>Automated and autonomous mining</i>	<ul style="list-style-type: none"> <li>Underground Mining</li> <li>Demolition &amp; Breakers</li> <li>Parts &amp; Consumables (Including Fluids)</li> <li>Materials Processing</li> </ul>	MEXICO		Sept 28-30 <sup>th</sup>
DECEMBER	Nov 24 <sup>th</sup>	<i>Industry overview and market trends</i>	<ul style="list-style-type: none"> <li>Surface Mining</li> <li>Blasting</li> <li>Drilling</li> <li>Tooling</li> <li>Material processing</li> <li>Safety Equipment (Haulage &amp; Processing)</li> </ul>	PERU		

**RATES PROTECTED THROUGH 2020 FOR ALL ORDERS RECEIVED BEFORE DECEMBER 31<sup>ST</sup>, 2019**

## RATES PRINT: (US\$)

All advertisement material is due on the 1st, prior to publication month.

For print advertisement dimensions, please view the separate technical information sheet.



### FOUR COLOR RATES: (Rates in US\$)

	1x	2x	4x	8x
DPS	\$7,085	\$6,890	\$6,530	\$5,975
Half page spread	\$4,615	\$4,490	\$4,260	\$3,865
<b>Full page</b>	<b>\$3,800</b>	<b>\$3,705</b>	<b>\$3,520</b>	<b>\$3,240</b>
Two thirds	\$3,270	\$3,190	\$3,040	\$2,815
Island	\$2,910	\$2,840	\$2,720	\$2,520
Half page hrz/vert.	\$2,740	\$2,680	\$2,565	\$2,385
One third vertical	\$2,470	\$2,420	\$2,325	\$2,165
One third square	\$2,470	\$2,420	\$2,325	\$2,165
Quarter page	\$2,225	\$2,180	\$2,095	\$1,935
One sixth	\$2,115	\$2,080	\$2,005	\$1,870

**OTHER CHARGES:** Guaranteed Positions +10%

### COVER RATES AND SPECIAL POSITIONS: (Non-cancellable)

	1x	2x	4x	8x
Front cover, editorial & full page ad	\$11,915			
Front cover plus 3 page editorial	\$9,220			
2nd cover	\$4,465	\$4,355	\$4,170	\$3,865
3rd cover	\$4,260	\$4,155	\$3,975	\$3,690
4th cover	\$4,860	\$4,745	\$4,575	\$4,260
Page 3	\$4,465	\$4,365	\$4,180	\$3,890
2nd cover & page 3 (spread)	\$8,190	\$8,025	\$7,655	\$7,095



## BONUS FREE Digital Editions

All magazines are published digitally on [www.Mineria-PA.com](http://www.Mineria-PA.com) and ads are linked to individual company websites giving subscribers immediate access to the advertiser's homepage via our user-friendly and searchable flip-book application.

### OTHER SIZES (NET): (Net rates not subject to any discounts)

Professional Card, Black & White	(3.375" X 2")	\$290
Professional Card, Color	(3.375" X 2")	\$370
Dealer Listing, Black & White	(1/3 page)	\$1,210

### Special services

#### Translation:

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@route1americas.com](mailto:ads@route1americas.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. Commission is not granted on reprints, production charges, etc. and will not be given to accounts that are 45 days past due.

#### Cancellations:

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

**RATES PROTECTED THROUGH 2020 FOR ALL ORDERS RECEIVED BEFORE DECEMBER 31<sup>ST</sup>, 2019**

## WEBSITE MARKETING

Bringing you the very latest in website functionality with the most up-to-date content available to the Latin American mining industry.

**Mineria-PA.com** is a fully- functional responsive website that will allow our content and your marketing to be delivered in the optimum way to the readers.

All sizes are width x height in pixels

Net rate US\$ (per month)

Position	Desktop size	Responsive size	1x	6x	12x
A	728 x 90	320 x 100	\$1,360	\$1,250	\$1,045
B	728 x 90	320 x 100	\$1,075	\$990	\$825
C	728 x 210	320 x 210	\$1,360	\$1,250	\$1,045
D	300 x 250	200 x 200	\$1,020	\$940	\$785
E	300 x 600	200 x 400	\$1,360	\$1,250	\$1,045
F*	300 x 250	200 x 200	\$630	\$580	\$485
Feature*	728 x 90	320 x 100	\$630	\$580	\$485

\* All banners except **F** (Home Page) and **Features** are run of site on all editorial pages. (Maximum 3 companies per position)

### File Type:

- Our recommended file types are Gif animated or static JPG/PNG and HTML5 with a maximum of 15 file requests for initial file load to ensure as little adverse effect on page load performance. Please see the iab guidelines
- Our software cannot track any hard-coded URLs
- File size must not exceed a maximum file size of 200kb
- All files to be sent to **Ads@Route1Americas.com**

### Terms:

- Digital programs must be paid prior to campaign start date



**RATES PROTECTED THROUGH 2020 FOR ALL ORDERS RECEIVED BEFORE DECEMBER 31<sup>ST</sup>, 2019**

## eNEWSLETTER

eMail marketing with many different price breaks and marketing opportunities.

The new eNewsletter has been designed to allow the content to be visible on all devices in an easy-to-read format.

- Content specially chosen for the Latin American mining industry
- Direct to over 8,266\* business professionals
- Direct link to the website page of your choice
- Bi-weekly eNewsletter with various levels of sponsorship available
- All eNewsletters are published in Spanish

All sizes are width x height in pixels

### eNEWSLETTER BANNERS

Position	Size	Net rate US\$
A Horizontal	728 x 90	\$345
B Vertical skyscraper	160 x 600	\$490
C Button	160 x 150	\$325
D Button	160 x 150	\$325

### EXCLUSIVE SPONSORSHIP

Position	Size	Net rate US\$
A Horizontal	728 x 90	
B Vertical skyscraper	160 x 600	\$1,100

Sponsors will be given exclusive rights to position A and B

### EXCLUSIVE SPONSORSHIP & ADVERTORIAL

Position	Size	Net rate US\$
A Horizontal	728 x 90	
B Vertical skyscraper	160 x 600	\$1,750

Sponsors will be given exclusive rights to position A and B and advertorial content which will be labelled as such.

Articles will also be hosted indefinitely on **Mineria-PA.com**



\* Publishers own data



#### File Type:

- Static GIF/JPEG 72 dpi web optimized
- All files to be sent to **Ads@Route1Americas.com**

#### Terms:

- Digital programs must be paid prior to campaign start date

## TECHNICAL INFORMATION

We are here to help. If you require any technical assistance for supplying artwork for any of our publications, please don't hesitate to contact us at [Ads@Route1Americas.com](mailto:Ads@Route1Americas.com).

### Print advert specifications

PDF files MUST be created to these specifications:

- Composite CMYK PDF as single pages - V1.3 PDF/X-1a:2001
- They must contain a Trim Box set to the trim size of the publication
- All fonts must be embedded
- Combined ink density should not exceed 300%

Please visit: [www.pass4press.com](http://www.pass4press.com) for exact specifications and detailed information on how to create compliant PDF files.

### Supplying Files

Please send all advertising artwork by our FTP site. Visit [www.Mineria-PA.com](http://www.Mineria-PA.com) and click the FTP link on the bottom of the page and follow all prompts. You may also send files via email to [Ads@Route1Americas.com](mailto:Ads@Route1Americas.com)

*We make every effort to accurately publish advertisements, however if a proof is not supplied or you are unable to adhere to the PDF specifications we cannot accept responsibility for any errors or omissions that may result.*

OPTION	DESCRIPTION	FILE FORMAT	AD DIMENSIONS INCHES (width x depth)	AD DIMENSIONS CM (width x depth)
<b>PRINT (Magazines, Supplements and Previews)</b>				
1	Double page spread (DPS)	V1.3, PDF/X-1a:2001	Double page spread (DPS) adverts should be supplied as two separate full page PDFs	
2	Half page spread: Please supply a half page spread as 2 separate half pages.	V1.3, PDF/X-1a:2001	Bleed: 17 x 5.75 Trim: 16.75 x 5.5 Type Area: 15.94 x 4.69	Bleed: 43.145 x 14.57 Trim: 42.545 x 13.97 Type Area: 40.545 x 11.97
3	Full page	V1.3, PDF/X-1a:2001	Bleed: 8.5 x 11 Trim: 8.25 x 10.75 Type Area: 7.7 x 10.5	Bleed: 21.59 x 27.94 Trim: 20.955 x 27.305 Type Area: 19.685 x 26.67
4	Two thirds (Vertical)	V1.3, PDF/X-1a:2001	Trim: 4.7 x 9.75	Trim: 11.938 x 24.765
5	Island	V1.3, PDF/X-1a:2001	Trim: 4.7 x 6.75	Trim: 11.938 x 17.145
6	Half page (Horizontal)	V1.3, PDF/X-1a:2001	Trim: 7.15 x 4.75	Trim: 18.161 x 12.065
7	Half page (Vertical)	V1.3, PDF/X-1a:2001	Trim: 3.5 x 9.75	Trim: 8.89 x 24.765
8	One third (Vertical)	V1.3, PDF/X-1a:2001	Trim: 2.25 x 9.75	Trim: 5.715 x 24.765
9	One third (Square)	V1.3, PDF/X-1a:2001	Trim: 4.7 x 4.75	Trim: 11.938 x 12.065
10	Quarter page	V1.3, PDF/X-1a:2001	Trim: 3.48 x 4.75	Trim: 8.8392 x 12.065
11	One sixth	V1.3, PDF/X-1a:2001	Trim: 2.25 x 4.75	Trim: 5.715 x 12.065
<b>WEB BANNERS</b>			<b>DESKTOP SIZE (width x depth)</b>	<b>RESPONSIVE SIZE (width x depth)</b>
A		Jpg / PNG / GIF / HTML 5	728 x 90 pixels	320 x 100 pixels
B		Jpg / PNG / GIF / HTML 5	728 x 90 pixels	320 x 100 pixels
C		Jpg / PNG / GIF / HTML 5	728 x 210 pixels	320 x 210 pixels
D		Jpg / PNG / GIF / HTML 5	300 x 250 pixels	200 x 200 pixels
E		Jpg / PNG / GIF / HTML 5	300 x 600 pixels	200 x 400 pixels
F		Jpg / PNG / GIF / HTML 5	300 x 250 pixels	200 x 200 pixels
Feature		Jpg / PNG / GIF / HTML 5	728 x 90 pixels	320 x 100 pixels
<b>eNEWSLETTER BANNERS</b>				*Our recommended file types are Gif Animated or static JPG/PNG and HTML5 with a maximum of 15 file requests for initial file load to ensure as little adverse effect on page load performance. Please see the iab guidelines. File size must not exceed a maximum file size of 200kb
A	Horizontal	Jpg / PNG / GIF / HTML 5	728 x 90 pixels	
B	Vertical skyscraper	Jpg / PNG / GIF / HTML 5	160 x 600 pixels	
C	Button	Jpg / PNG / GIF / HTML 5	160 x 150 pixels	
C	Button	Jpg / PNG / GIF / HTML 5	160 x 150 pixels	

## CONTACT

### DIRECTOR/GENERAL SALES ASIA-PACIFIC UNITED STATES KEY ACCOUNTS

**Roger Adshead**  
Cell: +44 7768 178 163  
Email: radshead@Route1Americas.com

### UNITED STATES, CHILE, MEXICO & SPAIN

**Teresa Downing**  
Tel: +1 305 668 4999  
Cell: +1 305 807 3319  
Fax: +1 305 668 7774  
Email: tdowning@Route1Americas.com

### MIDWEST UNITED STATES

**Hooper R. Jones**  
Tel: +1 847 486 1021  
Cell: +1 847 903 1853  
Fax: +1 847 486 1025  
Email: hooperhja@aol.com

### EASTERN UNITED STATES

**Clive Bullard**  
Tel: +1 845 231 0846  
Fax: +1 845 309-0892  
Email: cbullards@cs.com

### CANADA

**Darren Dunay**  
Tel: +1 201 781 6133  
Cell: +1 201 873 0891  
Email: ddunay@Route1Americas.com

### BRAZIL

**Luiz Fernando Serra**  
Tel: +55 11 3107 1899  
Email: engenews@terra.com.br

### AUSTRALIA

**Ron Sanderson**  
Tel: 587 425 4138  
Cell: 403 690 4138  
Email: smaron@shaw.ca

### COLOMBIA & PERU

**Gloria Beltrán**  
Cell: +57 315 339 8675/  
322 202 1190  
Email: gloriabeltran7@yahoo.com

### EUROPE (EXCEPT ITALY) & SOUTH AFRICA

**Annelie Baeck Heuser**  
Tel: +49 0 202 2838 126  
Fax: +49 0 202 2838 127  
Email: Baeck-Partner@t-online.de

### ITALY

**Monica Colleoni**  
Tel: +39 348 3111 451  
Email: colleonim@gmail.com

### EUROPE (EXCEPT ITALY) & SOUTH AFRICA

**Graeme McQueen**  
Tel: +44 1322 612069  
Cell: +44 7833 445592  
Email: gmcqueen@ropi.com

### MIDWEST UNITED STATES, EUROPE (EXCEPT ITALY) & SCANDINAVIA

**Phillip Woodgate**  
Tel: +44 1322 612067  
Cell: +44 7795 951373  
Email: pwoodgate@ropi.com

### JAPAN

**Ted Asoshina**  
Tel: +81 3 3263 5065  
Fax: +81 3 3234 2064  
Email: aso@echo-japan.co.jp

### CHINA

**Zhou Xianbiao**  
Tel: +86 10 6495 5975  
Fax: +86 10 6497 2231  
Email: int.coop@cmtm.com.cn

### DIRECTOR/GENERAL MANAGER

**James Howard**  
Tel: +44 1322 612070  
Cell: +44 7968 395042  
Email: jhoward@Route1Americas.com

### PRODUCTION

Email: Ads@Route1Americas.com



### HEADQUARTERS

10691 North Kendall Drive, Suite 309  
Florida 33176-9998  
USA  
TEL: +1 305 668 4999  
FAX: +1 305 668 7774  
EMAIL: Info@Route1Americas.com  
WEBSITE: www.Route1Americas.com