



# THE ZIMBABWE MINING QUARTERLY

Latest news and developments in Zimbabwe mining

# 2016 MEDIA KIT

## ABOUT THE ZIMBABWE MINING QUARTERLY

The Zimbabwe mining quarterly is a quarterly publication that covers latest mining news in Zimbabwe as well as international. This unique and techno savvy publication takes pride in being the ultimate source of the latest mining news and developments in the Zimbabwean mining industry. Every issue has a special feature, wherein the leading voices in the industry are interviewed, giving the reader the much sought after insight of the Zimbabwean Mining industry.

Zimbabwe is endowed with a vast mineral wealth namely Gold, Diamond, Platinum, Coal and a wide range of other base metals. Gold production, which averages 15 tonnes per year raking in more than \$800 million, is projected to increase to 18 tonnes at a value of \$900 million depending on the international global prices for the yellow metal.

The Zimbabwe mining quarterly gives in-depth industry trends and analysis, Government and expert opinion is sought on various topics covered. Ground breaking technology is interrogated at a very technical level and ingenuity showcased. Energy and water conservation is dearest to us, hence the Zimbabwe mining quarterly gives safety and green initiative projects generous coverage, mines and companies that have achieved great strides in this regard are celebrated.

The Zimbabwe mining quarterly finds audience with, Mining executives, Engineers Research and development institutions, centres of continuous learning, mining students, University Professors, Contractors in the mining Industry, Consultants, suppliers, and manufacturers of Mining equipment, Government departments and other stakeholders in mining. For the best manufacturers, suppliers and service providers, the Zimbabwe Mining News has it all.

The Zimbabwean Mining News is a guaranteed medium for brand building and has a record of generating direct response for advertisers. Many advertisers report that advertising in The Zimbabwean Mining News has been integral to their business success.



### Advertisement Sales

John Moyo  
Phone: 011 056 5304  
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Email: [john@miningnewszimbabwe.com](mailto:john@miningnewszimbabwe.com)  
[info@miningnewszimbabwe.com](mailto:info@miningnewszimbabwe.com)

### We focus on:

- Gold mining
- Mineral exploration
- Base Metal Mining
- Coal mining
- Mining and Quarrying
- Platinum Mining
- Diamond Mining
- Manufacturing
- Machinery
- Materials Handling
- Fabricated Metals
- Electronic Equipment

With a distribution of 2100 copies, to over 400 active mining operations in Zimbabwe, the Zimbabwe mining quarterly prides itself in being the best platform that connects expertise, products and services to the end user, the Zimbabwe mining industry. Savvy companies have positioned themselves to take advantage of the boom in the Zimbabwe mining industry by showcasing their products and services in this unique publication.

### Participation Options:

Advertorials (interviews) to showcase and talk about projects etc.  
Generic adverts Consisting of Company logo etc.

# THE ZIMBABWE MINING QUARTERLY RATE CARD & SPECIFICATIONS 2016



## ADVERTISEMENT PRICES

Advert Size	Casual
Strip Advert	USD 350
Quarter Page	USD 450
Third Page	USD 550
Half Page	USD 680
Full Page	USD 890
Double Page Spread	USD 1400

*All prices exclude vat and agency commission*

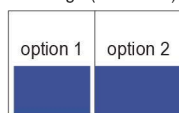
## ADVERTISEMENT SIZES AND REQUIREMENTS

Full Page (vertical)



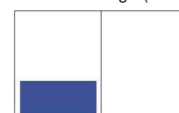
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Bleed 220 x 307 mm  
Type area 180 x 267 mm

Half Page (horizontal)



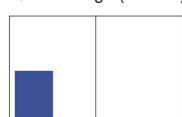
Advert size 185 x 135 mm  
Or  
Trim 210 x 148 mm  
Bleed 220 x 170 mm  
Type area 180 x 135 mm

One Third Page (horizontal)



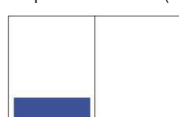
Advert size 185 x 90 mm

Quarter Page (vertical)



Advert size 91 x 135 mm

Strip Advertisement (horizontal)



Advert size 185 x 65 mm

### MATERIAL REQUIREMENTS

PDF (press-ready PDF)  
JPG or TIF high resolution files may be supplied  
Resolution should be no lower than 300dpi  
All graphics should be CMYK



### Advertisement Sales

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# ZIMBABWE MINING QUARTERLY

## ONLINE ADVERTISING

### RATE CARD & SPECIFICATIONS 2016



#### ADVERTISEMENT PRICES

#### ALL PRICES EXCLUDE VAT AND AGENCY COMMISSION

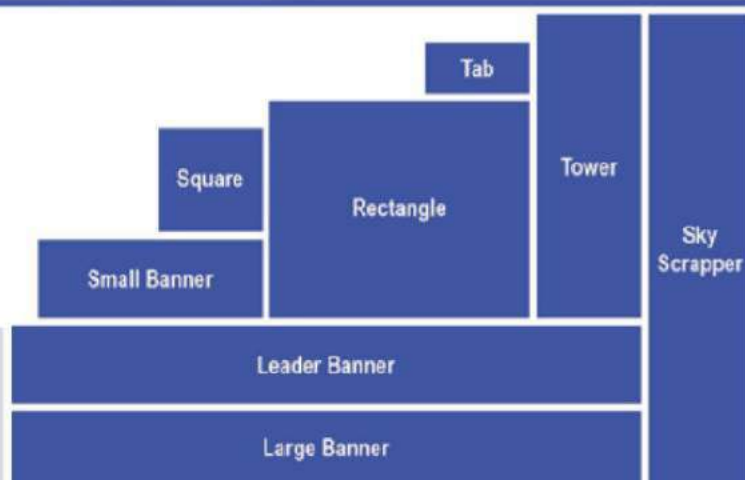
Week(s)	1	2-4	5-11	12+
Tab	USD 75	USD 70	USD 50	USD 35
Square Tab	USD 100	USD 90	USD 80	USD 65
Small Banner	USD 130	USD 115	USD 100	USD 80
Tower Ad	USD 150	USD 140	USD 125	USD 100
Rectangle Ad	USD 165	USD 150	USD 135	USD 115
Large Banner	USD 205	USD 190	USD 165	USD 150
Leader Banner	USD 230	USD 215	USD 200	USD 180

#### ADVERTISEMENT CLICK THROUGH OPTIONS:

- Option 1 - included in rates above - Advertisements links directly to advertisers website.  
Option 2 - Pop-up template that includes company logo & contact details and a short write up of the company 100 words.  
Option 3 - Customized pop-up with advertisers corporate branding and look and feel.  
Option 4 - Website design options are also available on request, based on a detailed brief of requirements.

#### ADVERTISEMENT SIZES

Tab	120 x 60	pixels
Square Tab	120 x 120	pixels
Small Banner	260 x 90	pixels
Tower Ad	120 x 360	pixels
Rectangle Ad	300 x 250	pixels
Sky scrapper	120 x 550	pixels
Large Banner	728 x 90	pixels
Leader Banner	728 x 90	pixels



#### MATERIAL REQUIREMENTS

JPG OR GIF format no larger than 50KB  
Measurements above are pixels width x height  
Resolution should be no higher than 72dpi  
All graphics should be RGB

Free static advert design is included in the rates above. For basic advert animation, please contact our sales team.

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