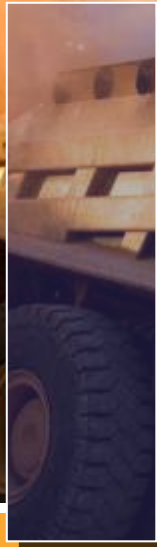
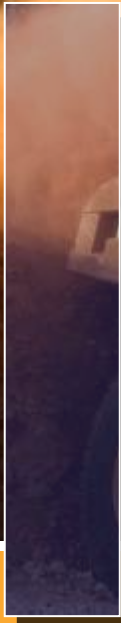


MOZAMBIQUE  
**MINING JOURNAL**  
THE PREMIUM SOURCE OF MINING NEWS IN MOZAMBIQUE



Media Kit **2017**

## ABOUT MOZAMBIQUE MINING JOURNAL

### **Mozambique Mining Journal**

**M**ozambique is fast growing to become one of leading mining countries on the Africa Continent. The country is massively endowed with a lot of natural resources. The country has been on global radar for its natural gas reserves and the fourth largest untapped reserves of coal in the world. Beyond these assets however lies a great deal of other potential mineral reserves. Throughout its history Mozambique has been a significant producer of aluminium, beryllium, and Tantalum with the Mozal aluminium smelter opening its doors in 2000 as the country biggest private sector project until then.

With major global mining houses like Brazil's Vale, Anglo- Australian Rio Tinto and India's Jindal investing billions of dollars in Mozambique's coal infrastructure the country's mineral portfolio has been overshadowed. A number of juniors producing precious and semi-precious stones and metals are finding an ideal space in which to operate.

The Mozambique Mining Journal which is published in both Portuguese and English is fast becoming an authoritative voice in this unique and interesting mining industry in the country with an in depth coverage of developments on various mining projects as well as personalities reshaping the industry in the country.



## ABOUT MOZAMBIQUE MINING JOURNAL

### **Target Market**

Mozambique Mining Journal readers, are decision-makers with operational and procurement authority in a range of disciplines embracing a wide range of specific sectors covered through the annual features schedule of the publication.

The Mozambique Mining Journal has combined readers (English & Portuguese) of over 6,500 readers per issue nationwide with the largest distribution in the Tete, Nampula, Zambezia as well as Maputo Provinces which are active business and mining hubs of the country.

### **Main business sector**

Research shows that 25% of readers are in the coal mining industry, 15% in gas, aluminium, tantalum, machinery and mineral exploration sector, 9% in precious and semi-precious mining and 4% in mining and quarrying industry.

### **Job titles for the reader**

Research indicates that 25% of readers are at the level of managing director, owner, partner; 9% at the level of general manager, branch manager, commercial manager; 15% at the level of technical director, manager, factory manager and 12% are in sales and marketing.

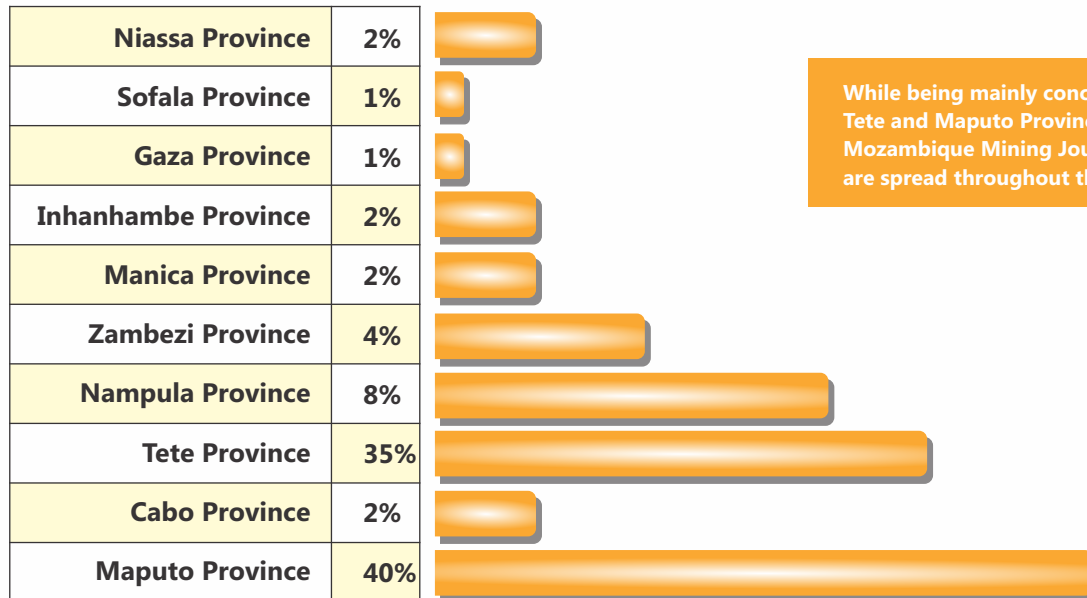
Research indicates that 10% of the Mozambique Mining Journal readers have exclusive authority over capital equipment procurement, 8% over the procurement of spares and supplies and 5% over raw materials.

### **Education level**

Research indicates that 33% of the Mozambique Mining Journal readers have a postgraduate degree or diploma and 23% have a graduate degree or diploma.



## Distribution



While being mainly concentrated in Tete and Maputo Provinces, The Mozambique Mining Journal readers are spread throughout the country.

## Feature Schedule 2017

ISSUE	DESCRIPTION
January – March 2017	Exploration, Pumps, Mining Projects in Progress, Environmental Protection, Dust Suppression and Control, Valves, Coal mining in Mozambique, Legal Services, Contract mining and outsourcing, Consulting Engineers in mining, Mine safety
April – June 2017	Corporate Social Investment, Local Procurement/Citizen Empowerment in Mining Education & Training in Mining, Opencast Mining, Health & Safety in Mining, Furnaces, Kilns, Ovens & Dryers in Mining, Material Handling & Logistics, Analytical Services & Geology, Pumps and Maintenance
July - September 2017	Earth Moving & Surface Mining Equipment, Hydraulic, Pneumatic and Hydropower, Pumps & Valves, Mineral & Metal Processing, Smelting & Refining, New Mining, Technologies, Quarrying, Materials-Handling & Logistics, Crushing & Milling, Explosion Protection & Flame proofing
October - December 2017	Exploration, Analytical Services and Geology, Skills development in mining, Material handling and Logistics, Dust Suppression and control, open cast mining, Motors, Drives & Mechanical Power Transmission, Instrumentation & Control, Explosives in Mining, Hydraulics, Pneumatics & Hydropower



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*The Mozambique Mining Journal* is a guaranteed medium for brand building and also has a record of generating direct response for advertisers.

Many advertisers report that advertising in *The Mozambique Mining Journal* has been integral to their business success.

Advertisers can choose from a number of advertising packages through which their branding, products and services can be exposed to *The Mozambique Mining Journal* readership. *The Mozambique Mining Journal* is a guaranteed medium for brand building and also has a record of generating direct response for advertisers.

AD SPACE	(MZN)	(ZAR)	(USD)
Double Page Spread (DPS)	102,500	25,200	2,630
Full Page	76,950	18,850	1,970
Half Page	53,500	13,150	1,245
Third Page	33,680	8,250	850
Quarter Page	24,650	6,000	575
Strip Page	15,680	3,850	350



**Double Page Spread**



Trim 425X297mm  
Bleed 10mm  
Gutter 15mm  
Type Area 180 x 267mm

**Full Page (Vertical)**



Trim 210 x 297mm  
Bleed 10mm  
Type Area 180 x 267mm

**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 | vertical)**



Advert size 185 x 90 mm Or  
Advert size 65 x 273 mm

**Quarter Page  
(Vertical)**



Advert size 91 x 135 mm

**Strip Advertisement  
(horizontal)**



Advert size 185 x 65 mm

**NB** The price is quoted at the most current exchange rate and does not include VAT and does not include agents commission.

**MATERIAL REQUIREMENTS:**

High resolution files in PDF, JPG or TIF format must be supplied and the resolution should be no lower than 300dpi. All graphics should be CMYK.

**FREE ADVERT DESIGN IS AVAILABLE:**

Requirements: High resolution logo, high resolution images and contact information in editable Word format.