Canadian MINING & ENERGY

MEDIA KIT 2018

Pierre Gratton
Mining Association of Canada

Alicia Woods
General Manager of Marcotte Mining and CEO of Covergalls

Eira Thomas
President and CEO of Kaminak

Tom Paddon
Chairman of Baffinland Iron

OUR READERS:

" I receive a free copy of your magazine, Canadian Mining and Energy. I just want to say that your magazine is awesome and I read it from cover to cover . . .Thank you so much. You are doing a good job and I really like the renewable energy aspects you add. Thank so much for your magazine. You just need to know I like it and appreciate it." — Jon

HARNESS THE POWER OF THE NEW **Canadian MINING & ENERGY MAGAZINE**

Canadian MINING & ENERGY

Welcome to ***Canadian MINING & ENERGY*** magazine. As we enter our second decade of publication we look forward to bringing you even more of reports, interviews, and important news from in and around the mining and energy sectors.

Canadian MINING & ENERGY (magazine, website and eNewsletter) is a business-to-business publication for executives, managers and prospectors of mining, exploration companies, gas and energy companies as well as key suppliers to the industry. The editorial focuses on innovation, technology, trends, people, products and services in the mining and exploration industry.

Many suppliers in the resource sectors work with companies involved in mineral exploration, mining, oil and gas, LNG, wind energy, photovoltaic solar, and so on, and they find a need to reach many, if not, all of them. ***Canadian MINING & ENERGY*** magazine does just that, offering an essential bridge or vehicle that connects with all those markets. Our highly targeted, direct-mail distribution system effectively assists you in utilizing your marketing investment across the country.

We recognize that many of our advertising clients service both the mining and the energy sectors. We are pleased to offer them an opportunity to maximize their reach and communicate with key decision makers in both the mining and energy sectors.

Remember, the readers of ***Canadian MINING & ENERGY*** magazine, our website (www.miningandenergy.ca), and our monthly eNewsletter are not just any readers. They're industry professionals and key decision makers with tremendous buying power. With our exclusive and ever-growing highly targeted distribution list we get your important message into the hands and minds of those who really count.

So put the power of subscription-based direct-mail marketing to use and draw on the energy of ***Canadian MINING & ENERGY***'s total media package in print, online, and via eNewsletter.

Keith G. Powell

KEITH G. POWELL,
Canadian MINING & ENERGY Publisher

ENHANCE YOUR IMPACT

Total Annual Market Impact = 588,397— this includes print (148,000), digital & social media (440,397)

M & E Website
267,729
page views

M & E Social Media
141,276
social media annual engagement

M & E Digital Magazine
7,848
page views

M & E eNewsletters
23,544
subcribers annually

M & E Magazine
148,000
readers annually

eMagazine | Website | eNewsletter | Print

75 %

TOTAL DIGITAL COVERAGE

440,397 annually industry readers

Increase your total marketing impact by including our website, monthly eNewsletter, and our social media involvement.

25 %

TOTAL PRINT COVERAGE

148,000 annually industry readers (4 issues per year)

9,250 copies of Canadian Mining & Energy is read by 4 people, for a readership of approximately 37,000 per issue!

MAXIMIZE YOUR CAMPAIGN BY BUNDLING

Build an integrated marketing campaign. When you include more platforms, audience reach and effectiveness increases and investment decreases.

OUR READERS, YOUR BUYERS

Our readers are key decision makers across Canada in these sectors: mining & exploration, oil & gas, LNG and alternative energy.

If you have a product or service made for the mining & exploration, oil & gas or alternative energy industries, ***Canadian MINING & ENERGY*** can help you 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.

Canadian MINING & ENERGY 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.

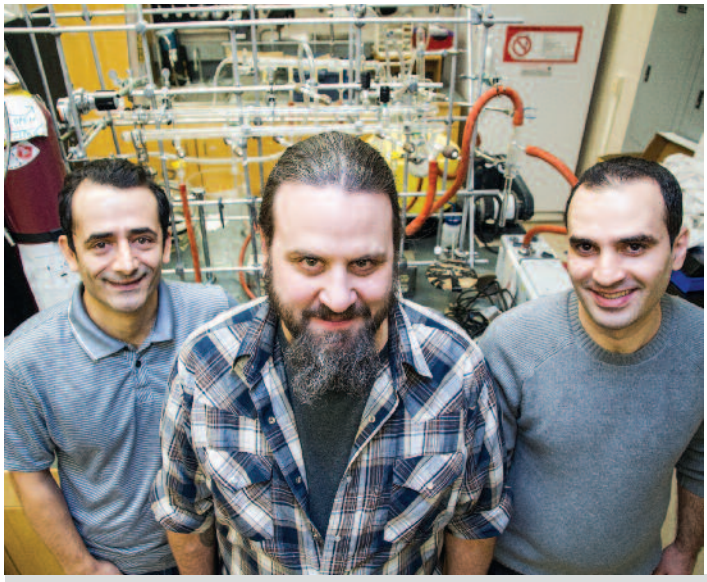
63% Make major buying decisions at work controlling million-dollar budgets

Our readers control million-dollar budgets. Spending per year on equipment and related services per year:

Under $50,000	**38%**
$50,000 - $149,999	**29%**
$150,000 - $249,999	**4%**
$250,000 - $499,999	**8%**
$500,000 - $1 million	**13%**
Over $1 million	**8%**

DISTRIBUTION

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



Stephen Foley (centre) and his team discovered a greener way to extract gold that has potential applications in the mining industry and the recycling of electronic waste.

Nevada Exploration Inc.'s COO, Ken Tullar, collects groundwater from a direct push sample location. The company hopes to advance gold exploration in the state.

REACH THE BROADEST CROSS-SECTION OF KEY INDUSTRY DECISON MAKERS

Market with Canada's business-to-business magazine, and harness direct mail power.

Canadian MINING & ENERGY 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 ***Canadian MINING & ENERGY*** by DIRECT MAIL.

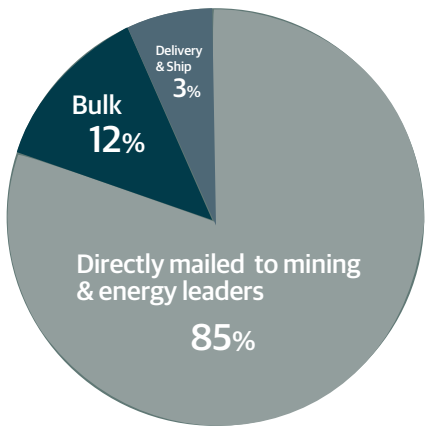
We think you'll agree that ***Canadian MINING & ENERGY*** provides targeted, exclusive distribution that can really help you increase your marketing success.

CALL OUR TOLL-FREE NUMBER TODAY
and ask for *Canadian MINING & ENERGY* magazine. 1-800-663-8555

Total Annual Market Impact = 588,397

Readers from across Canada

Distribution by direct mail



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Connect with Robert Hawkins for more information on marketing opportunities

Canadian
MINING & ENERGY

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