



MEDIA GUIDE



2017



FMDZ 2017 MEDIA GUIDE

First Mining DRC - ZAMBIA is an independent voice for mining in Africa's Copper Belt Region, featuring exclusive industry reports and surveys in depth news, views and analysis on mining developments / projects, miners, mining regions, issues and latest technology .Hence establishing a sustainable and Globally competitive mining activities in DRC and Zambia.

First Mining DRC-Zambia is a journal that focuses on creating a networking forum for the decision makers in businesses and Governments across Africa's Copper belt region, who are either directly or indirectly involved in mining Developments .We inform ,educate and create business and networking opportunities for all Companies that are interested in expanding their business across DRC, Zambia and beyond.

FMDZ is a bi-monthly magazine for mining industry incorporating, exploration, oil, power, drilling and other large scale extraction, storage, transport, Market and utilisation of Africa's Copper Belt wealth and resources.

While industry news and information comes from different sources. First Mining DRC - ZAMBIA's value to the market lies in the independent analysis of what this information means to the market from editors who understand the business. The magazine differentiate itself from others by providing readers added value in the form of timely, perceptive and job useful content.



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January / February

- More Power To You: Electrical infrastructure, generators, energy.
- Conveyors, Components & Accessories
- Lifting Mechanisms used in Mines.
- Operator Training Simulators & Solutions.

March / April

- Power challenges in Zambia.
- Power challenges in DRC
- Your mining towns Zambia & DRC
- Mobile Crushers and Screens.
- Fuel Management & Control Systems.
- Waste Management Technologies.

May / June

- Power Systems & Cable Systems
- 3D Geological and Structural Modeling
- Mine Software
- Bulk Storage
- Underground Mine Equipment.

July / August

- Mine Health & Safety
- Tyre Pressure Monitoring Systems (TPMS)
- Laboratory services
- Water treatment technologies

September / October

- Mine Security
- Renewable Energy
- Fatigue Monitoring
- Mobile Mine Rescue Solutions

November / December

- Wear and Corrosion Protection Solutions
- Project Management
- Pumps, Pipes and Valves
- Fail Safe Braking Systems

Why Advertise

First mining DRC-Zambia is a niche product, which means Advertisers benefit from its targeted approach. Its readers are the buyers of your products and services –the decision makers. The magazine has positioned itself in the Central Africa Copper belt which extends from Angola through DRC into Zambia.

As a valued, accurate and respected source of information what a better way to communicate your message than through a much sought –after publication that is respected in the industry. As an advertiser your message in First Mining DRC Zambia gives you the cachet and credibility of being in the most trusted and respected magazine in the Industry chain.

Gain unmatched exposure to industry decision makers in the Democratic Republic of Congo, Zambia and beyond. Furthermore we can tailor-make an Ad package across our print and online publications, providing you with maximum exposure of your target Market. We also offer the services on an in- house production department and can design your Ad campaign to your business requirements.

Target Market

First Mining DRC Zambia 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 feature schedule.

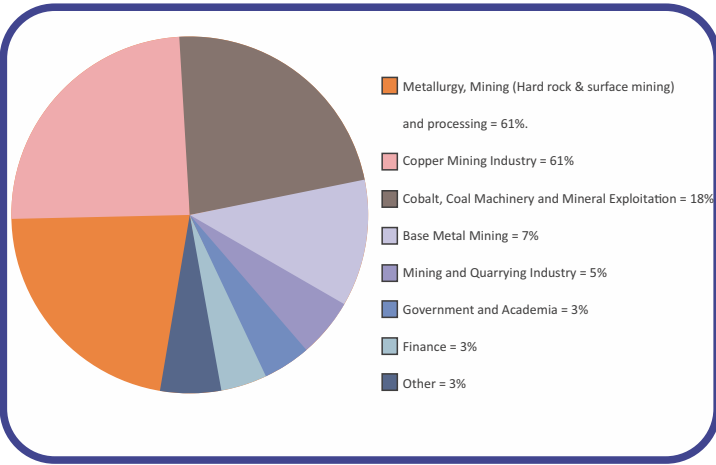
Distribution and Print Run

Over 3500 copies of the First Mining DRC-Zambia Magazine are distributed throughout the Copper Belt one of the Metallogenic regions in the World to active mine-sites, leading newsagents, head offices and Subscribers. The magazine has over 10 000 readers with the largest distribution in the Eastern and Southern part of the Democratic Republic of Congo i.e. Katanga Province and North-Western Provinces, Kitwe, Lusaka, Copper- Belt in Zambia.

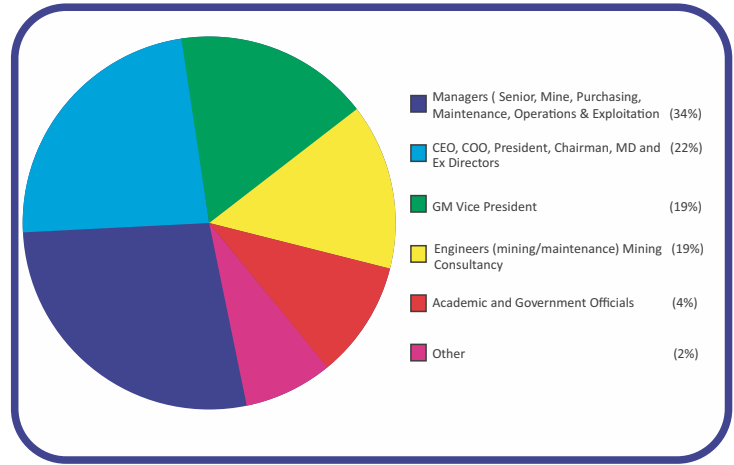


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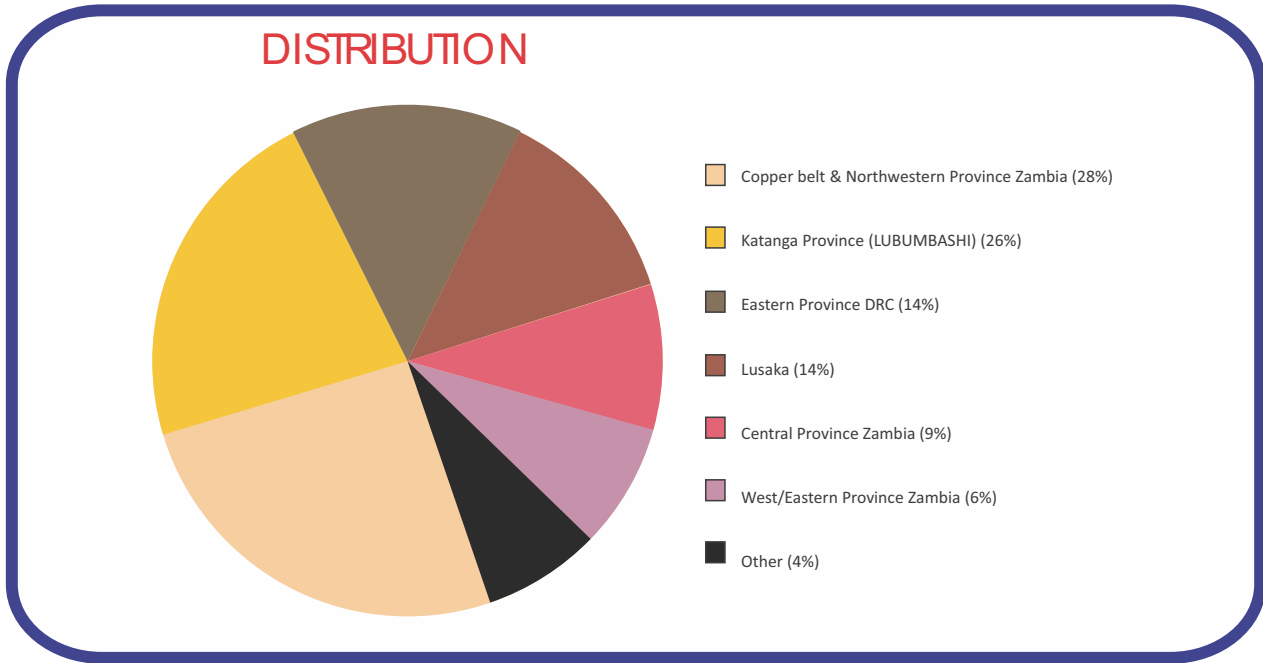
BUSINESS CLASSIFICATION



TITLES



DISTRIBUTION



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Display advertising rate card

Ad Sizes	Size(mm) WxH	CASUAL	3X RATE	5X RATE
 Double Page Spread	420 x 275*	\$3,000	\$2,850	\$2,680
 Full Page	210 x 275*	\$1,950	\$1,800	\$1,650
 Half Page Vertical	93 x 241	\$1,450	\$1,250	\$1,050
 Half Page Horizontal	190 x 120	\$1,450	\$1,250	\$1,050
 Third Page Vertical	60 x 241	\$1,050	\$891	\$812
 Third Page Horizontal	190 x 77	\$1,050	\$891	\$812
 Quarter Page Vertical	93 x 120	\$812	\$750	\$612
 Quarter Page Horizontal	190 x 58	\$812	\$750	\$612
 Back Cover	210 x 275*	\$2,599	\$2,300	\$2,180
 Inside Covers	210 x 275*	\$2,299	\$2,000	\$2,000
 Front Covers	210 x 275*	\$3,400		

* The trim size of a full page is 210 x 275 mm.

Add a 5 mm bleed to all sides where images or text run to any page edge.

Single page bleed size is 220 x 285 mm.

Double page bleed size is 430 x 285 mm.

MONO (Black and White): Less 30%

Inserts: Mailing services for flyers and brochures are available

for industry-wide or sector distribution.

Preferred Position S: + 10%

Publication dates

First Ming DRC-ZAMBIA is published 6 times per annum:

Jan/Feb, Mar/Apr, May/June, Jul/Aug Sept/Oct and Nov/Dec.

Note: All prices exclude VAT.

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Additional in Print Promotional Opportunities Corporate Profile Packages & How it works.

A profile creates an awareness of your Company, your investment opportunity, history, any significant development, future plans. Profiles are approved by you before going to press.

Two page Company Profile

A two-page 1,200 -1400 word article about your company supplied by you. This position is the most prominent, and is seen as the best way to promote your company by having the main position within the magazine. This option offers the space for impact-full images and a more detailed summary of your activity and opportunities plus a full page A4.

\$3,820

One- page Company profile

Package includes a one page 600-700 word article about your Company supplied by you. A key position which will ensure that your corporate message is seen and delivered in a way to optimize the importance of your company.

Although less space a full page still gives more than enough room for an overview of the company activity and essential information such as office contacts and listing details, third page advert.

\$1,725

Junior Company Profile

Quarter –page colour advert and 250-300 word company profile, to be supplied by you with a service/product image. A great, cost-effective snapshot into what you do.

\$1,200

Advertisements on consecutive pages: **\$850**

A great alternatives to a full page, this format involve running 3 x 1/3 page advertisements on consecutive pages*. It provides more brand re-enforcement than a single ad and allows you to be more creative with your artwork and key message.

