MEDIA KIT
Online, Print and Social Media Packages 2020

WWW.FMDRC-ZAMBIA.COM

YOUR GATEWAY TO CENTRAL AFRICA'S MINING INDUSTRY CIRCULATION

CONTACTS:
Tel. +27 11 044 8986 | info@fmdrc-zambia.com
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.
2020 Editorial Calendar

JAN / FEBRUARY
- African Mining Indaba (Preview)
- Fans & Ventilation
- Mineral processing
- Mining Accommodation

MARCH / APRIL
- Process Control/ Optimization
- Fuels and lubricants
- Tyres in mining
- Zambia, Chile and Copper Focus

MAY / JUNE
- In-Pit Crushing
- Drc-Mining Week (Preview)
- Hire and rental
- Wear Resistance & Lubrication

JULY / AUGUST
- Filtering &Dewatering
- Slurry Pumps
- Welding
- Communication systems

SEPT / OCTOBER
- IoT/Data Management
- Drones & UAVs
- Electra Mining (Preview)
- Quarrying, Crushing & Screening

NOV / DECEMBER
- Slope Stability
- Drilling and blasting
- Mine safety
- Economic outlook for 2020

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Why Advertise?

In-depth reports on specific mines/projects
• Monthly features on industry topics
• Hands-on approach to reporting
• Product news section to connect suppliers and users
• Available in print and online
• Media partner to Drc-Mining Week, Mining Indaba and other major mining events in the region.

Since its inception, First Mining Drc-Zambia Mining Magazine continues to lead and inform the Zambian and DRC mining industry of the latest innovations in mining technology and equipment.

Target market

With FMDRC’s penetration into the top mines and processing facilities, and its analytical feature-driven content specifically targeted to service the information needs of senior managers, technical mine managers and mineral processing professionals in the Zambia and DRC mining industries, you are sure to reach the professionals who make or influence purchasing decisions.

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Distribution and Print run

Over 4000 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 newsgents, head offices and Subscribers.

The magazine has over 60 000 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

- Highly targeted audience of industry personnel, including CEOs and managers, OH&S and government consultants.
- Substantial subscription list.
- Industry events and exhibitions, including African Mining Indaba, Drc-Mining Week, ZIMEC, Electra Mining and local trade shows/events

To ensure maximum reach and longevity of your advertisement, each edition of First Mining Drc-Zambia is sent to our newsletter subscribers as a digital magazine and is also housed on our website.

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Classification, Titles and Distribution

**Business Classification**
- Metallurgy, Mining (Hard rock & surface mining) and processing = 61%
- Copper Mining Industry = 61%
- Cobalt, Coal machinery and Mineral Exploitation = 18%
- Base Metal Mining = 7%
- Mining and Quarrying Industry = 5%
- Government and Academia = 3%
- Finance = 3%
- Other = 3%

**Titles**
- Managers (Senior, Mine, Purchasing, Maintenance, Operations & Exploitation) (34%)
- CEO, COO, President, Chairman, MD and Ex Directors (22%)
- GM Vice President (19%)
- Engineers (mining/maintenance) Mining Consultancy (19%)
- Academic and Government Officials (4%)
- Other (2%)

**Distribution**
- Copper belt & Northwestern Province Zambia (28%)
- Katanga Province (LUBUMBASHI) (26%)
- Eastern Province DRC (14%)
- Lusaka (14%)
- Central Province Zambia (9%)
- West/Eastern Province Zambia (6%)
- Other (4%)
## Rate Card (Print)

### Standard positions

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate (RAND)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>420mm (w) x 297mm (h)</td>
</tr>
<tr>
<td>Full Page</td>
<td>210mm (w) x 297mm (h)</td>
</tr>
<tr>
<td>Half Page</td>
<td>180 mm (w) x 130mm (h) or 90mm (w) x 260mm (h)</td>
</tr>
<tr>
<td>Third Page</td>
<td>180mm (w) x 90mm (h) or 60mm (w) x 260mm (h)</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>180mm (w) x 65mm (h) or 90mm (w) x 130mm (h)</td>
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</tbody>
</table>

### Premium positions

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>210 mm (w) x 297 mm (h)</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>210mm (w) x 297mm (h)</td>
</tr>
</tbody>
</table>

### High Visibility Packages

Got a big announcement? Want to get the company name out there quickly? Heading to an event and want to make a splash?

**Select from one of these options:** Can include a half page, full colour advert

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 X Page Corporate Profile (half page Advertisement)</td>
<td>27,650</td>
</tr>
<tr>
<td>3 x Page Profile (6 months banner) + Full page Ad</td>
<td>32,500</td>
</tr>
<tr>
<td>Front Covers (includes an online advertisement and DPS cover story)</td>
<td>40,000</td>
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### All prices are in ZA Rands and VAT is not Applicable

Advertising artwork can be submitted according to the specifications above or we can design an advertisement at current trade rates.
## Our Online Rate Card

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Units in pixels (WxH)</th>
<th>1 Month Rates per Month</th>
<th>2 - 4 Months Rates per Month</th>
<th>5 - 11 Months Rates per Month</th>
<th>12+ Months Rates per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>798 x 96</td>
<td>R 3,074</td>
<td>R 2,710</td>
<td>R 2,560</td>
<td>R 2,050</td>
</tr>
<tr>
<td>Square</td>
<td>300 x 300</td>
<td>R 2,065</td>
<td>R 1,850</td>
<td>R 1,660</td>
<td>R 1,462</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>300 x 600</td>
<td>R 2,930</td>
<td>R 2,500</td>
<td>R 2,340</td>
<td>R 1,725</td>
</tr>
<tr>
<td>Full Banner</td>
<td>700 x 96</td>
<td>R 2,930</td>
<td>R 2,500</td>
<td>R 2,340</td>
<td>R 1,725</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Newsletter Banner</th>
<th>Banner on our weekly e-newsletter (500 x 100)px</th>
<th>R 3,820</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Electronic Direct Mail (Email Shot)</th>
<th>(Sent to our database of over 28,000 subscribers)</th>
<th>R 9,500</th>
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</table>

Rates are exclusive of taxes and agency commissions and fees.