

**FIRST**  
**MINING**

CENTRAL AFRICA'S PREMIER  
BUSINESS TO BUSINESS  
MINING MAGAZINE

**DRC-ZAMBIA**

# MEDIA KIT

2022

Online, Print and Social Media Packages

[WWW.FMDRC-ZAMBIA.COM](http://WWW.FMDRC-ZAMBIA.COM)

YOUR GATEWAY TO CENTRAL  
AFRICA'S MINING INDUSTRY CIRCULATION

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## PUBLISHER



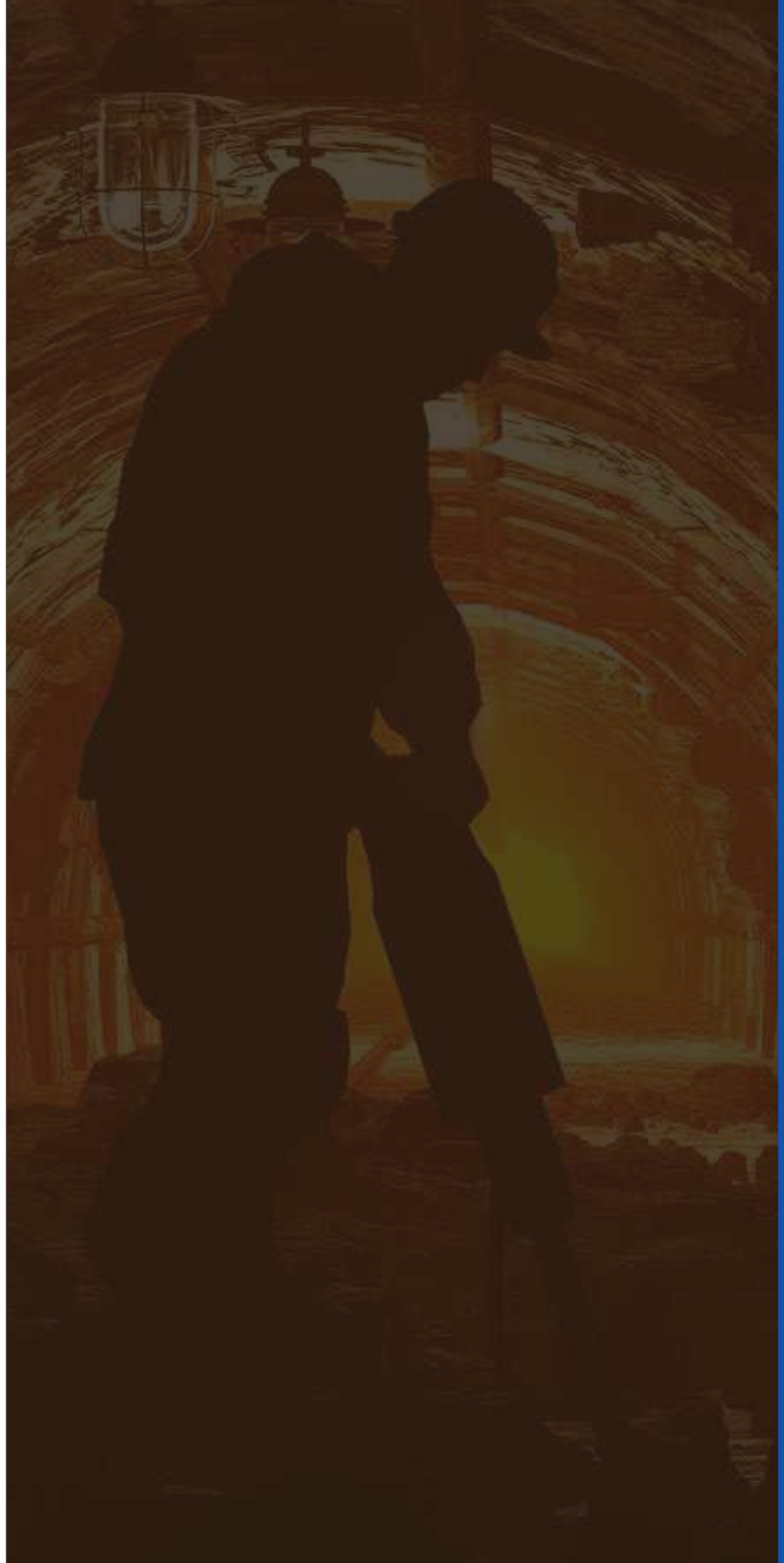
MAILING TIMES MEDIA

**FIRST MINING DRC-ZAMBIA** is  
published and distributed by  
**MAILING TIMES MEDIA**

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# About First Mining DRC - Zambia

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.

FMDRC-ZAMBIA is distributed to mine professionals on the ground at mines across Zambia and DR Congo as well as key personnel in head offices including Mine Site Managers, Purchasing and Procurement Officers, Health & Safety Managers, ER Managers and Environmental Managers, ensuring every bi-monthly each copy is delivered into the hands of individuals affecting decisions and purchasing in the industry.

Additional copies of the publication are distributed at key industry events, conferences and expos throughout the year. Along with the print magazine, each edition of FMDZ is also available as a convenient e-Magazine accessible through our website.



# 2022 Editorial Calendar

## JAN / FEBRUARY

- Mining planning & Software
- Underground Construction & Tunneling
- Fans & Ventilation
- Logistics

## MARCH / APRIL

- African Mining Indaba 9-12 May 2022, (feature)
- Smart Mining
- Grinding Media
- Bearings & Lubrication Systems

## MAY / JUNE

- DRC MINING WEEK 14 - 16 JUN 2022
- Automation
- Mine safety & security technologies
- Pumps, Piping & Valves

## JULY / AUGUST

- AI in Mining
- Water Treatment & Recycling
- Specialty lubricants & Wear Resistance
- Power Generation & Electrical

## SEPT / OCTOBER

- Asset Management
- Haul Trucks (loading and hauling)
- Filters, Filtration Systems
- Instrumentation & Controls
- CNG Technology

## NOV / DECEMBER

- IoT
- Crushers, Conveyers, Screens
- Logistics
- Oil and gas exploration

## ARE YOU IN FRONT OF YOUR CUSTOMERS TODAY?

Leading companies that provide services and products to the mining and industrial market use Frist Mining Drc-Zambia Magazine to get their message in front of key decision makers.

FMDRC is publishes 6 issues a year featuring news ,new products , case studies, project profiles, best-practices articles and project announcements and other topics.

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.

## 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.

**[WWW.FMDRC-ZAMBIA.COM](http://WWW.FMDRC-ZAMBIA.COM)**





# 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 newsagents, 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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## Build your brand in FMDRC Magazine and generate a call to action.

**Content** – Speak directly to buyers by telling your stories about projects, services and products. Use third-party testimonials and case studies to effectively gain attention of prospects. Publish company news related to products, services, expansions, new hires and promotions, awards, events and more. Submit guest articles to establish expertise and dominate your category.

**Editorial Support** – Work with FMDRC’s staff to develop materials that communicate your message effectively.

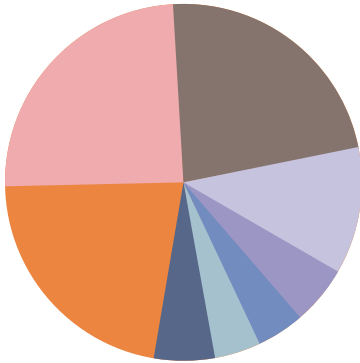
### TOP 3 COMPANY TYPES

- Consultancy/Engineering Firm
- Major Mining Companies
- Mid-Size or Small Scale Mining Company

*50% of readers are decision makers for their companies*

# 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



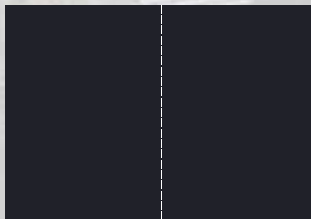
- Copper belt & Northwestern Province Zambia (28%)
- Katanga Province (LUBUMBASHI) (26%)
- Eastern Province DRC (14%)
- Lusaka (14%)
- Central Province Zambia (9%)
- West/Eastern Province Zambia (6%)
- Other (4%)

# Rate Card (Print)

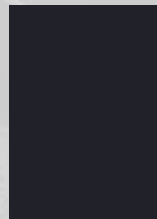


Standard positions	Size	Rate (RAND)
Double Page Spread	420mm (w) x 297mm (h)	28,500
Full Page	210mm (w) x 297mm (h)	21,800
Half Page	180 mm (w) x 130mm (h) or 90mm (w) x 260mm (h)	14,250
Third Page	180mm (w) x 90mm (h) or 60mm (w) x 260mm (h)	12,250
Quarter Page	180mm (w) x 65mm (h) or 90mm (w) x 130mm (h)	10,900
Premium positions	Size	Rate
Inside Front Cover	210 mm (w) x 297 mm (h)	25,250
Outside Back Cover	210mm (w) x 297mm (h)	25,250
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?	Rate
<b>Select from one of these options:</b> Can include a half page, full colour advert	2 X Page Corporate Profile (half page Advertisement)	27,650
	3 x Page Profile (6 months banner) + Full page Ad	32 500
	<b>Front Covers</b> (includes an online advertisement and DPS cover story)	40 000
<b>All prices are in ZA Rands and VAT is not Applicable</b>		

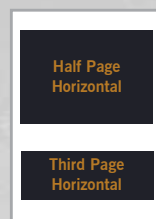
Advertising artwork can be submitted according to the specifications above or we can design an advertisement at current trade rates.



**Double Page Spread (DPS)**  
Trim Size: 420 mm(w) x 297 mm(h)  
Bleed: 430mm(w) x 307 mm(h)



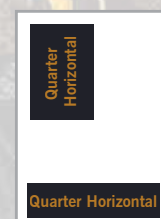
**Full Page (FP)**  
Trim Size: 210mm(w) x 297 mm(h)  
Bleed: 220 mm(w) x 307mm(h)



180 mm(w) x 90 mm(h)  
**1/2 Page - Horizontal**  
180 mm(w) x 130 mm(h)  
**1/3 Page - Horizontal**



60 mm(w) x 260 mm(h)  
**1/2 Page - Vertical**  
90 mm(w) x 260 mm(h)  
**1/3 Page - Vertical**



180 mm(w) x 65 mm(h)  
**1/4 Page - Vertical**  
90 mm(w) x 130 mm(h)  
**1/4 Page - Horizontal**



# Our Online Rate Card



Banner Size	Units in pixels (WxH)	1 Month Rates per Month	2 - 4 Months Rates per Month	5 - 11 Months Rates per Month	12+ Months Rates per Month
Leaderboard	798 x 96	R 3,074	R 2,710	R 2,560	R 2,050
Square	300 x 300	R 2,065	R 1,850	R 1,660	R 1,462
Skyscraper	300 x 600	R 2,930	R 2,500	R 2,340	R 1,725
Full Banner	700x 96	R 2,930	R 2,500	R 2,340	R 1,725
Newsletter Banner	Banner on our weekly e-newsletter (500 x 100)px				R 3,820
Electronic Direct Mail (Email Shot)	(Sent to our database of over 28,000 subscribers)				R 9,500

Rates are exclusive of taxes and agency commissions and fees

**TO SUBMIT NEWS**  
editor@fmdrc-zambia.com

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