The Northern Miner has been the mining industry’s #1 newspaper for 100 years and counting with readership spanning the globe.

2017 MEDIA KIT
The Northern Miner has been the most trusted mining news source for the last 100 years.

It’s the mining industry’s number one source for quality information on junior, mid-tier and major mining companies. Readers enjoy under-the-surface, on-site reports by experienced journalists, who cross the globe, investigating both the established players and up-and-coming juniors.

The credibility and reputation of The Northern Miner’s editorial content, produced by a team of professionals with years of experience in the publishing and mining industries, ensures that the newspaper is the highest quality, most cost-effective mining publication available to advertisers.

**READERS SAY**

- **90%** of readers indicate The Northern Miner meets the needs of their industry
- **89%** of readers spend 15 minutes to more than 1 hour reading each issue

**PURCHASING POWER**

- **60%** of readers have purchasing influence. Your message will be reaching YOUR target audience!
- **50%** of readers use The Northern Miner to help make purchasing decisions.

**95%** of readers rate The Northern Miner from Good to Excellent

**ONLINE**

- Average visit length **3:15 minutes**
- Average page accessed per visit **over 3 pages**
- **12,400** Twitter followers
- **5,000** Facebook followers
- **1,171** Linkedin followers
### Print Advertising Options

The Northern Miner provides advertisers with a multitude of valuable services to improve and enhance their print advertising campaigns such as:

- **DISPLAY**
  Build awareness and preference for your company, products and/or services.

- **CAREERS**
  Attract that “hard to find” employee!

- **APPOINTMENT NOTICES**
  Introduce your new employee(s) to the mining and investment communities.

- **PROFESSIONAL DIRECTORY**
  A cost-efficient advertising section devoted to supply and service companies.

### Additional Advertising Services:

- **BONUS DISTRIBUTION**
- **REPRINTS & SPONSORED DISTRIBUTION**
- **INSERTS**
- **CUSTOM PUBLISHING**, and more!

### E-NEWSLETTER

- **Over 25,000 total e-newsletter audience**

#### Paid Audience

- **60%** average open rate
- **12%** click-through rate

#### Free Audience

- **30%** average open rate
- **5%** click-through rate

### MAKE BETTER DECISIONS

Get first rate mining investment information on current mines and new discoveries. We dig deeper into the projects and the people behind them to give you the type of in depth analysis you need to make critical decisions.

### GO BEYOND THE PRESS RELEASE

Our site visits span the globe, giving you first hand access to the real story, from journalists who are experts in their field.

### CUT THROUGH THE CLUTTER

None of our writers have stocks or a vested interest in the companies they report on. You receive a completely unbiased and objective analysis. This allows you read with confidence and get *straight to the facts* – faster.
## 2017 Feature Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Feature</th>
<th>Bonus Distribution</th>
<th>Ad Closing</th>
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<tr>
<td>February 6</td>
<td>Global Uranium</td>
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<td>January 27</td>
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<tr>
<td>February 20</td>
<td>Exploration &amp; Mining in the USA</td>
<td>SME Annual Meeting – Denver, Feb 19-22</td>
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<td>March 6</td>
<td>PDAC 2016 Convention Issue</td>
<td>PDAC 2017 – Toronto, March 5-8</td>
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<td>March 20</td>
<td>Central American &amp; Caribbean Exploration</td>
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<td>March 10</td>
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<td>Global Gold Exploration</td>
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<td>April 17</td>
<td>Global Copper Exploration</td>
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<td>April 7</td>
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<td>May 1</td>
<td>Mining &amp; Exploration in The Far North</td>
<td>CIM-AGM – Montreal, Apr 30-May 3</td>
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<td>May 15</td>
<td>Mining &amp; Exploration in South America</td>
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<td>May 5</td>
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<td>May 29</td>
<td>Mining in Africa</td>
<td>Canadian Mining Expo – Timmins, May 31-June 1</td>
<td>May 19</td>
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<tr>
<td>June 12</td>
<td>Mining Energy (Coal, Uranium, Oilsands)</td>
<td></td>
<td>June 2</td>
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<tr>
<td>June 26</td>
<td>Canadian Gold Exploration</td>
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<td>June 16</td>
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<tr>
<td>July 10</td>
<td>Technology Metals (Lithium, REE’s, Graphite)</td>
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<td>June 30</td>
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<tr>
<td>July 24</td>
<td>Canada’s Top 10</td>
<td></td>
<td>July 14</td>
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<tr>
<td>August 7</td>
<td>Mining &amp; Exploration in Canada’s East Coast</td>
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<tr>
<td>August 21</td>
<td>Mining &amp; Exploration in Colombia, Ecuador &amp; Peru</td>
<td></td>
<td>August 11</td>
</tr>
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<td>September 4</td>
<td>Mining in Mexico</td>
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<td>August 25</td>
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<tr>
<td>September 18</td>
<td>Mining in Ontario</td>
<td></td>
<td>September 8</td>
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<tr>
<td>October 2</td>
<td>Mining in Quebec</td>
<td>AEMQ XPLOR 2017, Montreal, Oct 25-26</td>
<td>September 22</td>
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<tr>
<td>October 16</td>
<td>Global Silver and PGM’s Exploration</td>
<td>Silver and Gold Summit – San Francisco, Nov 13-14</td>
<td>October 6</td>
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<tr>
<td>November 13</td>
<td>Mining &amp; Exploration in the Canadian Prairies</td>
<td>Manitoba Mining &amp; Minerals – Winnipeg, Nov 15-17</td>
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<td>November 27</td>
<td>Mining &amp; Exploration in the Southwest US</td>
<td>American Exploration &amp; Mining Association</td>
<td>November 17</td>
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<td>Reno, Nevada, December 3-9</td>
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<tr>
<td>December 11</td>
<td>Exploration Projects to Watch</td>
<td></td>
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<tr>
<td>December 25</td>
<td>Forecasts &amp; Outlook 2018</td>
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<td>December 15</td>
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PRINT ADVERTISING RATES & DIMENSIONS

BLACK AND WHITE RATES

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<th>Width</th>
<th>Height</th>
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<th>6X</th>
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<th>26X</th>
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<td>15¾”</td>
<td>$7,950</td>
<td>$7,550</td>
<td>$7,150</td>
<td>$7,050</td>
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<td>8”</td>
<td>10”</td>
<td>$4,190</td>
<td>$3,980</td>
<td>$3,770</td>
<td>$3,560</td>
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<td>1/3 Page</td>
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<td>8½”</td>
<td>$2,680</td>
<td>$2,545</td>
<td>$2,410</td>
<td>$2,275</td>
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<tr>
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<td>6¼”</td>
<td>$2,095</td>
<td>$1,990</td>
<td>$1,885</td>
<td>$1,780</td>
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<td>6½”</td>
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<td>$1,100</td>
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<td>5”</td>
<td>$995</td>
<td>$945</td>
<td>$895</td>
<td>$845</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>4”</td>
<td>3¼”</td>
<td>$530</td>
<td>$510</td>
<td>$480</td>
<td>$450</td>
</tr>
</tbody>
</table>

PROFESSIONAL DIRECTORY

Maintain & build your company’s position in the Mining Marketplace! Ensure exposure of your company at extremely cost-effective rates. Your professional card listing will generate enquiries and results.

<table>
<thead>
<tr>
<th>Height</th>
<th>Per Year</th>
<th>Per Issue (Min. 13 consecutive issues)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2”</td>
<td>$2,078</td>
<td>$39.96</td>
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<tr>
<td>3/4”</td>
<td>$3,084</td>
<td>$59.32</td>
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<tr>
<td>1”</td>
<td>$4,064</td>
<td>$78.14</td>
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<tr>
<td>1¼”</td>
<td>$5,012</td>
<td>$96.40</td>
</tr>
<tr>
<td>1½”</td>
<td>$5,932</td>
<td>$114.09</td>
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<tr>
<td>1¾”</td>
<td>$6,826</td>
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<td>2”</td>
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<td>$148.04</td>
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<tr>
<td>2¼”</td>
<td>$8,561</td>
<td>$164.61</td>
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<table>
<thead>
<tr>
<th>Height</th>
<th>Per Year</th>
<th>Per Issue (Min. 13 consecutive issues)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2½”</td>
<td>$9,359</td>
<td>$179.96</td>
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<tr>
<td>2¾”</td>
<td>$10,146</td>
<td>$195.12</td>
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<tr>
<td>3”</td>
<td>$10,905</td>
<td>$209.70</td>
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<tr>
<td>3¼”</td>
<td>$11,643</td>
<td>$223.91</td>
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<tr>
<td>3½”</td>
<td>$12,351</td>
<td>$237.54</td>
</tr>
<tr>
<td>3¾”</td>
<td>$13,035</td>
<td>$250.64</td>
</tr>
</tbody>
</table>

APPLICABLE TAXES EXTRA

1 EXTRA COLOUR (black + one extra colour) $950
4 COLOUR (full colour) $1,850

MECHANICAL SPECS

- Tabloid Newspaper
- Closing Date for Advertising: 10 days prior to publication date
- Printed Web Offset: Type Page Size: 10¼” x 15¾”
- Column width: 11⅛”, 5 columns per page
- Agency commission: 15% of gross billing to recognized agencies. Professional or Website Directory and other charges, such as trimming, printing of inserts and inserting charges are non-commissionable.
- Electronic Material:
  - Digital files only. PDF/X-1a files preferred.
  - 300 dpi. files for best resolution
  - All fonts and images must be embedded and files flatten
  - All colours used must be CMYK or Grayscale
- File Transfer Media:
  - E-mail: Smaller files can be e-mailed up to a maximum file size of 10MB.
  - FTP Transfer: ftp3.glaciermedia.ca Username: nmredit Password: NMRWelcome1
- Design Services: Complete design services are available at an additional charge.
INCREASE AWARENESS OF YOUR BRAND

The Northern Miner Online specializes in mining industry information, publishing daily news, a daily e-newsletter, an electronic version of The Northern Miner newspaper, daily stock tables, mining company data, archival information and much more. Our digital solutions include:

- **Super Banner**
- **Logo Links**
- **Big Box Ad**
- **Button Ad**
- **Skyscraper Ad**
- **Keyword Banner**
- **Sponsored Newsletters**
- **Product Newsletters**
- **Sponsored Distribution**

### Web Advertising Rates

<table>
<thead>
<tr>
<th>TYPE OF AD</th>
<th>SIZE (pixels)</th>
<th>POSITION</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUPER BANNER</td>
<td>728 X 90</td>
<td>Appears on ALL web pages</td>
<td>$970 month</td>
</tr>
<tr>
<td>LOGO LINKS</td>
<td>200 X 60</td>
<td>Home page</td>
<td>$395 year</td>
</tr>
<tr>
<td>BIG BOX (top)</td>
<td>300 X 250</td>
<td>Home page plus Story page</td>
<td>$765 month</td>
</tr>
<tr>
<td>BIG BOX (lower)</td>
<td>300 X 250</td>
<td>Home page plus Story page</td>
<td>$695 month</td>
</tr>
<tr>
<td>BUTTON</td>
<td>120 X 90</td>
<td>Home page</td>
<td>$295 month</td>
</tr>
<tr>
<td>SKYSCRAPER</td>
<td>160 X 600</td>
<td>On news story pages</td>
<td>$490 month</td>
</tr>
<tr>
<td>KEYWORD BANNER</td>
<td>234 X 60</td>
<td>When specific word search is used, banner appears above story.</td>
<td>$990 year</td>
</tr>
</tbody>
</table>

### MAXIMUM FILE SIZE

- 30KB/GIF OR FLASH: Super Banner, Skyscraper
- 30KB/GIF OR JPEG: Logo Links, Big Box
- 10KB/GIF OR FLASH: Button • 15KB/GIF OR FLASH: Keyword Banner

### Daily e-Newsletter

Emailed to 4,000 paid subscribers 5x a week.

<table>
<thead>
<tr>
<th>TYPE OF AD</th>
<th>SIZE (pixels)</th>
<th>HEADLINE</th>
<th>BODY TEXT</th>
<th>COST</th>
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</thead>
<tbody>
<tr>
<td>1 SUPER BANNER</td>
<td>728 X 90</td>
<td>N/A</td>
<td>N/A</td>
<td>$970 month</td>
</tr>
<tr>
<td>2 BIG BOX (top)</td>
<td>300 X 250</td>
<td>N/A</td>
<td>N/A</td>
<td>$765 month</td>
</tr>
<tr>
<td>3 HORIZONTAL TEXT</td>
<td>N/A</td>
<td>45 characters</td>
<td>300 (440 w/o thumb)</td>
<td>$595 month</td>
</tr>
<tr>
<td>4 BIG BOX (lower)</td>
<td>300 X 250</td>
<td>N/A</td>
<td>N/A</td>
<td>$695 month</td>
</tr>
</tbody>
</table>

### Advertising Contacts

Joe Crofts  
Sales Manager  
Tel: 416-510-6816  
jcrofts@northernminer.com  
twitter.com/CroftsJoe

Michael Winter  
Sales Representative  
Tel: 416-510-6772  
mwinter@northernminer.com
**CAREER ADVERTISING**

The International Career Marketplace for the Mining Industry!

### Advertising Rates

**CANADIAN PRINT PRICING**

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>WIDTH</th>
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<th>COST</th>
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</thead>
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<tr>
<td>1 PAGE</td>
<td>7&quot;</td>
<td>10&quot;</td>
<td>$4,450</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>4½&quot;</td>
<td>10&quot;</td>
<td>$3,895</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>7&quot;</td>
<td>4 7/8&quot;</td>
<td>$2,975</td>
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<tr>
<td></td>
<td>3 ¾&quot;</td>
<td>10&quot;</td>
<td></td>
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<tr>
<td>1/3 PAGE</td>
<td>2 ¼&quot;</td>
<td>10&quot;</td>
<td>$2,200</td>
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<tr>
<td></td>
<td>4 ¾&quot;</td>
<td>4 7/8&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7&quot;</td>
<td>3 ¼&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>3 ¾&quot;</td>
<td>4 7/8&quot;</td>
<td>$1,750</td>
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<tr>
<td></td>
<td>4 ¾&quot;</td>
<td>3 ¾&quot;</td>
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</tr>
<tr>
<td></td>
<td>7&quot;</td>
<td>2 ¾&quot;</td>
<td></td>
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</table>

**COLOUR**

<p>| | |</p>
<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>1 EXTRA COLOUR</td>
<td>$850</td>
</tr>
<tr>
<td>4 COLOUR</td>
<td>$1,850</td>
</tr>
</tbody>
</table>

**MINING COMPANY LOGOS** *(placed above your listing)*

2¼" wide x 1” deep  $365

All display advertisers receive a complimentary 50 word Corporate Profile to be included in the “Suppliers Page” near the front section of the Handbook. Contact details and logo also included.

All “Company Logo” orders will also have their company name and page number of their profile listed in the new “Mining Companies” page near the front of the Handbook. Their logo will also appear in Mines Handbook Online linked to their website homepage.

### CANADIAN ONLINE PRICING

- **Job Posting:** $295.00* for 60 days
- **Appointment Posting:** $159.00* per month

* Contact sales representative for package deals.

The Canadian & American Mines Handbook has been an essential reference source for the mining industry for the past 80 years. It is the central depository for all available facts and figures on North America mining companies.

This massive directory (approximately 800 pages) is referred to repeatedly throughout the year meaning multiple exposures for your advertisement!

**Advertising Closes – October 6, 2017**

**MECHANICAL SPECS**

- **Printing:** Sheet Fed Offset
- **Binding:** Perfect
- **Line Screen:** 133
- **Type Page Size:** 7” W x 10” H
- **Book Trim Size:** 8½” x 10 7/8”
CONTACT INFORMATION

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Linkedin:
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Facebook:
facebook.com/NorthernMiner
GooglePlus:
plus.google.com/+NorthernMiner/posts

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Fax: 1-416-510-5138
Email: info@northernminer.com
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Canada & USA 1-888-502-3456

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Tel: 604-688-9908