

THE NORTHERN MINER

GLOBAL MINING NEWS · SINCE 1915

Number one source for quality information on junior, mid-tier and major mining companies



MEDIA KIT

THE NORTHERN MINER

The Northern Miner (TNM) is a one-of-a-kind information resource. With over 100 years of experience serving the mining and exploration industry, crucial reports by *The Northern Miner* writing staff inform the decision-making process of thousands of high-performing mining professionals.

TNM KEY METRICS

Boasting one of the only 100% paid circulations in the industry, *The Northern Miner* readers make for a uniquely captive audience.

Avg. Monthly Users	Avg. Monthly Pageviews	Avg. Monthly Digital Ad Impressions	Avg. Time on Page	Total Subscribers	Avg. Email Open Rate	Social Reach
40,200+	110,000	1,000,000	1:54	20,000+	38% for paid subscribers	Followers: Facebook – 7,463+ LinkedIn – 16,123+ Twitter – 20,400+

Based on website and email data for the period of September 2019 – September 2020.

TNM AUDIENCE

The Northern Miner has two e-Newsletters. A Daily e-Newsletter which is sent to 3,800 paid subscribers five times a week, and a Weekly Newsletter which is sent to 7,000 opt-in subscribers once a week.



Over **10,000** total e-newsletter audience

PAID AUDIENCE

38% average open rate

13% click-through rate

OPT-IN AUDIENCE

35% average open rate

11% click-through rate

E-NEWSLETTER AUDIENCE



NEWSPAPER STATS



of **readers** have purchasing influence. Your message will be reaching **YOUR** target audience.



of **readers** use *The Northern Miner* to help make purchasing decisions.



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



35% of **readers** have directly contacted advertisers from the newspaper

ADVERTISE WITH TNM

This industry-leading newspaper is the primary source of business information for industry buyers and key decision-makers. Engage buyers by leveraging our deep content and tools.

		Benefits
Display Ads	Display ads appear on The Northern Miner's website, e-newsletter, daily stock tables and more. We offer a wide range of IAB-compliant ad units.	An effective way to increase brand presence, as well as to promote new products and services.
Print Advertising	Print ads are available in many sizes from 1/16 of a page to a full page on <i>The Northern Miner</i> which is sent out bi-weekly to a highly engaged paid audience.	Allows advertisers the opportunity to present their brands alongside editorial topics.
Joint Venture Articles	Joint Venture Articles combine our award-winning journalism with our ability to reach audiences across a number of digital and traditional channels. This campaign includes a sponsored story on <i>TNM</i> website for 2 weeks and in the daily & weekly newsletter, and promotion on our social media platforms.	This option allows promoted editorial to flow with our existing content and benefits from <i>The Northern Miner's</i> integrity, circulation and targeted readership base.
Podcast Advertising	Spotlight sponsorship includes a company logo on the podcast page, NorthernMiner.com, podcast promo ads and the company will be mentioned at the beginning and end of each episode. Mining Minutes includes four 1-minute interviews over one month conducted by <i>TNM</i> reporter and full distribution stats for each episode.	Advertisers can position themselves as though leaders in the industry to a highly engaged audience of over 6,000 monthly listeners.
News Now Digital Plus	Generate leads and get your message to investors utilizing over 600,000 monthly readers on The Northern Miner, MINING.COM and Canadian Mining Journal.	Drive leads with well written editorial content and have an article published on three of the biggest mining industry media brands.

KEY DATES FOR ADVERTISERS

2021 FEATURE ISSUES

Issue	Feature	Ad Closing
January 4	Energy Metals	December 24
January 18	Exploration in BC, Yukon & NWT	January 8
February 1	PDAC Pre-Convention Supplement	January 22
February 15	Exploration & Mining in the USA	February 5
March 1	PDAC 2021 Convention Issue	February 19
March 15	Mining & Exploration in Colombia, Ecuador & Peru	March 5
March 29	Global Gold Exploration	March 19
April 12	Battery Metals	April 2
April 26	Mining & Exploration in The Far North	April 16
May 10	Mining in Africa	April 30
May 24	Canadian Gold Exploration	May 14
June 7	Mining & Exploration in South America	May 28
June 21	Global Copper	June 11
July 5	Canada's Top 10	June 25
July 19	Technology Metals (Lithium, REE's, Graphite)	July 9
August 2	USA Top 10	July 23
August 16	Mining in Mexico	August 6
August 30	MinExpo 2021	August 20
September 13	Mining in Ontario	September 3
September 27	Mining in the Canadian Prairies	September 17
October 11	Global Silver & PGM's	October 1
October 25	AME/BC Roundup Pre-Convention Supplement	October 15
November 8	Mining in Quebec	October 29
November 22	Mining & Exploration in the Southwest US	November 12
December 6	Exploration Projects to Watch	November 26
December 20	Forecasts & Outlook	December 10

DIGITAL ADVERTISING RATES

WEB ADVERTISING RATES

Type of Ad	Size (pixels)	Position	Cost
Responsive Premium Top Banner	Responsive	Appears on ALL web pages	\$2,195 per month
Leaderboard	728 x 90	Appears on ALL web pages	\$1,015 per month
Logo Box	200 x 60	Home page	\$415 per year
Medium Rectangle (Top)	300 x 250	Home page plus Story page	\$805 per month
Medium Rectangle (Bottom)	300 x 250	Home page plus Story page	\$730 per month

E-NEWSLETTER RATES

Type of Ad	Size (pixels)	Headline	Body Text	Cost
Leaderboard/Mobile Leaderboard	728 x 90 320 x 50 (mobile)	N/A	N/A	\$1,015 per month
Medium Rectangle (Top)	300 x 250	N/A	N/A	\$805 per month
Medium Rectangle (Bottom)	300 x 250	N/A	N/A	\$730 per month
Horizontal Text	N/A	45 characters	300 (440 w/o thumb)	\$625 per month

JOINT VENTURE RATES

Package	Cost
Online Only	\$6,500
Half Page + Online	\$8,500
Full Page + Online	\$11,500
Double-Page + Online	\$17,500

NEWS NOW DIGITAL PLUS

\$6,500 per week

Your article will live on the main homepage of MINING.COM, Northern Miner and Canadian Mining Journal for one week, be included in our email newsletters, and be posted on our social media accounts with a guarantee of 150,000 impressions.

PODCAST ADVERTISING RATES

Spotlight Sponsor	
6 months \$1,570 per month	12 months \$1,300 per month
Mining Minute	
\$3,650 per month	

DIGITAL AD SPECIFICATIONS

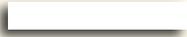
LEADERBOARD

728 pixels wide x 90 pixels tall



MOBILE LEADERBOARD

320 pixels wide x 50 pixels tall

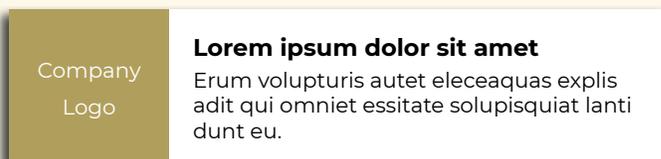


HORIZONTAL TEXT

Company Logo

Headline: 45 characters

Body text: 300 (440 w/o thumb)



MEDIUM RECTANGLE

300 pixels wide x 250 pixels tall



LOGO BOX

200 pixels wide x 60 pixels tall



UPDATING ARTWORK

One update is permitted at the beginning of each month.

FILE TYPE

Our accepted file types include GIF, JPG, PNG and some third-party ad tags.

FILE SIZE

Maximum file size is 50 KB.

ANIMATION

TNM offers a maximum of 30 seconds of animation for the Medium Rectangle and 22 seconds for the Half Page, or three loops, to ensure the most effective display of your digital ad.

BORDER

A border of at least one pixel is required for ads that contain a white or light background.

AUDIO

TNM requests advertisers use only user-initiated audio in their ads. A functioning on/off button is required.

POP-UPS

TNM does **not** support pop-ups of any kind. Ads that negatively impact the user experience in any way will be disabled without prior notice.

RESPONSIVE

Responsive websites (automatically optimize to fit smartphones, tablets and other mobile devices) will require an additional Mobile Leaderboard ad size to be provided to replace the Leaderboard ad size. Please contact your account executive to learn more.

PRINT ADVERTISING RATES

ADVERTISING RATES (FULL COLOUR) FREQUENCY (PER INSERTION RATE)

Tabloid Size	Width	Height	1x	6x	12x	26x
1 Page	10"	15 ¼"	\$9,185	\$8,605	\$7,875	\$7,405
1/2 Page	8"	10"	\$5,980	\$5,380	\$4,825	\$4,250
	10"	8"				
1/3 Page	6"	8 ½"	\$3,725	\$3,355	\$3,040	\$2,675
	8"	6 ½"				
1/4 Page	6"	6 ¾"	\$3,040	\$2,640	\$2,360	\$2,200
	8"	5"				
1/6 Page	4"	6 ½"	\$2,045	\$1,750	\$1,570	\$1,340
	6"	4 ¼"				
1/8 Page	4"	5"	\$1,570	\$1,420	\$1,260	\$1,130
	6"	3 ¼"				
1/12 Page	4"	3 ¼"	\$1,035	\$930	\$835	\$710
1/16 Page	4"	2 ½"	\$835	\$750	\$680	\$578

Applicable taxes extra. For Career Advertising rates contact your sales representative.

MECHANICAL SPECS

Tabloid Newspaper

Printed Web Offset: Type Page Size: 10 ¼" x 15 ¾"

Column Width: 11 ⅝", 5 columns per page

Agency Commission: 15% of gross billing to recognized agencies. Professional or Website Directory and other charges, such as trimming, printing or 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 flattened.
- All colours used must be CMYK or Grayscale.

PROFESSIONAL DIRECTORY

For available Sizes and Rates please contact your sales representative.

MINES HANDBOOK

Publish Date: **December 2021**
Advertising Deadline: **October 30, 2021**
Contact: **George Agelopoulos:**
gagelopoulos@northernminer.com

EXPLORATION TRENDS & DEVELOPMENTS

Publish Date: **February 2021**
Advertising Deadline: **January 2021**

DIAMONDS IN CANADA MAGAZINE

Publish Dates: **June & November 2021**

CONTACT INFORMATION

GROUP PUBLISHER

Anthony Vaccaro, CFA, MBA

Group Publisher

avaccaro@northernminer.com

(416) 442-2098

ADVERTISING

Joe Crofts

Sales Manager

jcrofts@northernminer.com

(416) 510-6816

twitter.com/CroftsJoe

Michael Winter

Sales Representative

mwinter@northernminer.com

(416) 510-6772

George Agelopoulos

Subscription Sales Representative

gagelopoulos@northernminer.com

(416) 510-5104

ADMINISTRATION

Jessica Jubb

Production Manager / Events

Coordinator

jjubb@northernminer.com

(416) 510-5213

EVENTS

Laura Daly

Events Manager

ldaly@northernminer.com

Mladen Kovacevic

Marketing Specialist

mkovacevic@glacierbizinfo.com

EDITORIAL

Trish Saywell, BA, MA, MSc (Jour)

Editor-in-Chief

tsaywell@northernminer.com

(416) 510-6789 ext. 43630

twitter.com/trishsaywell

Carl A. Williams, BSc (Honours), MSc, PhD

Senior Reporter

cwilliams@northernminer.com

Daniel Sekulich

Staff Writer & Production Editor

dsekulich@northernminer.com

Adrian Pocobelli, MA (Engl)

Online Editor

apocobelli@northernminer.com

twitter.com/Pocobelli

Alisha Hiyate, BA (Poli Sci, Hist)

Editor, Diamonds in Canada

ahiyate@northernminer.com

(416) 510-5135

twitter.com/AlishaHiyate

Magda Gardner

News Editor

mgardner@canadianminingjournal.com

MINES HANDBOOK EDITORIAL

Nasreen Razvi

Assistant Editor

nrazvi@northernminer.com

Tashi Chetty

Sr. Editorial Assistant

tchetty@northernminer.com

FOLLOW US



Twitter

twitter.com/northernminer

LinkedIn

linkedin/company/the-northern-miner

Facebook

facebook.com/NorthernMiner

Instagram

instagram.com/thenorthernminer

ADDRESS

Toronto Head Office

225 Duncan Mill Road, Suite 320

Toronto, Ontario, Canada

M3B 3K9

info@northernminer.com

Tel: 1-416-510-6789

Fax: 1-416-510-5138

Call Toll-Free Canada & USA:

1-888-502-3456

SYMPOSIUM SERIES

The Northern Miner holds multiple events a year bring together top institutional and high net-worth investors, as well as, C-Suite executives from leading mining firms. This is an opportunity to share your success story on a global platform. We will connect with the industry experts and you will have a chance to engage with them through live chat, polling opportunities and post event online meetings.

Canadian
Mining

Symposium

global
MINING
symposium

OUR AUDIENCE AT A GLANCE



220+ investment
companies



1,800+ average
registered delegates



80+ countries
represented

SPONSORSHIP OPPORTUNITIES

Sponsorship packages range from **\$1,995 - \$15,000**.

Global Sponsor:

- Presented as the premium global sponsor
- Joint introduction and 10-minute presentation a day

Thought Leadership Panel:

- 40 minute live thought leadership panel discussion including 10-minute Q&A
- CEO Interview on The Northern Miner podcast

Corporate Presentation:

- Designed for junior mining companies
- 10 minute live corporate presentation

Gold Sponsorship

- Live corporate presentation each day of the symposium

Silver Sponsorship

- 30 second video each day of the symposium

Bronze Sponsorship

- Logo displayed each day of the symposium

MAPS

The Northern Miner produces detailed maps displaying up-to-date mining data. These highly sought-after maps are attractive, accurate and printed in full-colour on high-quality paper.

Your ad will be front and center every time this map is referenced. Your property will also be highlighted and colour-coded for easier identification.

DISTRIBUTION

Estimated total distribution of map is over 7,000 print copies. The map will reach a highly targeted and market-relevant audience, including:

- All subscribers of The Northern Miner
- Digital map will be distributed on NorthernMiner.com, MINING.com (over 500,000 monthly visitors) & all PDAC members

PRICING

	1x Rate	3x Rate	6x Rate
3" x 3" Single Block	\$2,500	\$2,250	\$2,000
3" x 6" Double Block	\$4,500	\$4,050	\$3,600

