

IM International **mining**

LAUNCH
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2005/6
MEDIA INFO



IM

Quality

IM

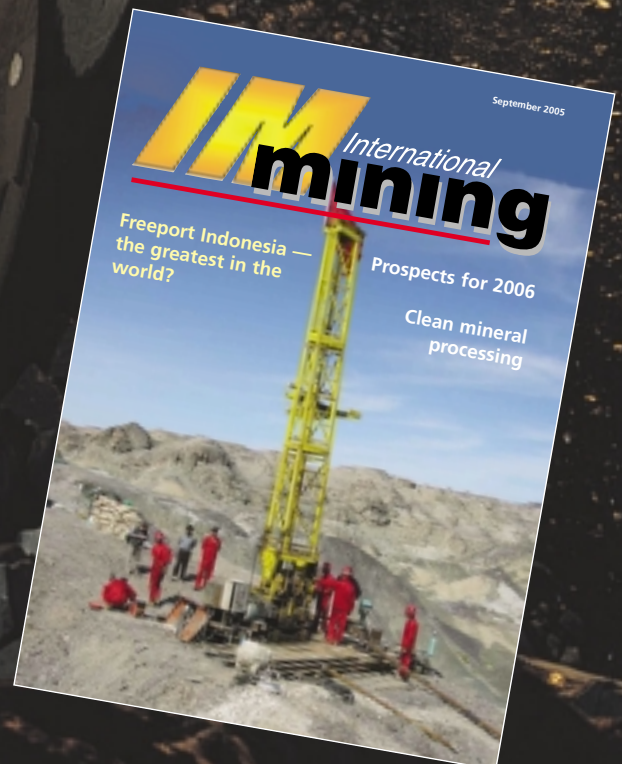
Experienced

IM

Global

IM

Back!



International Mining (IM) first burst onto the scene in 1984 as the cutting edge magazine *written by miners for miners*. With over 20 more years of experience under our belts, we're ready to do it again.

Back then, **IM** was born from a desire for something better. A grassroots approach was needed to provide valuable and applicable information to those responsible for the efficient and effective exploration and operation of the world's mines and downstream facilities. Only the best network of committed mining professionals could do it - those with the kind of intimate knowledge of mining that only comes with hands-on experience in many aspects of the field. And those also with experience in bringing that information together in the most valuable format for reader and advertiser alike, within the unique context of the global mining community. Together, they formed a "dream team" that took the established media by storm. In its wake, **IM** left a legacy of quality and integrity, kindling sparks that could never really catch fire in the canned environment of corporate publishing. The individuals involved in that first effort kept the sparks alive, building unparalleled personal reputations and relationships over the last 20 years. And now, in September of 2005, the fire is stoked again.

IM ... is Back!



Photos courtesy of Newmont Mining and Apex Minerals

IM Respected

"John Chadwick has his finger on the pulse of the industry and delivers readers insights they can use to improve their businesses. He knows the industry inside and out from years of interface and has always been one to cultivate his relationships, which nets good editorial."

Louise Hermesen, Vice President Planning & Support Services, P&H Mining Equipment



"As a born and bred mining engineer, John has the insight necessary to identify the real issues on the ground. His journalism is invariably blunt and to the point. What else do you expect from an astute mining guy who has had the benefit of seeing more mines throughout the world on an annual basis than most of us would see in a lifetime? He uses that background as a yardstick to highlight the good the bad and the indifferent. Always a good read, not always soothing, often thought provoking."

Brian Dowding, Managing Director, Dowding Reynard & Associates, Johannesburg



"I have valued John Chadwick's extensive expertise and knowledge about the industry, his positive, relaxed and friendly attitude, his factual articles. He understands the industry. I have nothing but positive things to say about him."

Liisa Jalanko, Manager - Corporate Communications.



"We welcome a new editorial force in mining, especially a team with such experience. With the solid foundation of John Chadwick's experience and insight we look forward to an interesting new magazine."

Lars Josefsson, President, Sandvik Mining and Construction



"Sounds like the dream team!"

Mike Graham, Director China Sales, Joy Mining Machinery



"We at Atlas Copco Rock Drills, as a major supplier to the industry, have a keen interest in the mining press. John's experience and insight with the industry worldwide has always been a valuable source to us."

Ulf Linder
Marketing Communications Manager
Atlas Copco Rock Drills AB, Sweden





IM Global

WHERE WE CAN HELP YOUR MARKETING

◆ **The Mining Universe** – on the industrial scale (excluding small-scale mines) there are estimated to be some 2,500 metal mines worldwide. Their operating lives range from a few years to well over 50 years and more. Similarly, over 23% of primary energy needs worldwide are met by coal, 39% of global electricity is generated from coal and 66% of global steel production depends on coal. This market is served by hundreds of coal mines.

A booming industry

A recent report by PricewaterhouseCoopers shows that profits in the global mining sector more than doubled in 2004. The world's 40 largest mining companies reported a 111% increase in aggregate net profits for 2004, up from \$13.2 billion in 2003 to \$27.9 billion. This is the result of increased demand worldwide, particularly from China, and a weaker US dollar, pushing up commodity prices. Investor confidence in the mining industry has continued to strengthen: over the last three years mining stocks have outperformed both the S&P 500 and the Dow Jones Industrial Average.

Capital expenditure increased by 24% to \$23 billion and exploration expenditure rose by 31% to \$1.7 billion. Commodity price increases, particularly in base metals, uranium and coal, are the driver of this outstanding performance.

IM Index –

The current IM index of top mining countries (unweighted), shows:

1. Australia
2. China
3. USA
4. Russia
5. South Africa
6. Canada
7. Brazil
8. Peru
9. India
10. Indonesia



International mining consultants Behre Dolbear ranks the following as the top mining countries in which to invest, having evaluated the economic and political systems, social issues, mine permitting delays, corruption, currency stability, and tax regime:

1. Australia
2. Canada
3. Chile
4. USA
5. Mexico
6. Brazil
7. Greece
8. Argentina
9. Ghana
10. China

Largest mine in North America –

Black Thunder coal mine (93Mt in 2004), US

Largest copper mine in the world – Escondida, Chile

World's biggest gold mine – Freeport Indonesia

Largest zinc mine in the world – Red Dog, Alaska, US

World's biggest lead mine – Cannington, Australia

Largest silver mine in the world – Cannington, Australia

World's biggest iron ore mine – Mt Whaleback, Australia

Largest underground mines in the world –

Kiruna (iron ore), Sweden; El Teniente (copper), Chile; and Mt Isa (silver and base metals), Australia

IM Experience

You know the names. You know us. We're the ones you've come to trust over the years to provide quality, integrity and value in everything related to the production and maintenance of a truly great industry resource. With more than 150 years of combined experience in mining reporting, editing, publishing, sales and marketing – the complete picture, finally back under one roof. That's what makes us better qualified than anyone else to deliver your industry magazine.



EDITOR/PUBLISHER

John Chadwick was managing editor of *IM* when its first issue came out in January 1984. His working mining experience includes the nickel fields of Western Australia, tin mining in Cornwall and Zambia's Copperbelt. He began his mining publishing career working with editorial giants like Bob Wyllie and George Argall. George was recently inducted into the National Mining Hall of Fame in Leadville, Colorado, US. He took special pride in getting a story right. On his typewriter, George taped three words so he could always see them: "accuracy, accuracy, accuracy". John has always followed this dictum, as editorial director of both *International Mining* and *Mining Magazine*. To this, John long ago added two of his own editorial rules – "write tight and write simple". Editorial space has always been at a premium so his aim has always been to get as much useful information into each issue as possible. Furthermore, long words that show off his literacy have no place in a magazine with many readers who use English as a second or third language.



CONSULTING EDITOR

Alan Kennedy and John have worked together for many years and travelled the world together visiting mines from Arizona to Zambia. Another mining engineer, Alan's experience is from the gold mines of South Africa. After that he spent some time on post graduate studies at the Royal School of Mines in London before starting his editorial career on *Mining Journal*. He soon moved over to *Mining Magazine* where he was managing editor for many years. Until recently, Alan ran the well respected and somewhat unique magazine, *geoDrilling International*, becoming one of that sector's best known names.



AUSTRALASIAN CORRESPONDENT

Stephen Stone is executive chairman of Apex Minerals, an exploration company very active in China and listed on the Australian Stock Exchange. He has over 13 years public company chief executive and 25 years senior management and operating experience, principally in the international mining and exploration industry. He worked for six years on the Zambian Copperbelt. In 1984 he returned to London, formed his own consultancy and authored several annual

world and exploration and mining reviews for *International Mining*. He co-founded the London seed financed Dragon Resources Ltd, which listed on ASX in late 1987 becoming Dragon Mining NL in 1993.



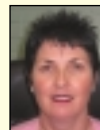
EUROPEAN CORRESPONDENT

Harri Hursti is a mining engineer who has spent most of his career in the development of trackless mining systems, particularly LHDs and underground trucks. Harri worked for Ara, Tamrock and ultimately Sandvik, but throughout was one of the leading people behind the growth to global success of the Toro machines. Despite his disability due to an accident in Kenya in 1976, Harri travelled the mining world extensively, winning the respect of everyone he met. Harri is a past chairman of Finnminers.



LATIN AMERICAN CORRESPONDENT

Maibí Montoya works at the centre, Lima, of one of the most vibrant mining industries in the world. Peru has seen a more diverse stream of great new mines come to fruition in recent years than almost any other country. She is editor in chief and owner of *MinerAndina*, a publication that has served the world with the latest Andean mining news for ten years. Maibí is well known among the mining executives in the region, from both large and small companies. She also spreads her message more widely through the printed *MinerAndina y Sociedad (Mys)*, that aims to get best information out to a larger public, all stakeholders involved with the mining sector, whether in Lima, the provinces or abroad, striving to become a means of communication for them all. MyS includes various broader topics of interest not only to industry readers, but also for regional governments with mining influence, supplier companies, congressmen, institutions and public with an interest in mining.



AFRICAN CORRESPONDENT

Coral Fraser has run her own PR agency in Johannesburg for over 20 years. She specialises in suppliers to the industry and represents some of the foremost South African manufacturers and contractors. She also represents some of the largest international equipment manufacturers active in South Africa. Coral is a regular visitor to the country's mines and has a lively interest in and knowledge of the continent's mining industry.



ENVIRONMENTAL CONTRIBUTOR

Dr. Terry I. Mudder will contribute on a regular basis with opinions and editorials on mining environmental issues. He is co-owner of Times Limited a consulting firm located in Sheridan, Wyoming, US. He was previously chief environmental engineer at the Homestake mine and later a partner with SRK Consulting. Terry holds a Ph.D. in environmental engineering. He has 24 years experience in investigation of various aspects of cyanide wastes. As a leading expert on cyanide in the world, he has co-authored many manuals, pamphlets, and books, including the CD, *the Cyanide Compendium*. Terry has been instrumental in developing and applying novel biological treatment processes for which he has received international awards and patents. He was technical advisor on *Mining Environmental Management*, when it was edited by John Chadwick, for nearly a decade. He co-created the cyanide information website located at www.cyantists.com. Dr. Mudder co-sponsored the Dr. Adrian Smith Award given to outstanding individuals for lifetime achievement in environmental stewardship in mining. He has served as technical advisor to industry, governments, and NGOs including the World Bank, the International Finance Corporation, and UNEP.



DESIGN/PRODUCTION

Trevor Sheldon designed the first issue of *IM*, back in 1983. He produced it every month and did all the creative work and brochures associated with that very popular magazine. Trevor also produced *Mining Magazine* for over ten years. He has, once again, worked closely with John and designed *International Mining* for the 21st century.



Angela O'Reilly has also worked on *World Mining*, *International Mining* and *Mining Magazine* in a career spanning some 25 years. She has attended more mining shows than most ladies in the business. Her most recent work has been on *World Tunnelling*, in a market in which advertisers have come to know her very well over many years.

Your advertising works best in IM because:

- Editorial environment - *Written by miners, for miners.*
- Worldwide circulation of over 12,500, reflecting the demographics of the mining world and defined by the industry
- IM's circulation will reflect the true scope of the industry, using as its base the 2,500 most significant hard rock mining operations worldwide, the world's coal mines, and the related mining contractors
- Penetration to the key personnel in global operations, and into mine development and exploration companies
- The most efficient distribution for the most effective advertising
- Samples of IM's circulation can be viewed and discussed with any member of the team - pick a mine, give us a call
- Circulation broken down into Exploration, Consulting/contracting/engineering, Mining, Processing, Metallurgy, Environment, Finance and Government sectors



IM has assembled the strongest possible, most experienced team around, lead by **David Lansdowne**, who has spearheaded the sales of *World Mining*, *International Mining* and *Mining Magazine* over the past 25 years.

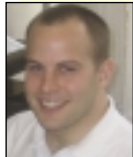


On the West Coast of North America, based in Portland, **Jim Olsen** has great mining experience having worked on the original *International Mining*, and subsequently *World Mining Equipment*. Jim is well known in mining circles in the northwestern US and British Columbia.

Another, with vast experience of the global industry is **George Roman**, publisher of *World Mining* in the 1980s. George is now based in Las Vegas. He has organised mining events around the world. George ran very successful events in China in the 1980s and then moved on to found the Mining Argentina and Mining Bolivia events with Editec. Up to joining *International Mining*, George has most recently been a key player at *E&MJ* and then at *WME*.



In Latin America, Editec, led by **Ricardo Cortés**, joins the team. Editec publishes *Minería Chilena*, which just celebrated its 25th anniversary with a 148-page issue. John and Ricardo worked together on *Latinomineria* and together launched MineAlliance.com, and in due course it is hoped that some of these projects can be revived. Ricardo and his people at Editec are hugely respected in Chile and have a great network throughout Latin America.



Experience is mixed with dynamic youth. Working closely with John, **Phil Playle** has been the most successful sales person in the international mining business in recent years. His recent efforts in the eastern US and Canada have born great fruit. He is also the key man in Europe.



Shigeru Kobayashi and his team at Japan Advertising Communications Inc, represent *International Mining* in Japan as they did in 1984, when the magazine was first launched as a sister publication to *Construction Industry International*. Shig has represented *E&MJ* in the region in recent years along with *International Construction*. He has therefore valuable knowledge of the Japanese heavy industry market.



Kevin Lapham is another who has worked closely with John over the past years, establishing a strong reputation in America's 'Mid West' where he will continue to serve the publication with great professionalism.



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IM Circulation

When establishing a magazine's circulation base, it is essential from the beginning that the magazine be seen by the widest possible audience. In the case of *International Mining*, this will allow potential readers to judge for themselves the real value of receiving this high quality publication every month. It also allows IM's circulation department to ensure that the readers are the decision makers and influencers that the advertisers wish to reach.

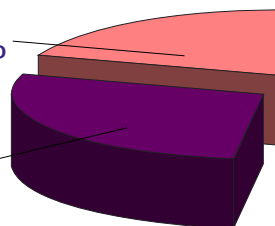
Some of the best-handcrafted things are expensive – like cars and furniture. But some handcrafted things are much cheaper. For the first time ever, IM brings meticulous hand crafting to a mining magazine's global circulation. John Chadwick, has built much of IM's circulation personally with a lot of help from the team to ensure that the circulation is the best ever put together. Together with John the team's experience is well over 150 years at the top of mining publishing. Many leading international suppliers have volunteered their customer lists. National mining institutions around the world and other valuable sources have been used to augment the team's work, assuring a 100% controlled distribution.

Circulation

Australasia	2,000
Africa	1,250
Asia	1,200
Europe (inc FSU)	2,200
North America	3,500
South America	2,600

South America 20%

North America 28%



Australasia 16%

Africa 10%

Asia 9%

Europe (inc FSU) 17%