

国际采矿概览

INTERNATIONAL-CHINA MINING REVIEW

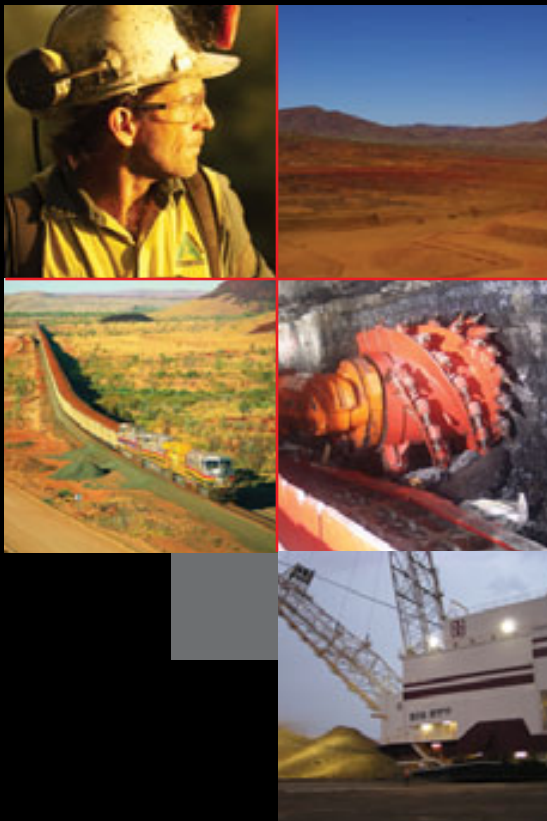
Published in association with the Chinese Coal Information Institute

Your best choice to reach China's mining leaders

When the world's leading mining publisher teams up with one of China's most respected research and publishing institutions the result is a magazine both advertisers and readers can trust.

Clear, concise writing on the latest technologies, equipment and trends in the global mining sector – with an emphasis on the region's most vibrant mining centre, Australia – provides decision makers in China's resources industry with a wealth of knowledge and information.

If you want to put your message in front of the people who make the buying decisions there is only one choice:
International-China Mining Review.



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DISTRIBUTION

4,500 copies of *International China Mining Review* will be distributed each edition with 4,000 copies sent as addressed, tracked mail to key decision makers in China. Tracked mail must be signed for by the recipient and can be audited.

500 copies will be distributed by Aspermont staff at China Coal and Mining Expo in Beijing on October 28 – 31, 2011.

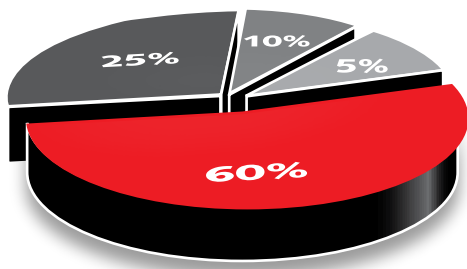
A LITTLE BIT ABOUT CCII

CCII was established in 1959 to undertake research and provide information for the Chinese coal industry. It is now under the State Administration of Work Safety. CCII is one of a few first-class, national publishing houses in China with the authority to publish and distribute material at a national level.

WHERE IT GOES

Coal Mines, gold mines, base metal mines, iron ore mines and quarries, all research institutes, universities and mine supply companies.

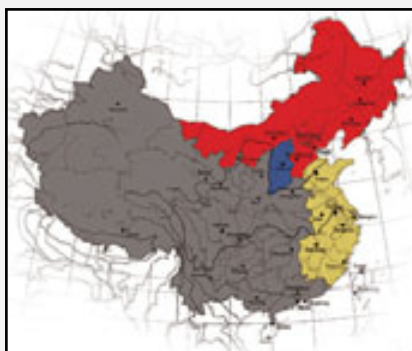
- 60% Mine master, general manager
- 25% General engineer
- 10% Supply and marketing manager
- 5% Technical manager



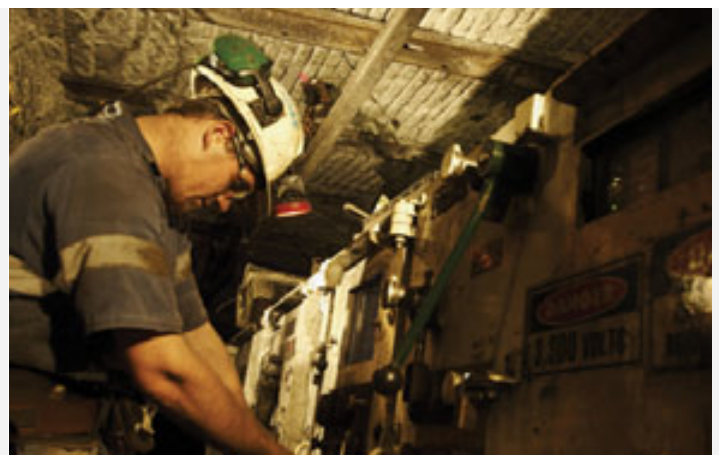
MORE ABOUT ASPERMONT

Aspermont is the world's leading print and internet publisher to the mining, oil & gas, construction and related sectors. The Company's products are sector leaders through quality content, understanding of the information demanded by readers, and the ability to put publications into the hands of the people targeted by advertisers.

With 120 staff at offices in Australia, the United Kingdom and the United States it currently publishes 14 magazines and 11 online news sites, including *Mining Journal*, *Australia's Mining Monthly*, *Mining Magazine*, *Australian Longwall Magazine*, *Coal USA Magazine*, *International Longwall News* and *MiningNews.net*.



- 35% North-China
- 31% Midwest-China
- 26% Shanxi Province
- 8% East-China



Issue date: 05/2011

国际 采矿 概 览

INTERNATIONAL-CHINA MINING REVIEW

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THE MAGAZINE

International-China Mining Review (ICMR) is written for a nationwide audience of senior business decision makers within China's burgeoning mining industry. With its incisive writing, global outlook and editorial independence, *ICMR* provides a vast range of knowledge and information that is not readily accessible.

Utilising the network of contacts developed over 50 years by the CCII, *ICMR* reaches every design institute and mining-focused university in the country – highly respected professional bodies which influence purchasing decisions right across the mining industry in China.

Specialist writers from the stable of publications that includes *Mining Journal*, *Australian Longwall*, *Australia's Mining Monthly* and *MiningNews.net* provide unique knowledge and in-depth understanding in reporting on developments in the global mining industry, with particular focus on Australia.

ICMR's format is fresh and appealing with information delivered in a clean, clear and uncluttered environment. The use of both Mandarin and English is designed to appeal to the next generation of business leaders who are increasingly comfortable operating on an international stage.

The quality stock on which *ICMR* is printed adds to the class and visual impact for advertisers and reduces the "see through" factor.

When it comes to choosing an advertising vehicle to reach senior business decision makers in China's mining industry there is only one magazine, *International-China Mining Review*.

WHY ADVERTISE

- Unparalleled access to the key business decision makers within China's mining industry
- Reach all the highly influential design institutes and mining related universities in China
- Quality you can trust – with accurate translation into Mandarin by CCII's team of experienced professionals
- CCII's 50 years of experience and insight into the issues that are important to Chinese business decision makers, coupled with Aspermont's global expertise, enables *ICMR* to report from the inside
- Strong focus on new technologies, new developments and new equipment
- Fresh, clean design and quality stock make your message stand out
- CCII will be the conduit for further inquiry on products and services advertised in *ICMR*. Advertisers will have the opportunity to provide further information – ask our sales representative about this
- Speak to your Austrade representative as you may be eligible to claim advertising costs through EMDG



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International-China Mining Review

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Rates 2011 AU\$

STANDARD FULL COLOUR

Size	Casual		Corporate	
	\$ pre GST	(incl GST)	\$ pre GST	(incl GST)
Profile	6,685.00	7,353.50	-	-
DP	8,095.00	8,904.50	6,995.00	7,694.50
FP	4,745.00	5,219.50	4,095.00	4,504.50
1/2 Page	3,445.00	3,789.50	2,995.00	3,294.50
1/3 Page	2,845.00	3,129.50	2,475.00	2,722.50
1/4 Page	2,365.00	2,601.50	2,095.00	2,304.50

Key Positions

- 20% loading applies to covers (IFC, IBC, BC)
- 15% loading applies up to page 15
- 10% loading applies to all other specified locations

Booking deadline: July 13, 2011

Material deadline (Aspermont artwork design): July 20, 2011

Material deadline (Final artwork): July 29, 2011

Corporate Rates

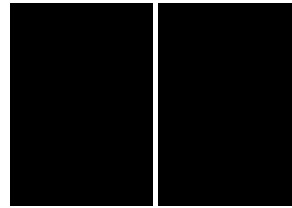
Corporate rates are available to clients who book two or more ads in the calendar year 2011.

BASIC TYPESETTING RATES

Size	\$ pre GST	\$ Casual (incl GST)
DP	495.00	544.50
FP	395.00	434.50
1/2 Page	195.00	214.50
1/3 Page	185.00	203.50
1/4 Page	165.00	181.50

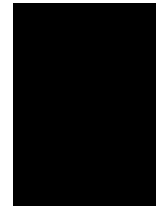
PLEASE NOTE: Typesetting rates do not include the cost of scans, photo manipulation or drawing requirements.

Artwork Size Specifications



Double Page (DP)

Trim Size: 297mm(d) x 420mm(w)
Bleed: 307mm(d) x 430mm(w)
Image Area: 270mm(d) x 384mm(w)
Safe Area: 285mm(d) x 408mm(w)



Full Page (FP)

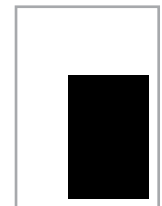
Trim Size: 297mm(d) x 210mm(w)
Bleed: 307mm(d) x 220mm(w)
Image Area: 270mm(d) x 182mm(w)
Safe Area: 285mm(d) x 198mm(w)



1/2 Page - Horizontal
124mm(d) x 182mm(w)



1/2 Page - Vertical
255mm(d) x 86mm(w)



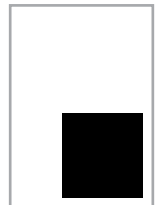
1/2 Page - Double Column
182mm(d) x 119mm(w)



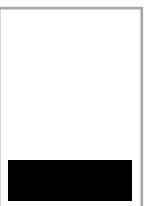
1/3 Page - Horizontal
80mm(d) x 182mm(w)



1/3 Page - Vertical
255mm(d) x 55mm(w)



1/3 Page - Double Column
124mm(d) x 119mm(w)



1/4 Page - Horizontal
60mm(d) x 182mm(w)



1/4 Page - Vertical
124mm(d) x 86mm(w)



1/4 Page - Double Column
92mm(d) x 119mm(w)

Cancellation Fees:

- A cancellation fee of 25% will apply if your print booking is cancelled 14 days or less before the scheduled booking deadline (refer note 1)
- A cancellation fee of 50% will apply if your print booking is cancelled after the nominated booking deadline and before the scheduled production deadline (refer note 1)
- A cancellation fee of 100% will apply if your print booking is cancelled after the scheduled production deadline (refer note 1)
- A cancellation fee of 25% will apply if your online booking is cancelled 30 days prior to the "go live" date (loading of ad) for the online advertising

For the Aspermont Full Terms & Conditions, please call your Aspermont Sales Executive.

Note 1 - All scheduled booking and production deadlines as supplied by your Aspermont Sales Executive. Please feel free to contact your representative for further information and clarification.

Issue date: 05/2011

PRINT ADVERTISING ARTWORK

INTERNATIONAL-CHINA MINING REVIEW is notch bind / perfect bind and printed using 4 colour process. PMS colours incur an extra cost.

MATERIAL REQUIREMENTS: Aspermont Limited uses a digital publishing work flow (CTP). Advertisers are to supply completed artwork in digital form, films will incur a \$100 charge. Advertisers will not incur any production charges for digital artwork supplied complete if the above specifications are met. Costs may apply to any material supplied outside the below specifications. All material is to be with the production department (Aspermont Limited, Production Department, 613-619 Wellington Street, Perth, WA 6000) by the material deadline. The material deadline is supplied on your booking confirmation sheet when the space reservation is made.

THE FOLLOWING FILE FORMATS CAN BE ACCEPTED: Quark Xpress 3.3 or 4.1, Photoshop, Illustrator, Pagemaker 6.0, Press Optimised CMYK PDF, InDesign, 300 DPI Tiff, EPS or JPEG. We cannot use as final artwork: PowerPoint, Word, Excel, Corel Draw, Publisher or any other software not on the list above. A colour proof (can be PDF) should be supplied with the digital artwork. Aspermont accepts no responsibility for colour reproduction where colour guides are not supplied.

<i>CMYK Working Space:</i>	Custom CMYK	Cover Stock	Body Stock
Ink Colours:		SWOP Coated	SWOP Coated
Dot Gain:		Standard 16%	Standard 11%
Separation Option:		UCR	UCR
Black Ink Limit:		85%	78%
Total Ink Limit:		330%	330%
Grey Dot Gain Limit:		20%	20%
Spot Dot Gain Limit:		20%	20%

COMPONENTS SUPPLIED FOR ADVERTISEMENT DESIGN:

TEXT: To be provided by the client in "text only" format, either on disk or via email.

IMAGES: To be provided as: Slides, transparencies, chemical photos for scanning or digital photos (TIFF, JPEG, RAW or EPS). Electronic scans and digital photos to be 300 DPI or better at 100% of the required size.

LOGOS: To be provided as: EPS, AI, PDF (vector) or (bitmap) JPEG, TIFF (to be 300DPI or more at 100% of the required size). Logos can be scanned from non textured paper only, your printer will have the electronic format if required.

DRAFT LAYOUT: If you would like our designers to follow a set layout, please provide one on fax or email.

PROOFING: A proof of your advertisement will be emailed or faxed for your approval before publication, if you supply the advertisement artwork via FTP, CD/DVD or if any work is carried out on the file by Aspermont Production.

FILM SEPARATIONS: (\$100 charge) for: Negatives, Right reading, Emulsion side down, 150 screen ruling.

PRINT ADVERTISING ARTWORK

STORAGE AND REPEAT ARTWORK

Aspermont will store digitally supplied material for a period of six months. Repeat ads may be arranged with the Advertising Production Coordinator by referencing the most recent appearance with Aspermont – magazine name and edition. However, it is preferable that artwork is re-supplied for each booking to ensure accuracy.

DISCLAIMER

While internal production processes may verify that material is within specifications the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs. Aspermont reserves the right to refuse any material that does not meet the artwork mechanical specifications or standards of the publication.

Basic typesetting is available on request, please refer to the rates page for production costs.

DIGITAL ARTWORK – COMPLETE:

- Supply on FTP, CD, DVD or via Email to adproduction@aspermont.com.
- Full or double page advertisements – keep copy within the safe area, including all texts, images and keycodes.
- Avoid fonts smaller than 6pt.
- Keep copy 3mm away from spine.
- Avoid line art less than 1pt.

PRE-PRESS ARTWORK CHECKLIST:

- Ensure overprints are discarded where applicable.
- Ensure all fonts are embedded.
- Ensure all images are in CMYK colour mode and are above 300 DPI resolution.
- Ensure colours are converted to CMYK.
- For further details contact the Advertising Production Coordinator.

FOR FURTHER ADVERTISING DETAILS CONTACT:

T: +61 8 6263 9100
E: advertising@aspermont.com
W: www.internationalchinaminingreview.com