

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Route One Americas Inc.
10691 North Kendall Drive
Suite 309
Miami, FL 33176
Tel. No.: 305-668-4999
Fax No.: 305-668-7774
www.Route1Americas.com
Info@Route1Americas.com

MINERIA PAN-AMERICANA has been serving the Latin American mining industry for over 30 years. Editorially it provides high quality content aimed at all facets of the mining industry, reports widely from mine sites in Latin America, and showcases new technologies that are being introduced for the Latin American market. Each issue includes a country report. Mineria Pan Americana also reports from mines on other continents where new technologies are being put into practice, and reports from all major mining equipment shows.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

MINERIA PAN-AMERICANA is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

FIELD SERVED

MINERIA PAN-AMERICANA serves Mineral Producers/Manufacturers with Minerals; Metallic & Non-Metallic Mining; Coal Mining; All Other Mining; Mining & Mineral Processing Consulting and Construction Engineers; Government Owned & Operated Mines; Government Departments Divisions, Government Installations, Government Employees in countries where mining operations are not government owned & operated; Research Firms Institutions & Individuals, Universities, Colleges, Engineering & Technical Schools, Instructors & Students; Financial Interests; Manufacturers of Machinery Equipment & Supplies, Metal Processors, Fabricators, Concrete, Lime & Cement; Distributors, Dealers, Exporters, Importers & Manufacturers Agents in Machinery, Equipment & Supplies; Equipment Rental & Leasing, Engineers, Architects, and Surveying, and Other Allied to the Field as reported in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are professional titled and non titled working in the field served.

CHANNELS



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
MINERIA PAN-AMERICANA PRINT AND DIGITAL MAGAZINE Unique Total* (2 issues in the period)	8,162	-	8,162
a. Print	4,691	-	4,691
b. Digital	4,393	-	4,393

(See Paragraph 3b for Source)

*Unique Total represents unique recipients, not the sum of Print and Digital

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	162
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	162

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,137	99.7	8,137	99.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	25	0.3	25	0.3	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,162	100.0	8,162	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Unique Total Qualified*
March	-	6,943	6,943
June	9,380	1,843	9,380

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021
This issue is 35.1% or 2,437 copies above the other issue reported in Paragraph 2. (See Additional Data)

Business & Industry*	Unique Total Qualified**	Percent of Total	Print	Digital
1. Mineral Producers/Manufacturers with Minerals, Metallic & Non-Metallic Mining, Coal Mining, All Other Mining, Mining & Mineral Processing Consulting and Construction Engineers, Government Owned & Operated Mines, Government Departments Divisions, Government Installations, Government Employees in Countries Where Mining Operations are not Government Owned & Operated, Research Firms Institutions & Individuals, Universities, Colleges, Engineering & Technical Schools, Instructors & Students, Financial Interests, Manufacturers of Machinery Equipment & Supplies, Metal Processors, Fabricators, Concrete, Lime & Cement, Distributors, Dealers, Exporters, Importers & Manufacturers Agents in Machinery, Equipment & Supplies, Equipment Rental & Leasing, Engineers, Architects, and Surveying	9,142	97.5	9,142	1,675
2. Others Allied to the Field	238	2.5	238	168
UNIQUE TOTAL QUALIFIED CIRCULATION**	9,380	100.0	9,380	1,843
PERCENT	100.0		100.0	19.6

*Qualified recipients are professional titled and non-titled working in the field served.

**Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

Qualification Source	Qualified Within				Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	4 Years				
I. Direct Request:	280	732	952	508	2,472	1,843	2,472	26.4
II. Request from recipient's company:	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	6,908	-	-	N/A	6,908	-	6,908	73.6
Association rosters and directories	-	-	-	N/A	-	-	-	-
Business directories	-	-	-	N/A	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	N/A	-	-	-	-
**Other sources	6,908	-	-	N/A	6,908	-	6,908	73.6
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	7,188	732	952	508	9,380	1,843	9,380	100.0
PERCENT	76.6	7.8	10.2	5.4	100.0	19.6	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA has granted an exception permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	9,308	1,824	9,308	99.3
Individuals by name only	22	19	22	0.2
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	50	-	50	0.5
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	9,380	1,843	9,380	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*	January – June 2021*
Unique Total Audit Average Qualified:***	10,419	10,608	10,620	9,146	9,376	8,162
Unique Qualified Non-Paid Total:***	10,419	10,608	10,620	9,146	9,376	8,162
Print:	10,419	9,583	9,611	7,156	7,754	4,691
Digital:	950	1,483	1,534	3,037	2,584	4,393
Unique Qualified Paid Total:***	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2020 – June 2021 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

Region Country	Print	Digital	Unique Total Qualified*	Percent
ASIA				
China	2	2	2	
Subtotal	2	2	2	-
EUROPE				
Czech Republic	1	1	1	
France	1	1	1	
Germany	2	1	2	
Italy	2	1	2	
Netherlands	1	-	1	
Poland	1	1	1	
Portugal	2	2	2	
Spain	20	12	20	
United Kingdom	4	3	4	
Subtotal	34	22	34	0.4
NORTH AMERICA				
Canada	7	6	7	
Mexico	1,036	139	1,036	
United States	98	47	98	
Subtotal	1,141	192	1,141	12.2
CARIBBEAN				
Cuba	62	32	62	
Dominican Republic	84	6	84	
Puerto Rico	7	4	7	
Subtotal	153	42	153	1.6
CENTRAL AMERICA				
Costa Rica	95	10	95	
El Salvador	50	10	50	
Guatemala	70	14	70	
Honduras	35	10	35	
Nicaragua	57	6	57	
Panama	65	23	65	
Subtotal	372	73	372	4.0
SOUTH AMERICA				
Argentina	1,020	163	1,020	
Bolivia	200	21	200	
Brazil	764	70	764	
Chile	2,026	230	2,026	
Colombia	1,789	466	1,789	
Ecuador	257	111	257	
Paraguay	81	14	81	
Peru	1,203	371	1,203	
Uruguay	147	24	147	
Venezuela	188	41	188	
Subtotal	7,675	1,511	7,675	81.8
ASIA PACIFIC				
Australia	3	1	3	
Subtotal	3	1	3	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	9,380	1,843	9,380	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3a:

The June 2021 issue is 35.1% or 2,437 copies above the other issue reported in Paragraph 2.

PARAGRAPH 3b:

Other Sources include 1 source of circulation for quantity of 6,908 or 73.6%, including Dun & Bradstreet.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Roger Adshead, Publisher

Charmaine Douglas, Data/Database Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

September 16, 2021

Country

United Kingdom

City

London

Received by BPA Worldwide

September 16, 2021

Type

BJ

ID Number

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA+Compli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

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