

# MINERÍA

## PAN-AMERICANA



**BUILDING ON A LEGACY:  
OVER 30 YEARS AS THE  
MARKET LEADER**



# MEDIA KIT 2024

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PRINT | DIGITAL | WEBSITE | eNEWSLETTERS

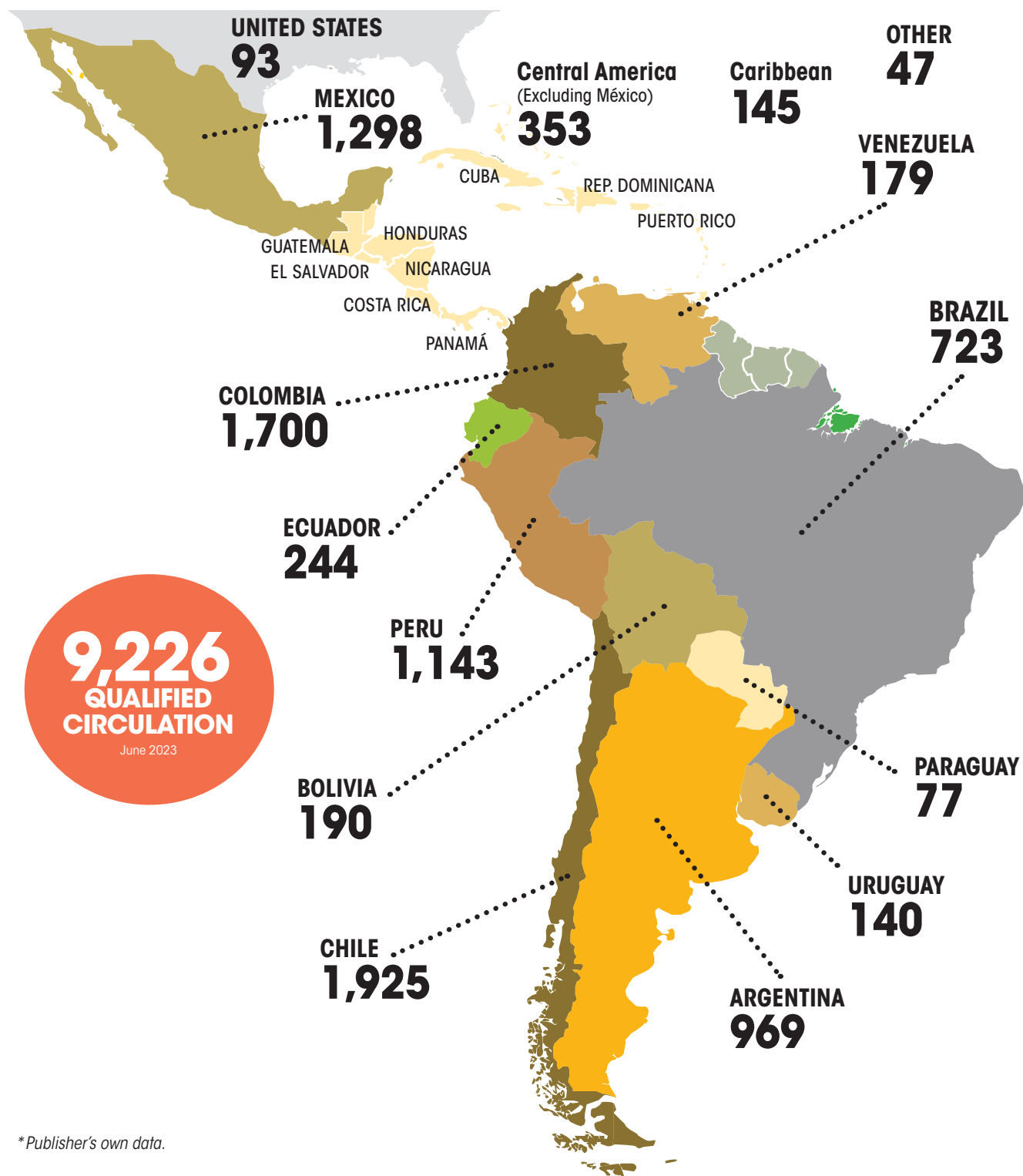


# 2024 MEDIA KIT

PRINT | DIGITAL | WEBSITE | eNEWSLETTERS

## CIRCULATION BY COUNTRY\*

Mineria Pan-Americana, is the only Spanish language mining publication serving Latin America providing advertisers exposure in both print and digital versions.








\*Publisher's own data.

# 2024 MEDIA KIT

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## EDITORIAL PROGRAM 2024

ALL ISSUES	Q1	Q2	Q3	Q4
News	●	●	●	●
Technology	●	●	●	●
Business Features	●	●	●	●
Interviews / Round Table	●	●	●	●
Key Minesite Report	●	●	●	●
Equipment File / New Models	●	●	●	●
Site Reports	●	●	●	●
IN THIS EDITION	Special Underground Drilling Technology; Special Technology machinery for tunnels	Special Technical Material processing (crushing and grinding); Technologies and new developments in tailings	Special Technical Mining Simulators; Special Blasting and Drilling Technology	Special Technical valves, pumps and piping; Special Technical Extraction Trucks
COUNTRY REPORT	CHILE AND ARGENTINA	BRAZIL	MEXICO	PERU AND ECUADOR
Technology and Software			●	
Cybersecurity			●	
Crushing and Screening Equipment	●			
Pumps & Wastewater Treatment	●			
Conveying and Truck Haulage		●		●
Climate Change				●
Conveyor belts and supplies		●		
Equipment Innovation		●		
Engineering and Technologies in Explosives		●		
Blasting		●		
Heavy Equipment and Transport		●		
Tunneling Fortification and Equipment	●			
Technologies in tires (recycling, developments)			●	
Underground mining	●		●	
Communication & Maintenance			●	
Material processing		●		●
Fortification and ventilation	●			●
Surface mining		●		●
Specialized Trucks and Shovels	●			
Dust control in mining				●
Demolition and hammers	●			●
Shovel Technology		●		●
Safety Equipment		●		●
Automation and teleoperated equipment			●	
Parts and Consumables			●	
Pumps and Valves			●	
Mine Planning & Logistics			●	
SPECIAL ISSUES	 Sao Paulo, Brasil, April 23-26, 2024  Antofagasta, Chile, June 3-6, 2024	 Antofagasta, Chile, June 3-6, 2024  Las Vegas, NV, USA, June 2024	 Las Vegas, NV, USA, September 2024	 Pre-SHOW issue 2025



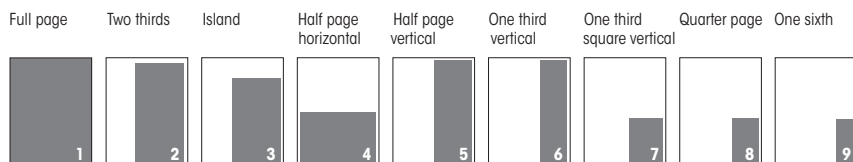
# 2024 MEDIA KIT

PRINT | DIGITAL | WEBSITE | eNEWSLETTERS

2023  
RATES WILL BE  
HONORED FOR  
ALL 2024 ORDERS  
RECEIVED BEFORE  
DECEMBER 31,  
2023

## PRINT & DIGITAL RATES: (US\$)

All advertisement material is due on the 1st, prior to publication month. For print advertisement dimensions, please view the separate technical information sheet.



### PRINT RATES: (Rates in US\$)

	1x	2x	4x
<b>Full page</b>	<b>\$4,285</b>	<b>\$4,180</b>	<b>\$3,971</b>
Two thirds	\$3,685	\$3,597	\$3,427
Island	\$3,278	\$3,201	\$3,069
Half page hrz/vert	\$3,091	\$3,020	\$2,893
One third sq/vert.	\$2,783	\$2,728	\$2,618
Quarter page	\$2,508	\$2,459	\$2,360
One sixth	\$2,382	\$2,343	\$2,261

### DIGITAL RATES: (Rates in US\$)

	1x	2x	4x
<b>Full page</b>	<b>\$2,354</b>	<b>\$2,299</b>	<b>\$2,184</b>
Two thirds	\$2,027	\$1,978	\$1,885
Island	\$1,803	\$1,760	\$1,688
Half page hrz/vert	\$1,700	\$1,661	\$1,591
One third sq/vert.	\$1,531	\$1,500	\$1,440
Quarter page	\$1,379	\$1,352	\$1,298
One sixth	\$1,310	\$1,289	\$1,261

**SPONSORED PROJECT REPORT:** Supplement published within Minería Pan-Americana; Advertiser provided with a print ready PDF.

	1x
8-page self-covered report, includes a Full-page advertisement	\$9,000
6-page self-covered report, includes a Full-page advertisement	\$4,995
4-page self-covered report, includes a Full-page advertisement	\$3,495

### OTHER SIZES (NET): (Net rates not subject to any discounts)

Professional Card, Black & White	(3.375" X 2")	\$330
Professional Card, Color	(3.375" X 2")	\$440
Dealer Listing, Black & White	(1/3 page)	\$1,364

### WANT TO TARGET PARTICULAR COUNTRIES ONLY?

Bound 2-sided inserts on cover-weight paper stock now available by country. Rate \$1 per copy, including print and paper.

### OTHER CHARGES:

Guaranteed Positions +10%

### Special services

#### Translation:

Translation of advertising material from English to Spanish is done free of charge for all advertisements. Any other translations including literature, catalogs or websites may be quoted upon request. Text or ads for translations, material instructions, questions or concerns can be submitted directly to the Production Department at [ads@route1americas.com](mailto:ads@route1americas.com)

#### Design & production:

Production of ad material, typesetting, layout or retouching may be quoted upon request.

**Inserts & reprints:** Want to reach a specific segment of our audience? Ask us about our special services. Gatefolds, bookmarks, tipping, reprints and other promotional material and inserts may be quoted upon request.

### Terms of payment:

All billings are due and payable 30 days from the date of the invoice, and both the advertiser and its agency are jointly liable for the payment of the invoice.

Publisher will treat all position stipulations on insertion orders as requests only and cannot be guaranteed.

The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the insertion.

#### Agency commission:

15% commission is given to recognized advertising agencies only. Commission is not granted on reprints, production charges, etc. and will not be given to accounts that are 45 days past due.

#### Cancellations:

Insertion order cancellations or changes to ad material must be submitted in writing four weeks prior to closing date. An incomplete schedule will be subject to a short-rate computed at the earned rate.

## DIGITAL ISSUES

[www.Mineria-PA.com](http://www.Mineria-PA.com) and ads are linked to individual company websites giving subscribers immediate access to the advertiser's homepage via our user-friendly and searchable flip-book application.

**Total digital issue pageview: 65,579**





# 2024 MEDIA KIT

PRINT | DIGITAL | WEBSITE | eNEWSLETTERS

## WEBSITE SPONSORED CONTENT

THREE ways to put your DIGITAL CONTENT in front of our fully qualified Latin American audience



### 1 Focus Feature

The 'Focus Feature' allows you to place up to 1000 words of content plus two images above the fold on the Mineria-pa.com homepage. PLUS, two banner ads to run for a period of one month.

**Outstanding value at just US\$2,145**

### 2 Premium Feature

Limited to just one per month, this allows you to place up to 1500 words of content plus an extra-large image (plus two others) above the fold on the Mineria-pa.com homepage. PLUS, two banner ads to run for a period of one month.

**Top billing for just US\$3,025**

### 3 eNewsletter Boost

Why not increase your Focus or Premium feature exposure by sending a link of your feature to our dedicated opt-in eNewsletter audience for an additional **US\$1,090**

## WEBSITE SPONSORED CONTENT

*Sponsored content is an effective way to reach your online audience and grow your business*

In a highly competitive industry, Media platforms can provide the tools needed to increase brand awareness with your customers and assist in generating new leads by engaging with industry professionals.

Mineria-pa.com is a fully-functional responsive website that will allow our content and your marketing to be delivered in the optimum way to the readers.



## DIGITAL SPONSORED CONTENT

Rates: (US\$)

### 1 Focus Feature. Cost Per Month - US\$2,145

**Included in the focus feature package...**

- Featured image to appear on the homepage. *Followed by the title and a few lines of text.*
- 1000 words or less. *We suggest the article includes a photo for every 500 words of text.*
- Two Banner Ads. *ROS Leaderboard Banner and Side Button Banner.*
- Video or download sheet embedded within the article.
- Readers will have the option to send Mineria PA questions or comments (via an eMail link) which will then be forwarded to you.

### 2 Premium Feature. Cost Per Month - US\$3,025

**Included in the premium feature package...**

- Featured image to appear on the homepage. *Followed by the title and a few lines of text.*
- 1500 words or less. *We suggest the article includes a photo for every 500 words of text.*
- Two Banner Ads. *ROS Leaderboard Banner and Side Button Banner.*
- Video or download sheet embedded within the article.
- Readers will have the option to send Mineria PA questions or comments (via an eMail link) which will then be forwarded to you.

### 3 eNewsletter Boost. Cost Per Month - US\$1,090

Enhance your feature by sharing it with thousands of business professionals via our bi-weekly eNewsletter(s). Reserve your space and include a link of your feature with an image on a Mineria PA eNewsletter.

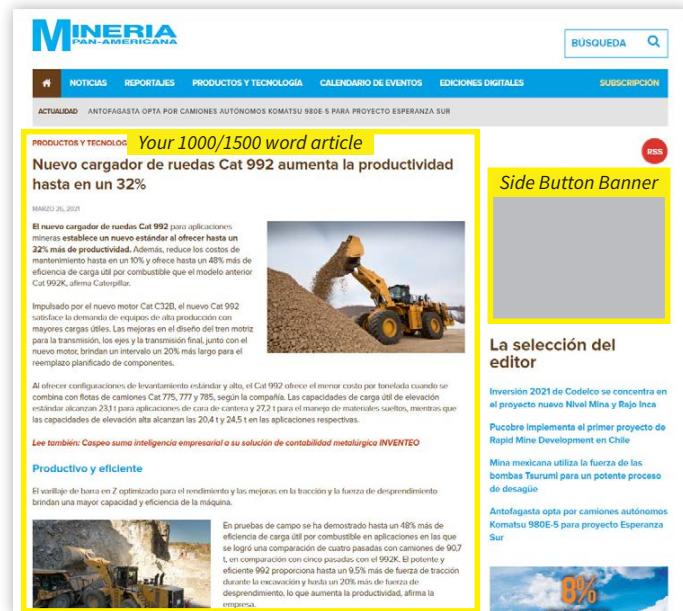
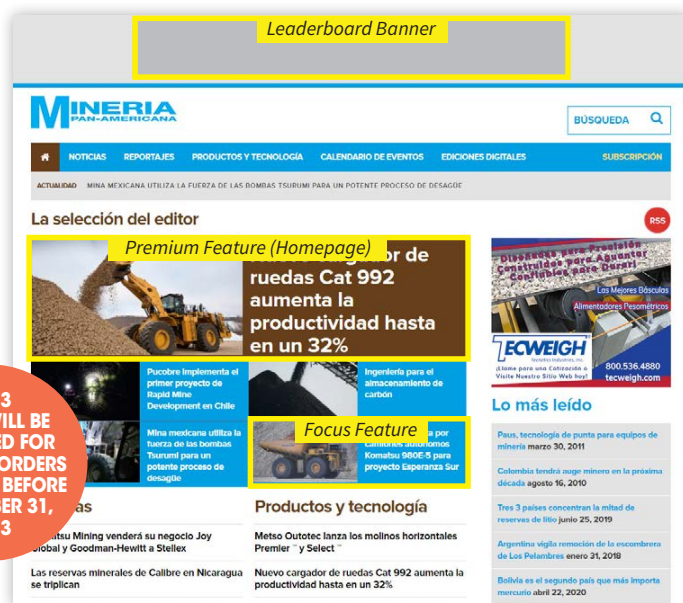
#### Specifications:

- Leaderboard Banner. 728x90 (Desktop Size) 320x100 (Responsive Size)
- Side Button Banner. 300x250 (Desktop Size) 200x200 (Responsive Size)
- Our recommended file types are Gif animated or static JPG/PNG and HTML5 with a maximum of 15 file requests for initial file load to ensure as little adverse effect on page load performance. Please see the IAB guidelines
- Our software cannot track any hard-coded URLs
- File size must not exceed a maximum file size of 200kb
- All files to be sent to Ads@Route1Americas.com

#### Terms:

- All sponsored content will appear on the homepage for one month before transferring to the appropriate product category of the website
- Digital programs must be paid prior to campaign start date

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# 2024 MEDIA KIT

PRINT | DIGITAL | WEBSITE | eNEWSLETTERS

## WEBSITE MARKETING

Bringing you the very latest in website functionality with the most up-to-date content available to the Latin American mining industry.

Mineria-PA.com is a fully- functional responsive website that will allow our content and your marketing to be delivered in the optimum way to the readers.

All sizes are width x height in pixels

Net rate US\$ (per month)

Position	Desktop size	Responsive size	1x	6x	12x
A	728 x 90	320 x 100	\$1,540	\$1,430	\$1,210
B	728 x 90	320 x 100	\$1,210	\$1,100	\$880
C	728 x 210	320 x 210	\$1,540	\$1,430	\$1,210
D	300 x 250	200 x 200	\$1,150	\$1,067	\$880
E	300 x 600	200 x 400	\$1,540	\$1,430	\$1,210
F*	300 x 250	200 x 200	\$715	\$655	\$550
Feature*	728 x 90	320 x 100	\$715	\$655	\$550

\* All banners except F (Home Page) and Features are run of site on all editorial pages. (Maximum 3 companies per position)

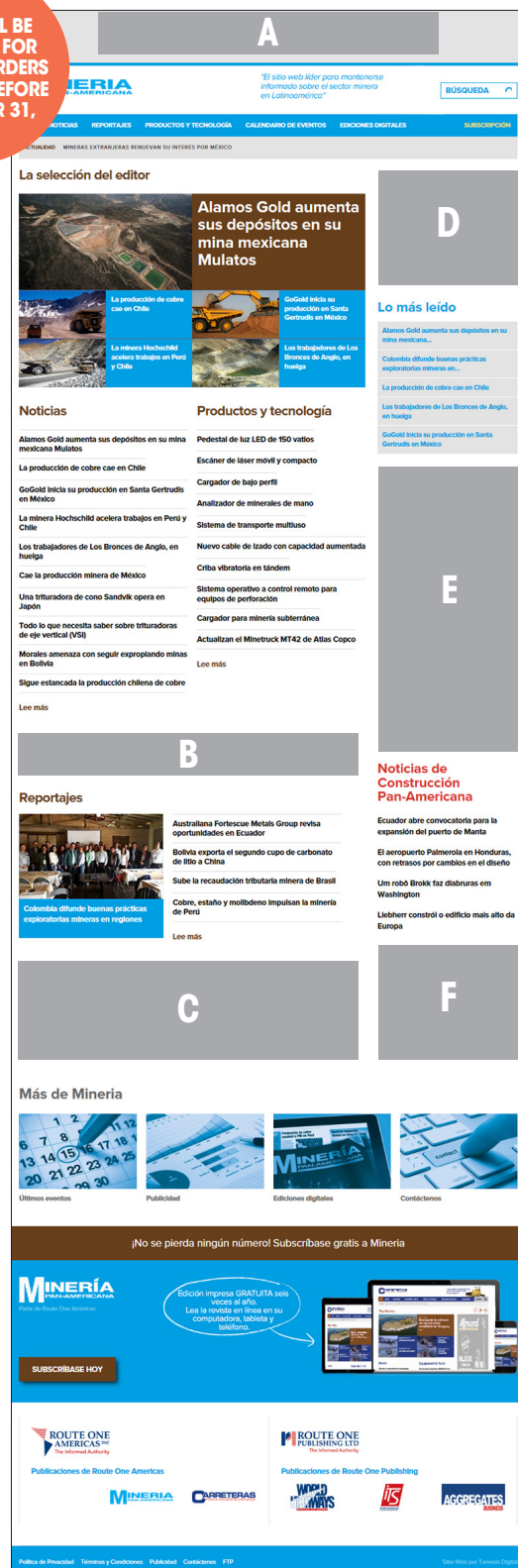
### File Type:

- Our recommended file types are Gif animated or static JPG/PNG and HTML5 with a maximum of 15 file requests for initial file load to ensure as little adverse effect on page load performance. Please see the iab guidelines
- Our software cannot track any hard-coded URLs
- File size must not exceed a maximum file size of 200kb
- All files to be sent to [Ads@Route1Americas.com](mailto:Ads@Route1Americas.com)

### Terms:

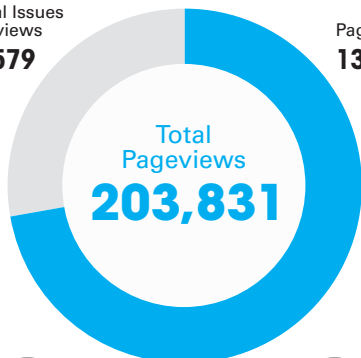
- Digital programs must be paid prior to campaign start date

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2023



Digital Issues  
pageviews  
**65,579**

Pageviews  
**138,258**



## WEBSITE PAGEVIEW REPORT

Analytics report for Mineria Pan-Americana.  
From October 1st, 2022 to September 30th, 2023

**103,493**

Total  
Sessions

**89,270**

Total  
Users



# 2024 MEDIA KIT

PRINT | DIGITAL | WEBSITE | eNEWSLETTERS

## eNEWSLETTER

eMail marketing with many different price breaks and marketing opportunities.

The new eNewsletter has been designed to allow the content to be visible on all devices in an easy-to-read format.

- Content specially chosen for the Latin American mining industry
- Direct to over 6,523\* business professionals
- Direct link to the website page of your choice
- Bi-weekly eNewsletter with various levels of sponsorship
- All eNewsletters are published in Spanish

All sizes are width x height in pixels

### eNEWSLETTER BANNERS

Position	Size	Net rate US\$
<b>A</b> Horizontal	728 x 90	\$385
<b>B</b> Vertical skyscraper	160 x 600	\$550
<b>C</b> Button	160 x 150	\$363
<b>D</b> Button	160 x 150	\$363

### EXCLUSIVE SPONSORSHIP

Position	Size	Net rate US\$
<b>A</b> Horizontal	728 x 90	
<b>B</b> Vertical skyscraper	160 x 600	\$1,243

Sponsors will be given exclusive rights to position **A** and **B**

### EXCLUSIVE SPONSORSHIP & ADVERTORIAL

Position	Size	Net rate US\$
<b>A</b> Horizontal	728 x 90	
<b>B</b> Vertical skyscraper	160 x 600	\$1,975

Sponsors will be given exclusive rights to position **A** and **B** and advertorial content which will be labelled as such.

Articles will also be hosted indefinitely on **Mineria-PA.com**

#### File Type:

- Static GIF/JPEG 72 dpi web optimized
- All files to be sent to **Ads@Route1Americas.com**

#### Terms:

- Digital programs must be paid prior to campaign start date

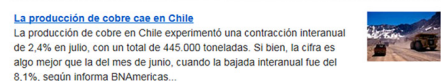
¿Problemas viendo este sitio web? Haga clic.



Compartir en:

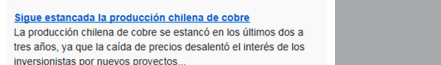
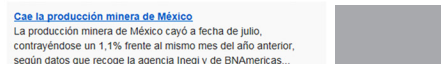


Noticias Suscripción Reportajes Ediciones Digitales



**A**

#### TITULARES DESTACADOS...



#### Calendario de Eventos:



eNewsletter Distribution  
**6,523\***

**B**

**C**

**D**

\* Publishers own data



# 2024 MEDIA KIT

PRINT | DIGITAL | WEBSITE | eNEWSLETTERS

## TECHNICAL INFORMATION

We are here to help. If you require any technical assistance for supplying artwork for any of our publications, please don't hesitate to contact us at **Ads@Route1Americas.com**.

### Advertisement Specifications

PDF files MUST be created to these specifications:

- Composite CMYK PDF as single pages - V1.3 PDF/X-1a:2001
- They must contain a Trim Box set to the trim size of the publication
- All fonts must be embedded
- Combined ink density should not exceed 300%

Please visit: [www.pass4press.com](http://www.pass4press.com) for exact specifications and detailed

information on how to create compliant PDF files.

### Supplying Files

Send Files via email to:

[Ads@Route1Americas.com](mailto:Ads@Route1Americas.com).

*We make every effort to accurately publish advertisements, however if a proof is not supplied or you are unable to adhere to the PDF specifications we cannot accept responsibility for any errors or omissions that may result.*



OPTION	DESCRIPTION	FILE FORMAT	AD DIMENSIONS INCHES (width x depth)	AD DIMENSIONS CM (width x depth)	
ADVERTISEMENT SPECIFICATIONS					
1	Double page spread (DPS)	V1.3, PDF/X-1a:2001	Double page spread (DPS) adverts should be supplied as two separate full page PDFs		
2	Half page spread: Please supply a half page spread as 2 separate half pages.	V1.3, PDF/X-1a:2001	Bleed: 17 x 5.75 Trim: 16.75 x 5.5 Type Area: 15.94 x 4.69	Bleed: 43.145 x 14.57 Trim: 42.545 x 13.97 Type Area: 40.545 x 11.97	
3	Full page	V1.3, PDF/X-1a:2001	Bleed: 8.5 x 11 Trim: 8.25 x 10.75 Type Area: 7.7 x 10.5	Bleed: 21.59 x 27.94 Trim: 20.955 x 27.305 Type Area: 19.685 x 26.67	
4	Two thirds (Vertical)	V1.3, PDF/X-1a:2001	Trim: 4.7 x 9.75	Trim: 11.938 x 24.765	
5	Island	V1.3, PDF/X-1a:2001	Trim: 4.7 x 6.75	Trim: 11.938 x 17.145	
6	Half page (Horizontal)	V1.3, PDF/X-1a:2001	Trim: 7.15 x 4.75	Trim: 18.161 x 12.065	
7	Half page (Vertical)	V1.3, PDF/X-1a:2001	Trim: 3.5 x 9.75	Trim: 8.89 x 24.765	
8	One third (Vertical)	V1.3, PDF/X-1a:2001	Trim: 2.25 x 9.75	Trim: 5.715 x 24.765	
9	One third (Square)	V1.3, PDF/X-1a:2001	Trim: 4.7 x 4.75	Trim: 11.938 x 12.065	
10	Quarter page	V1.3, PDF/X-1a:2001	Trim: 3.48 x 4.75	Trim: 8.8392 x 12.065	
11	One sixth	V1.3, PDF/X-1a:2001	Trim: 2.25 x 4.75	Trim: 5.715 x 12.065	
WEB BANNERS			DESKTOP SIZE (width x depth)	RESPONSIVE SIZE (width x depth)	
A		Jpg / PNG / GIF / HTML 5	728 x 90 pixels	320 x 100 pixels	
B		Jpg / PNG / GIF / HTML 5	728 x 90 pixels	320 x 100 pixels	
C		Jpg / PNG / GIF / HTML 5	728 x 210 pixels	320 x 210 pixels	
D		Jpg / PNG / GIF / HTML 5	300 x 250 pixels	200 x 200 pixels	
E		Jpg / PNG / GIF / HTML 5	300 x 600 pixels	200 x 400 pixels	
F		Jpg / PNG / GIF / HTML 5	300 x 250 pixels	200 x 200 pixels	
Feature		Jpg / PNG / GIF / HTML 5	728 x 90 pixels	320 x 100 pixels	
eNEWSLETTER BANNERS			*Our recommended file types are Gif Animated or static JPG/PNG and HTML5 with a maximum of 15 file requests for initial file load to ensure as little adverse effect on page load performance. Please see the iab guidelines. File size must not exceed a maximum file size of 200kb		
A	Horizontal	Jpg / PNG / GIF / HTML 5			728 x 90 pixels
B	Vertical skyscraper	Jpg / PNG / GIF / HTML 5			160 x 600 pixels
C	Button	Jpg / PNG / GIF / HTML 5			160 x 150 pixels
D	Button	Jpg / PNG / GIF / HTML 5			160 x 150 pixels



# 2024 MEDIA KIT

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## CONTACTS

### GENERAL SALES ENQUIRIES, SPANISH-SPEAKING LATIN AMERICA, CANADA & US (EXCLUDING MIDWEST)

#### Teresa Downing

Tel: +1 305 668 4999

Cell: +1 305 807 3319

Fax: +44 1322 788063

Email: tdowning@Route1Americas.com

### DIRECTOR ACCOUNT MANAGEMENT & AUSTRALASIA

#### Roger Adshead

Cell: +44 7768 178 163

Email: radshead@Route1Americas.com

### MIDWEST UNITED STATES

#### Hooper R. Jones

Tel: +1 847 486 1021

Cell: +1 847 903 1853

Email: hooperhja@aol.com

### SOUTHERN EUROPE EXCLUDING ITALY

#### Graeme McQueen

Tel: +44 1322 612069

Cell: +44 7833 445592

Email: gmcqueen@ropl.com

### ITALY

#### Monica Colleoni

Tel: +39 348 3111 451

Email: colleonim@gmail.com

### NORTHERN EUROPE, US KEY ACCOUNTS, SOUTH AFRICA

#### Philip Woodgate

Tel: +44 1322 612067

Cell: +44 7795 951373

Email: pwoodgate@ropl.com

### CHINA

#### Cathy Yao

Tel: +86 10 6553 6676

Cell: +86 13910 755681

Email: cathy.yao@khl.com

### DIRECTOR/GENERAL MANAGER

#### James Howard

Tel: +44 1322 612070

Cell: +44 7968 395042

Email: jhoward@Route1Americas.com

### PRODUCTION

Email: Ads@Route1Americas.com



21001 Pines Blvd.

Unit #297153

Pembroke Pines, FL 33029

USA

TEL: +1 305 668 4999

FAX: +44 1322 788063

EMAIL: Info@Route1Americas.com

WEBSITE: www.Route1Americas.com