

# Mining Weekly



*Mining Weekly is South Africa's premier source of weekly news on mining developments in Africa's most important industry. Mining Weekly provides in-depth coverage of mining projects & the personalities reshaping the mining industry. The publication is an essential source of information for those involved in the mining sector.*

*Each week, **10 271** copies are circulated and read by **66 761** readers (ABC figure of April to June 2018)*

## **Reader Profile**

*Mining Weekly conducted a reader survey of its readers during June 2018 to establish an accurate readership profile & to develop an accurate outline of its readers' interests & expectations.*

## **Target Audience**

*Industrial & mine management as well as key decision makers in the public & private sectors.*

# Total Readership

*Mining Weekly* has a total readership of **109 074** people per week.



The *Mining Weekly* print magazine is read by **66 761** people per week – calculated based on a pass-on readership of 6.5 readers per copy.

*MiningWeekly.com* is read by **49 779** people per week.

A combination of print & online advertising gives advertisers the widest reach & the biggest impact. This is because 85% of *MiningWeekly.com*'s online readers do not read the *Mining Weekly* print magazine. Therefore, the optimal marketing solution requires a combination of print & online advertising with *Mining Weekly*. Advertising with both the print & online versions of *Mining Weekly* will ensure a much wider reach than what can be achieved by restricting a company's marketing efforts to a single medium.

# Geographical Reach

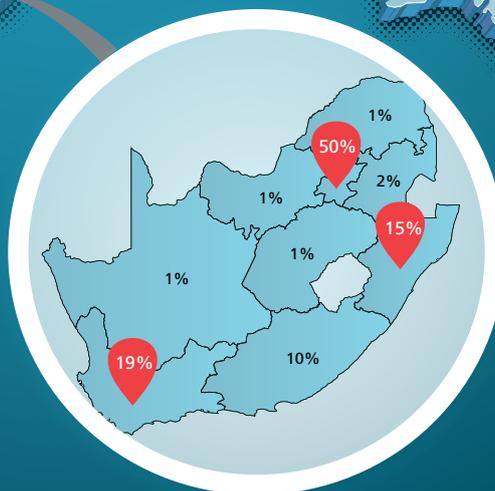
While being mainly concentrated in Gauteng, *Mining Weekly* readers are spread throughout South Africa. *Mining Weekly* has over 4 182 weekly readers outside of South Africa. The foreign readers are spread throughout various countries, including:

## Africa

- Botswana
- Congo
- DRC
- Ghana
- Kenya
- Malawi
- Mauritania
- Mauritius
- Namibia
- Nigeria
- Rwanda
- Swaziland
- Tanzania
- Uganda
- Zambia
- Zimbabwe

## Rest of the World

- Australia
- Belgium
- Canada
- Chile
- China
- France
- Germany
- Greece
- Hong Kong
- India
- Japan
- Korea
- Lesotho
- Netherlands
- Peru
- Qatar
- United Arab Emirates
- United Kingdom
- United States



# Demographics

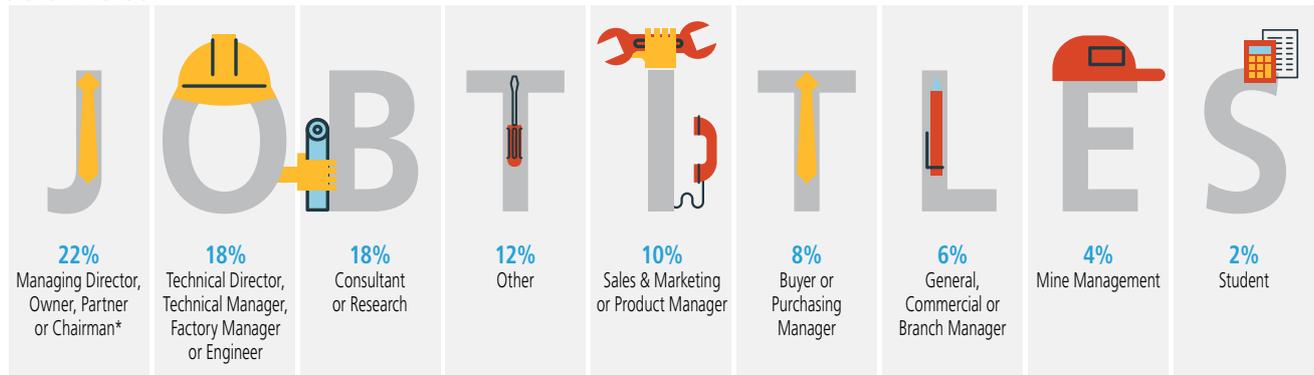
46% of readers are interested in further study opportunities.

## Age Group



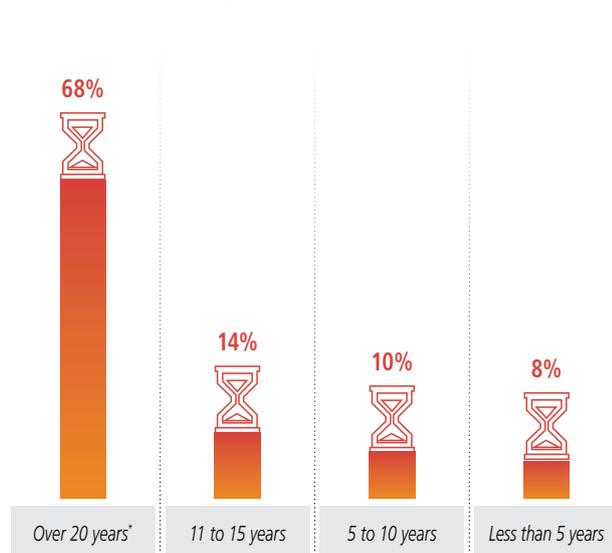
\*\*Note that over 800 students receive the weekly magazines, but did not respond to the survey.

## Job Titles



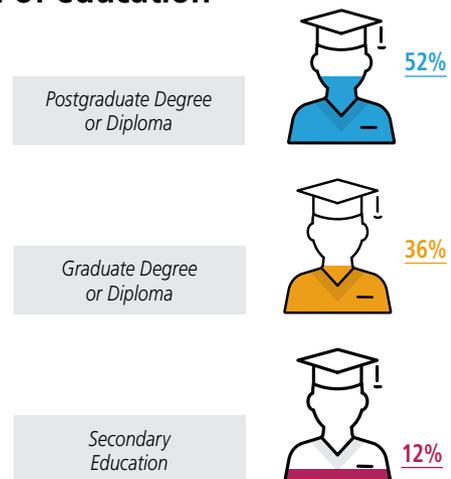
Mining Weekly readers are decision-makers in all sectors of the real economy – with procurement authority.

## Experience in particular field



\*68% of Mining Weekly readers have over 15 years of experience in their particular field.

## Level of education



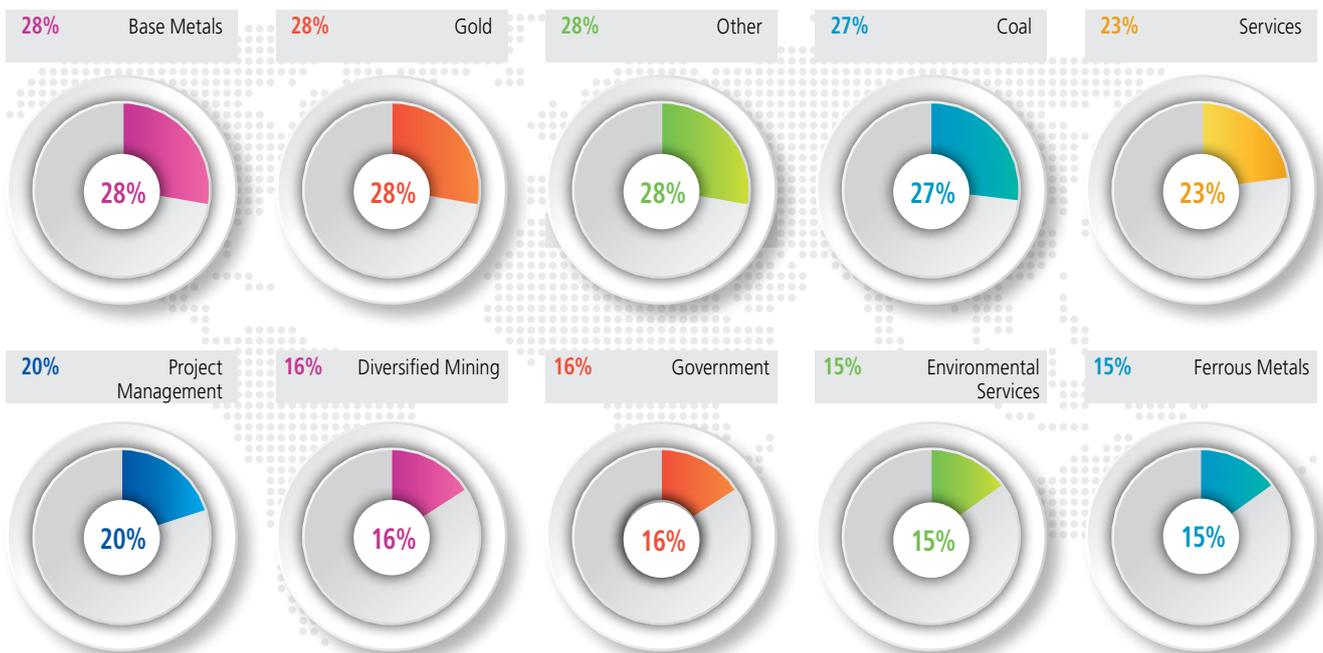
88% of readers have at least a graduate degree or diploma.

# Demographics



## Sectors

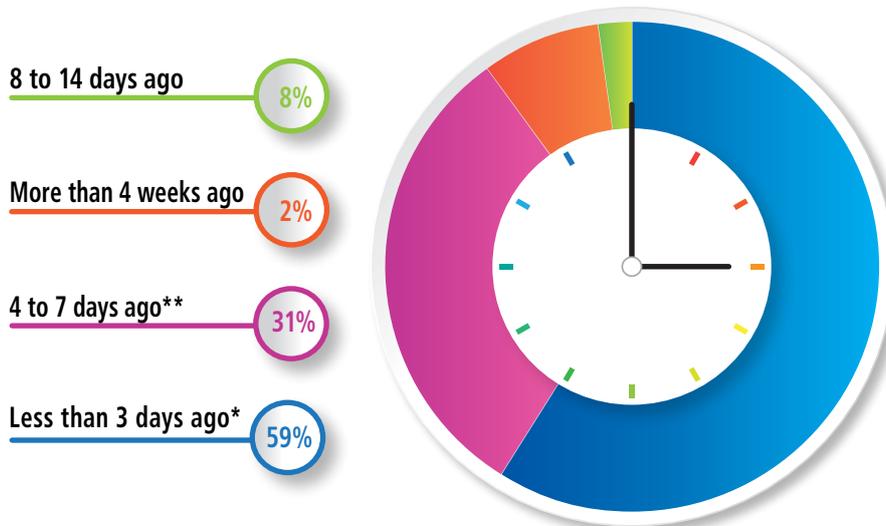
Advertising in *Mining Weekly* will expose your products & services to decision-makers in numerous industries, opening doors to new business opportunities. The magazine's layout give the advertiser the opportunity to advertise to a special market – through the features sections – or to a wider audience – through the news and main body sections of the magazine.



# Reading Habits

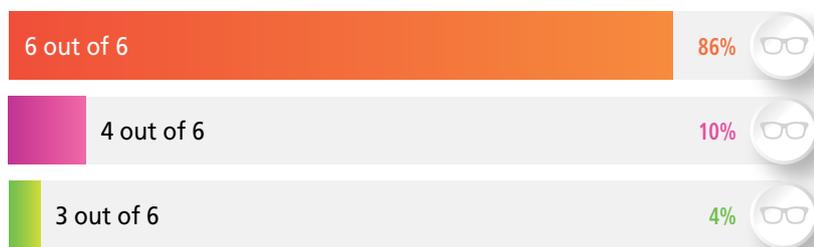
90% of readers read a copy of *Mining Weekly* within 7 days of issue

## Reading Recency



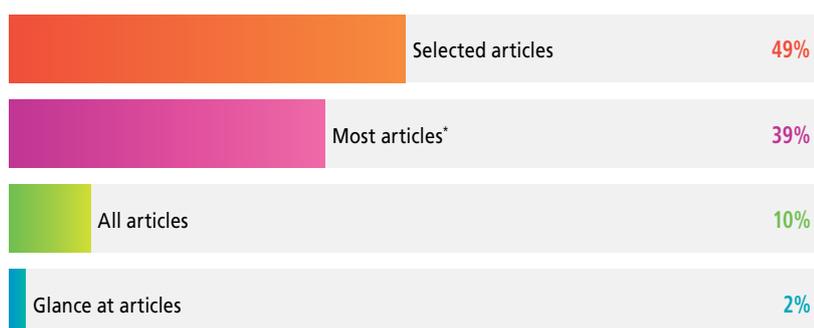
Any advertisement, editorial or special feature article will be exposed to almost all readers within a few days of publication.

## Reading Frequency



In a typical 6-week period, 86% of readers read every issue of the magazine.

## Thoroughness of Reading



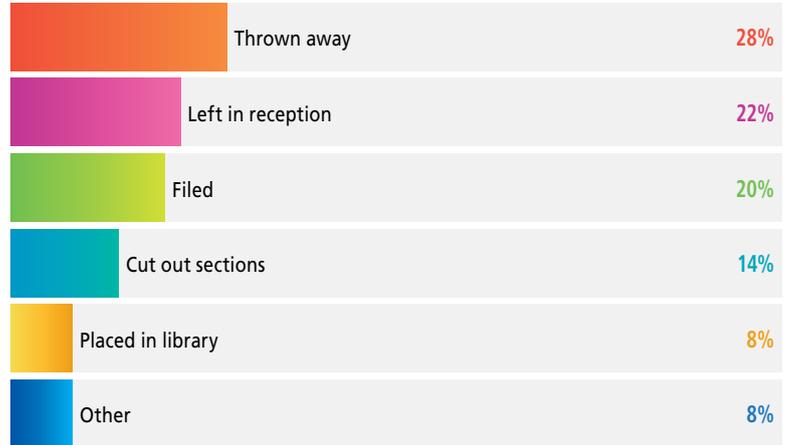
49% of readers read selected articles, while 39% read most articles.

# Reading Habits

Articles are well written, not sensational, fact based

– Reader Survey

## Final destination of the magazine



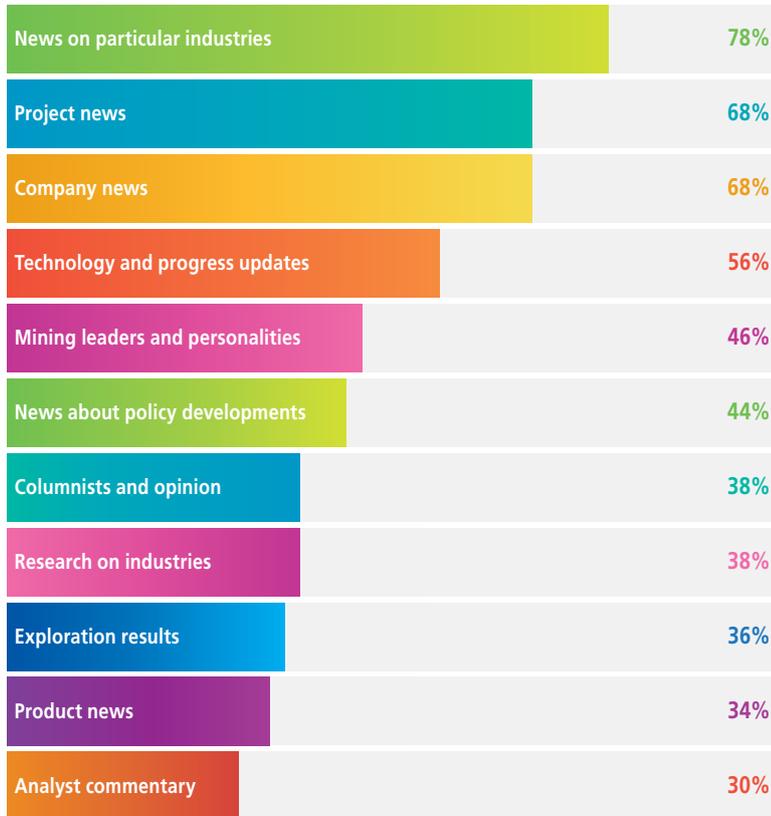
Mining Weekly has an average readership of 6.5 readers per copy.

42% of readers use the magazine as a later reference source.

An advertiser's advertising message will be seen for a longer period than the weekly frequency.

# Reading Habits

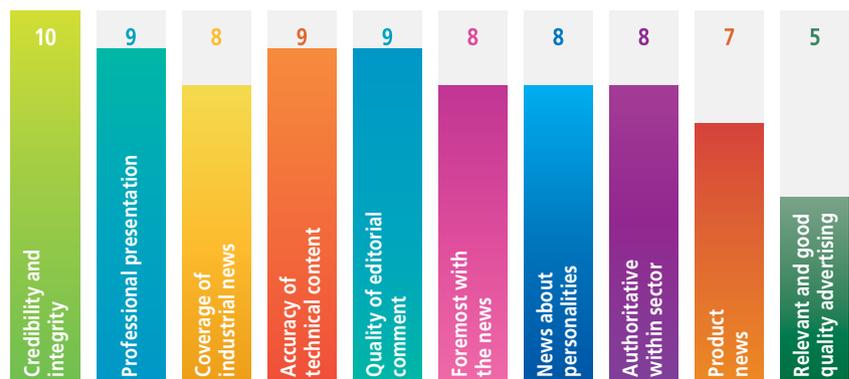
## Information needs met by Mining Weekly



Most readers use *Mining Weekly* to obtain news on their particular industries, project and company news.

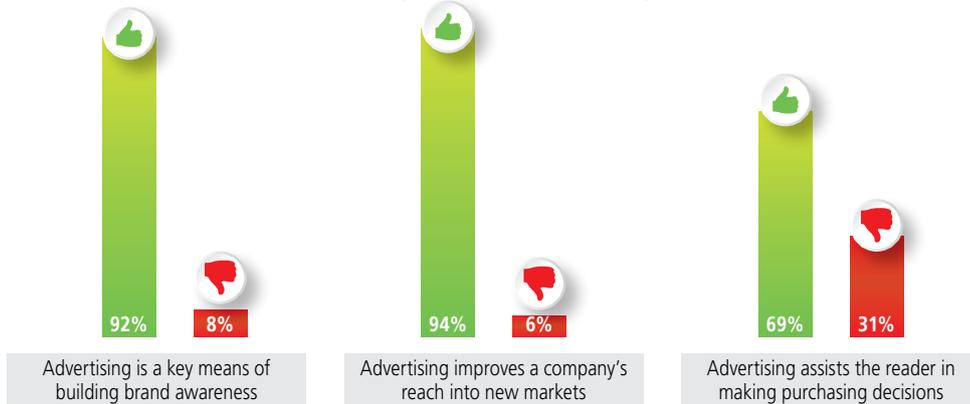
## Performance of Mining Weekly

Readers were asked to score *Mining Weekly* against selected attributes – on a scale of 1 to 10, where 1 indicates poor and 10, excellent. The largest proportion of readers scored *Mining Weekly* as follows:

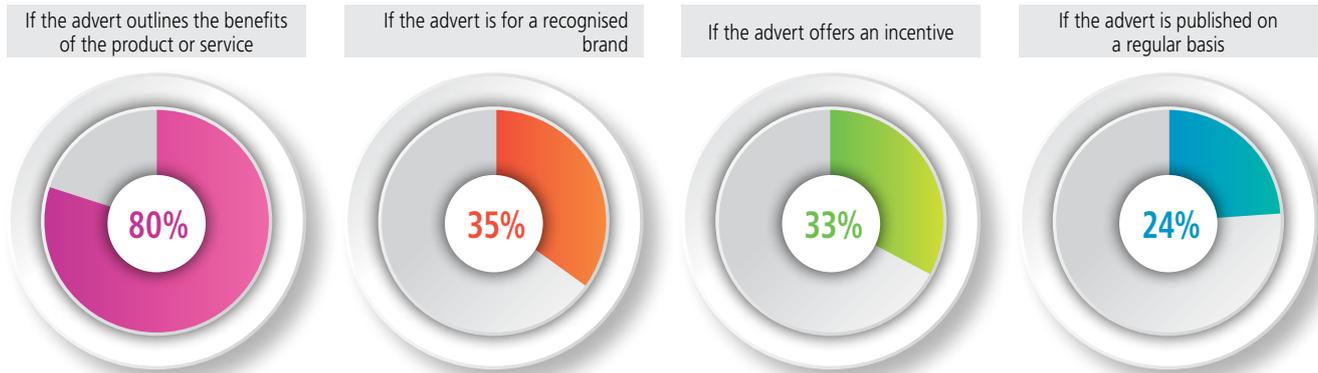


# Readers Opinion About Advertising

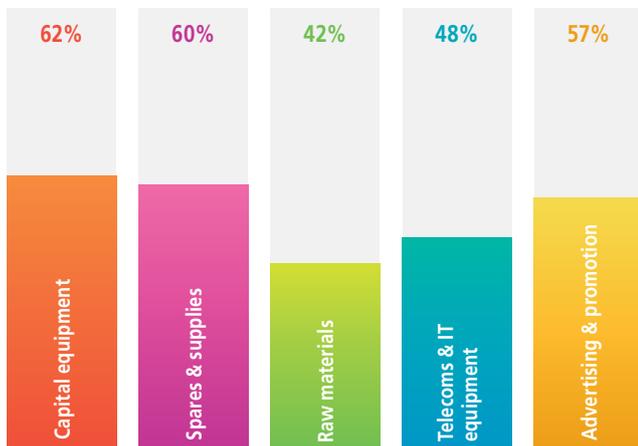
## Importance of Brand Image & Advertising



## Characteristics of an advert that will yield best response



## Involvement in purchase decisions



Coverage of entire SA Industry is good with some worldwide information as well

– Reader Survey