

# About Creamer Media

Creamer Media's mission is to provide current, credible and comprehensive news coverage. We aim to provide our readers with accurate and timely information about economic developments, including in-depth reporting on industrial and mining projects and on the policies and personalities shaping South Africa's real economy.

Creamer Media's news team is based mainly in South Africa, but the team includes regular correspondents from other parts of Africa and the rest of the world.

Creamer Media has a track record of investing in new publishing technologies to ensure that we embrace high-quality and reader-friendly print and online news platforms.

Our aim is to move with the times to ensure that Creamer Media continues to provide a unique forum where readers can find the kind of accurate news and comment that is critical to business success in the fast-paced, knowledge-based global economy.

After more than 41 years of business-to-business publishing, **Engineering News** and **Mining Weekly** have earned wide respect for consistently providing businesses with information which opens doors to new business opportunities, allows companies to showcase their products, services and branding, and keeps all private- and public-sector participants in the economy at the cutting edge of the constant evolution of the South African and global business environment.

The online editions of **Engineering News Online** and **MiningWeekly.com** enable local and international businesses to communicate their products and services over the worldwide web. The websites create a platform for international news flow as well as for multimedia features that include video clips, and weekly TV-like magazine shows, Creamer Media's *Real Economy Report* and Creamer Media's *Resources Watch*.

**MiningWeekly.com** is a leading provider of global mining news. **MiningWeekly.com** publishes news as it breaks and each day **MiningWeekly.com** publishes a number of daily

email newsletters for Africa, Australasia and the Americas. A **Mining Weekly** Global Edition provides a daily email news roundup of mining news from around the world.

A weekly Product Portal email newsletter allows companies to communicate information about their latest products that have recently been launched and a virtual showroom in Creamer Media's Product Showroom allows companies to significantly increase their impact online and on social media.

Creamer Media also publishes a news website, called **Polity**, which covers legislative and political news developments, under the slogan "deepening democracy through access to information".

**Polity**, to be found at [www.polity.org.za](http://www.polity.org.za), provides free access to South African legislation, as well as official speeches and important policy documents. Analysis and video interviews with leading South African opinion makers and authors are also regularly published on **Polity**.

The online research tool, **Research Channel Africa**, provides intelligence on industry and mining in Southern Africa. Subscribers to **Research Channel Africa** are able to conduct instant searches through the full Creamer Media news archive, as well as access detailed current reports on industrial and mining projects and sectors.

All Creamer Media news sites are available on mobile phones and tablet devices. iOS and Android apps have also been developed for **Engineering News**, **Mining Weekly** and **Polity**.

Creamer Media's **Contract Publishing** division provides professional and timely services to companies wishing to produce magazines, directories, e-magazines, pamphlets, brochures and video materials to enhance their marketing and member communications.

Creamer Media is audited by the Audit Bureau of Circulation (ABC) and makes use of digital metrics provided by Everlytic, Flurry and Google Analytics. Creamer Media is a member of the Interactive Advertising Bureau South Africa (IAB).

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The paper for Creamer Media's magazines come from sustainable forests and both the paper and printer are FSC certified.