

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

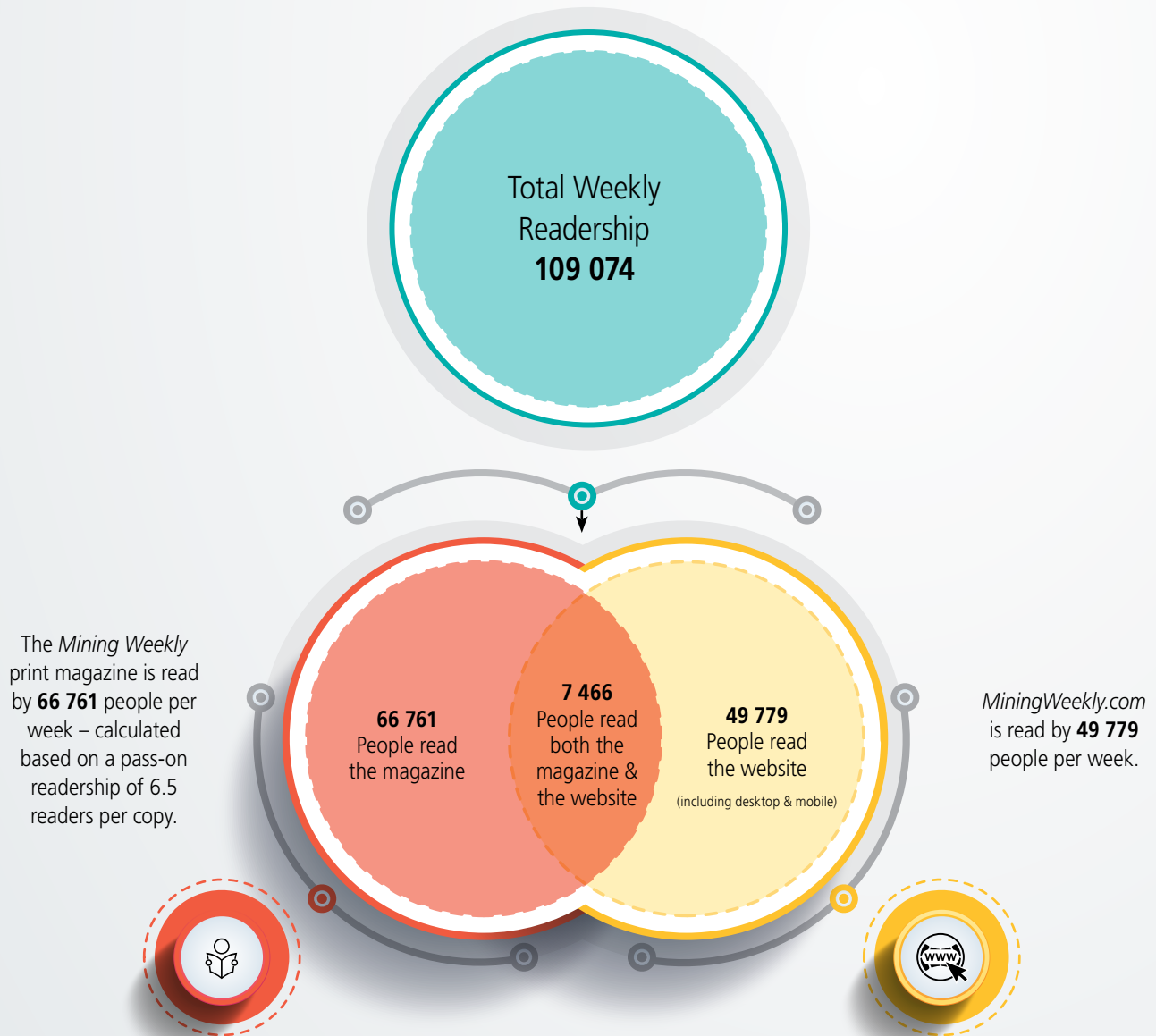
Mining Weekly conducted a reader survey of its readers during June 2018 to establish an accurate readership profile & to develop an accurate outline of its readers' interests & expectations.

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.



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

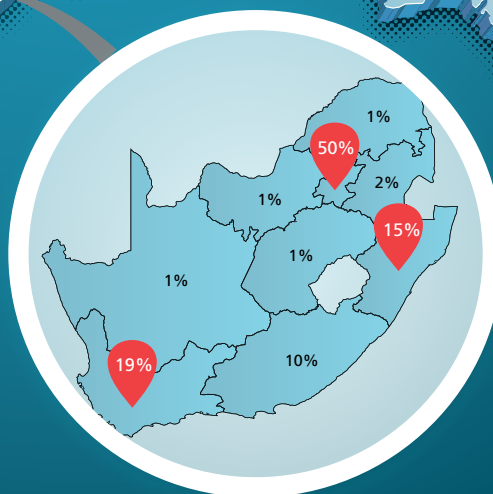
While being mainly concentrated in Gauteng, *Mining Weekly* readers are spread throughout South Africa. *Mining Weekly* has over 4 182 weekly readers outside of South Africa. The foreign readers are spread throughout various countries, including:

Africa

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

Rest of the World

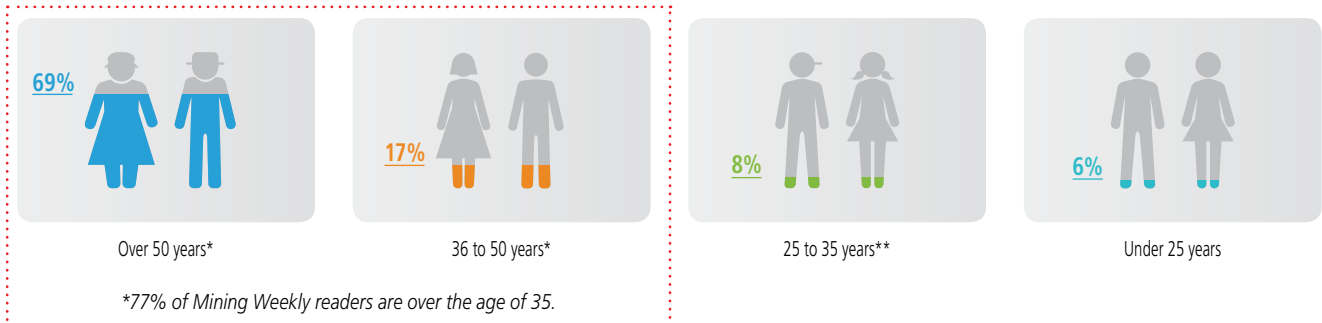
- Australia
- Belgium
- Canada
- Chile
- China
- France
- Germany
- Greece
- Hong Kong
- India
- Japan
- Korea
- Lesotho
- Netherlands
- Peru
- Qatar
- United Arab Emirates
- United Kingdom
- United States



Demographics

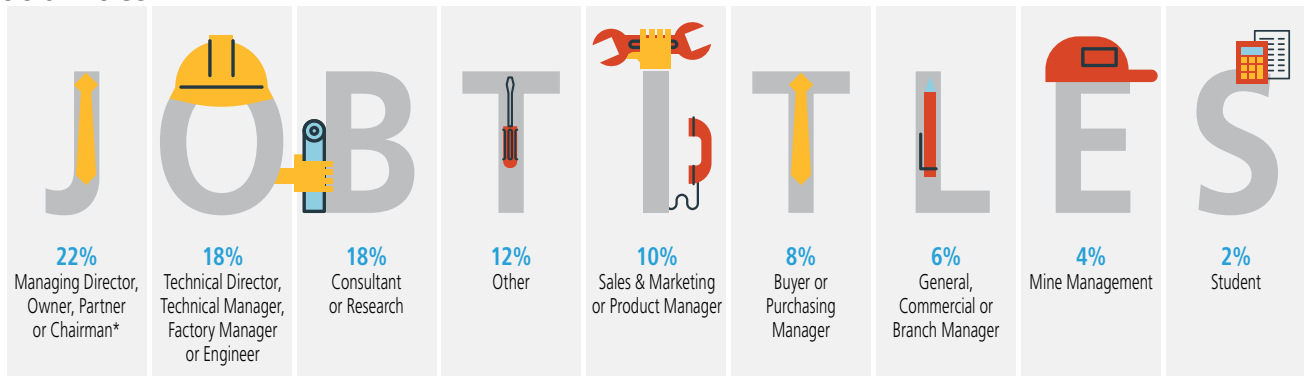
46% of readers are interested in further study opportunities.

Age Group



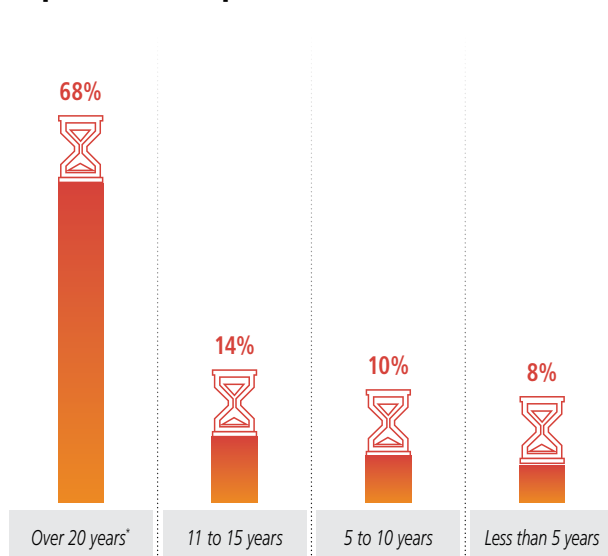
**Note that over 800 students receive the weekly magazines, but did not respond to the survey.

Job Titles



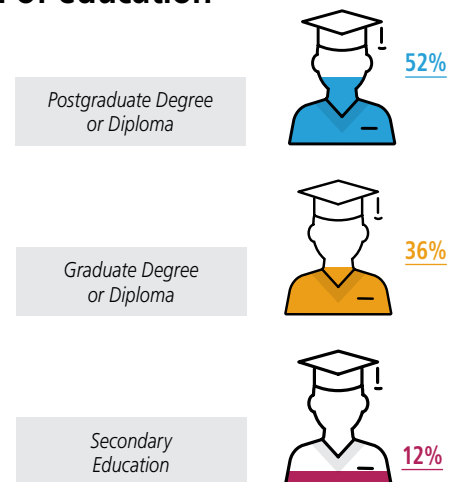
Mining Weekly readers are decision-makers in all sectors of the real economy – with procurement authority.

Experience in particular field



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

Level of education



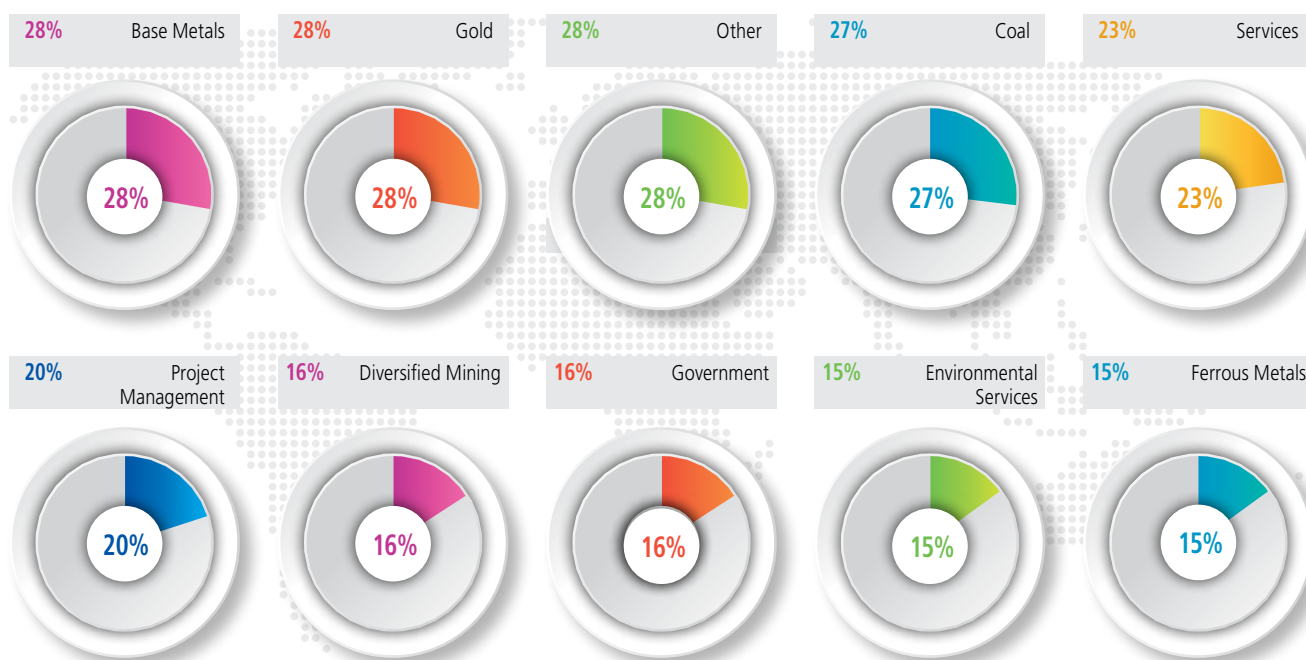
88% of readers have at least a graduate degree or diploma.

Demographics



Sectors

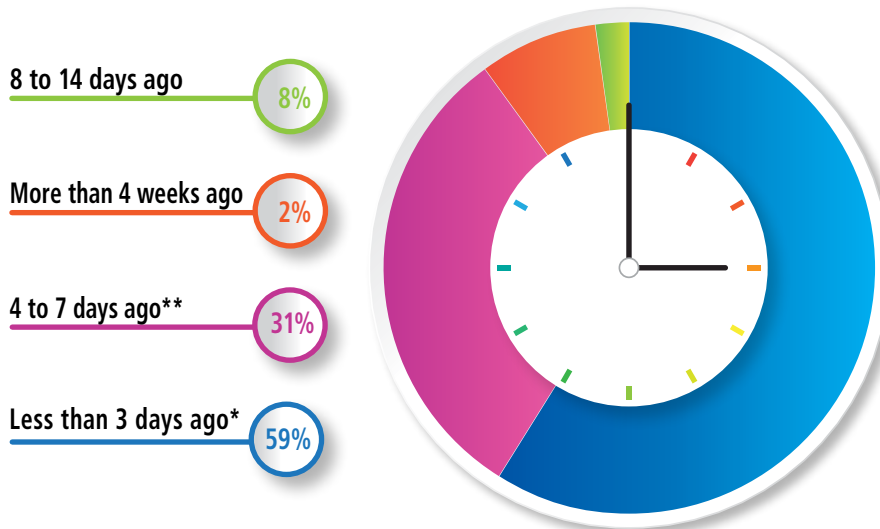
Advertising in *Mining Weekly* will expose your products & services to decision-makers in numerous industries, opening doors to new business opportunities. The magazine's layout give the advertiser the opportunity to advertise to a special market – through the features sections – or to a wider audience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



Reading Habits

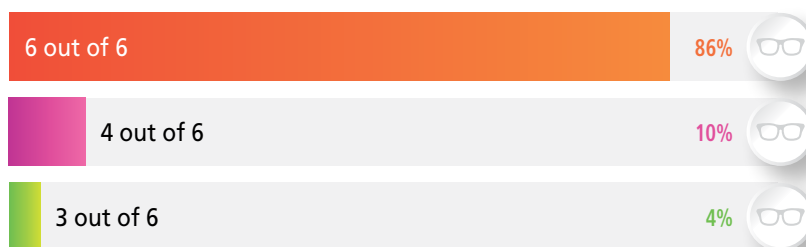
90% of readers read a copy of *Mining Weekly* within 7 days of issue

Reading Recency



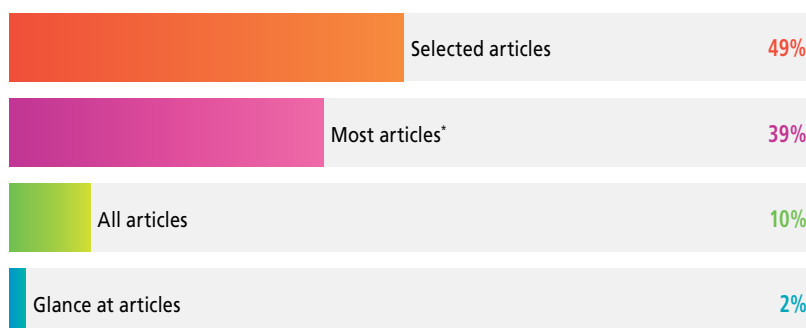
Any advertisement, editorial or special feature article will be exposed to almost all readers within a few days of publication.

Reading Frequency



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

Thoroughness of Reading



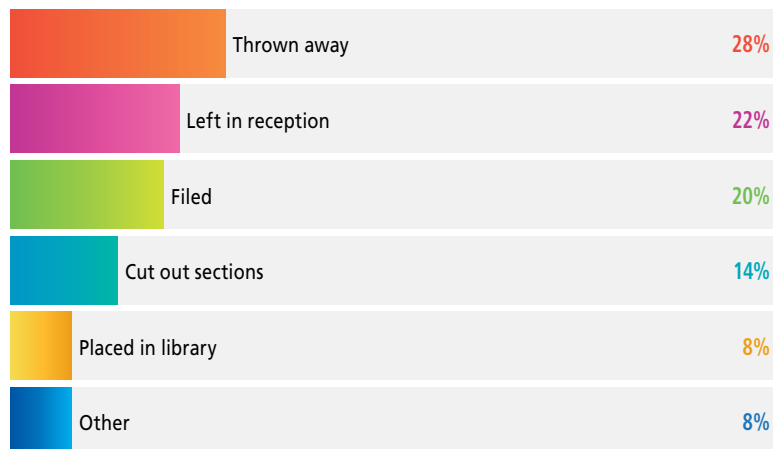
49% of readers read selected articles, while 39% read most articles.

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

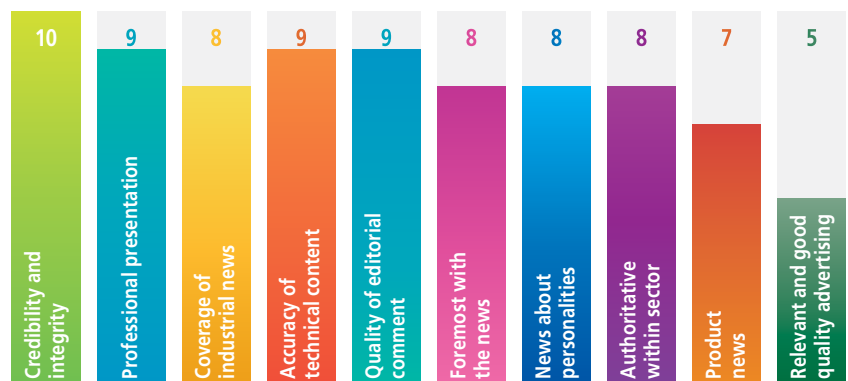
Information needs met by Mining Weekly



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

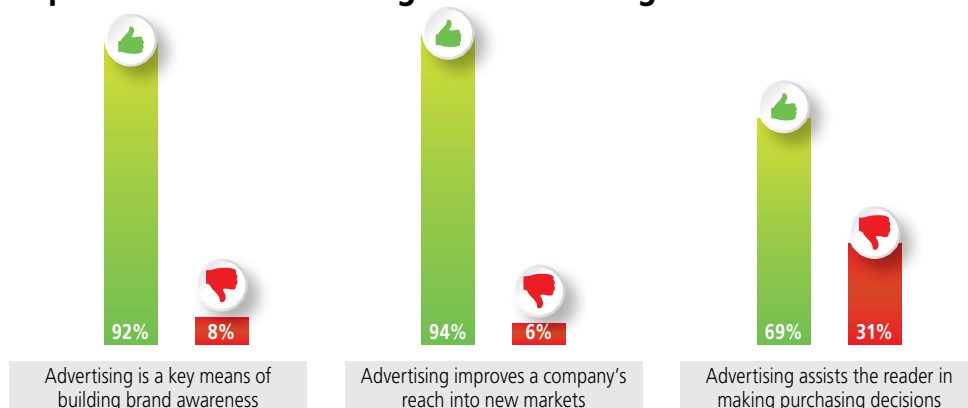
Performance of Mining Weekly

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:

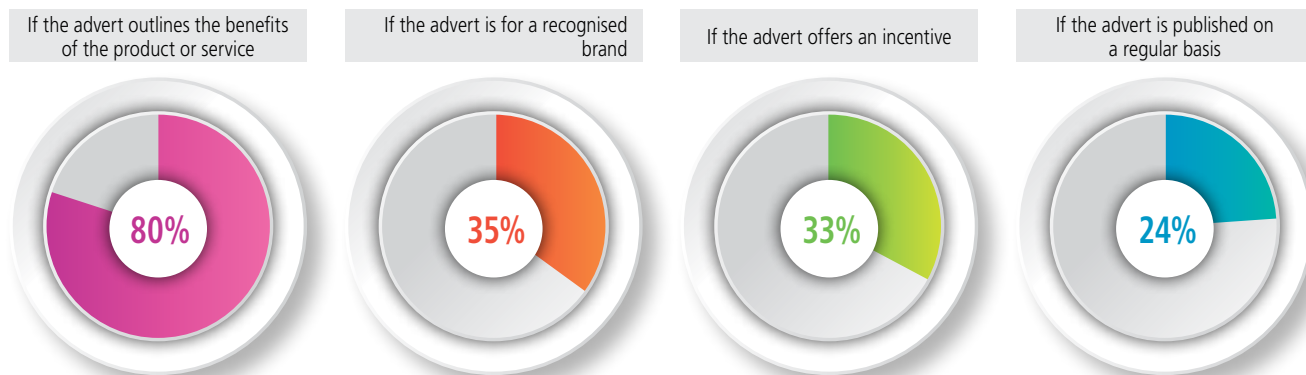


Readers Opinion About Advertising

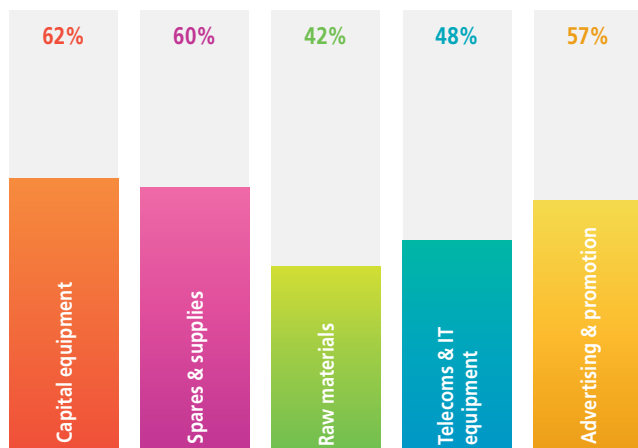
Importance of Brand Image & Advertising





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