



# Special Report on Mining in Africa: Participation Opportunity

Prepared: July 21 2008

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## Special Report on Mining in Africa

MineAfrica and Canadian Business Magazine are partnering in the publication of an exciting business development, public relations and marketing opportunity for mining companies, service providers and governments. Our **Special Report on Mining in Africa**, to be published in February 2009, will promote your company or country to a high net worth audience of one million readers of Canadian Business magazine and to a senior level Africa focussed audience through additional distribution at international mining trade shows and events throughout 2009.

## To Participate

Preliminary interest in this project is high and we are excited about publishing a showcase piece that will profile your organization to a high level audience as well as raise the awareness of the importance of Africa as a mining powerhouse on a broader level.

To confirm your participation simply complete the attached Participation Contract, sign and fax or scan and email back to us as soon as possible and no later than August 5, 2008.

## Participation Benefits

- Be part of an innovative and cost-effective project to present your corporate message to senior business and government leaders and decision-makers with an interest in mining in Africa.
- Promote potential investment in your company's stock by reaching high net worth individuals through Canadian Business' 1 million readers.
- Promote your country as an attractive destination for foreign mining investment or your company's expertise as a service provider to our Africa friendly audience of senior mining and financial executives.
- Leverage additional marketing exposure through year long distribution of the Special Report at various international mining shows, all MineAfrica and Canada-South Africa Chamber of Business mining-related events throughout 2009 and electronic distribution.

## Project Deliverables

- You have the option of either a full or half page article on your organization or full colour advertisement (or combination of the two) for C\$8,000 and \$C5,000 respectively. Additional pages are available at the same rate.
- Full control over your content (subject to guidelines of Canadian Business).
- The final report size will depend on the number of participants. The minimum size will be 8 pages.
- You receive 10 copies of Canadian Business Magazine with the Special Report insert.
- You receive 200 copies of the standalone Report reprinted on premium paper. Additional copies are available at \$1.00 per unit provided they are ordered at the time of contract.
- You receive an electronic (pdf) version of the Special Report suitable for posting on your website or emailing.
- You receive a high resolution electronic (pdf) version of the Special Report suitable for producing additional print quality copies (at your expense).

## Distribution (all numbers approximate)

### Canadian Business Magazine

The Special Report will be inserted into 100,000 copies of the February 2009 issue of Canadian Business magazine, mailed to 81,000 paid subscribers with an additional 19,000 copies for advertisers, advertising agencies, complimentary copies, etc. Total magazine reader is 10.4 readers per issue for a total of approximately 1 million.

### Additional Distribution

MineAfrica will distribute additional copies of the Report throughout 2009 via the following:

#### Trade Shows

*Investing in African Mining Indaba - February 2009 - Cape Town* - booth distribution & exhibitors - 500 copies  
*PDAC - March 2009 - Toronto* - booth distribution and targeted exhibitors - 700 copies

#### MineAfrica Seminars

At all seven MineAfrica seminars listed below a hard copy will be placed at each seminar participant place setting. In addition a dedicated Special Report popup display with participants logos and accompanying literature rack with additional copies will be setup at all seminars.

##### *Investing in African Mining Seminars*

Mar 4, 2009 - Toronto - 300 copies  
Jun 2009 - Vancouver - 100 copies  
Dec 2009 - London, UK - 200 copies

##### *Africa investor Series in Toronto in 2009*

4 seminars x 70 = 280 copies

### **Miscellaneous Distribution**

All Canada-South Africa Chamber of Business mining related events throughout 2009 ( ie - CSR seminar, Indaba dinner in Toronto, etc). - 500 copies

Canadian Governments in African mining jurisdictions - 500 copies

Participant distribution - 10 x 200 = 2,000 copies

### **Hard Copy Distribution Summary**

Canadian Business Magazine - 100,000 copies

Additional Hard Copy Distribution - 5, 080 copies

Total Hard Copy Distribution - 105,080 copies

### **Electronic Distribution**

An electronic pdf version will be promoted on the websites of MineAfrica and the Canada-South Africa Chamber of Business. MineAfrica's website averages 1,100 unique visitors a month (6 month average to the end of June 2008) and trending upwards to 1,400. MineAfrica's email campaigns go to a 5,000 contact, highly targetted database with an average open rate of 20%. Chamber emails go to a database of 3,000 contacts.

## **Timelines**

Aug 5, 2008	confirmation of participation
Sep 5, 2008	payment due in full
Sep 10 - Oct 30, 2008	interviewing, preparation of text and graphic materials
Nov 1 - Nov 30, 2008	first review of material and editing
Nov 30 - Dec 8, 2008	second review of material
Dec 8 - Dec 20, 2008	additional interviews where necessary for current news updates
Dec 20, 2008 - Jan 10, 2009	final review of material
Jan 10, 2009	to print
Feb 1, 2009	delivery

# Special Report on Mining in Africa: Participation Contract

**I will participate in the following manner (please check one or more in column 1 and indicate quantity in column 3)**

Check	Description	Quantity	Unit Price
	1. full page text		C\$8,000
	2. full page advertisement		C\$8,000
	3. full page combination (half page text and half page advertisement)		C\$8,000
	4. half page text		C\$5,000
	5. half page advertisement		C\$5,000
	6. half page combination (quarter page text and quarter page advertisement)		C\$5,000
	7. additional overruns (above your complimentary 200 copies)		C\$1

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title \_\_\_\_\_ Organization \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ Province \_\_\_\_\_  
 Country \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Tel \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Web \_\_\_\_\_  
 Signature \_\_\_\_\_

**Complete and return this page by email to [bruce@mineafrica.com](mailto:bruce@mineafrica.com) or fax to 416-588-7504**

#### Notes

1. Refer to the Participation Opportunity Section for full details on deliverables and timelines.
2. Please note that the completion of this contract forms a binding commitment to participate.
3. If for any reason the project does not proceed you will be reimbursed in full.
4. Upon receipt of this signed contract by MineAfrica you will be invoiced in full. The invoice will be subject to applicable taxes and is payable 30 days upon issuance.
5. Thank you and we look forward to working with you on this exciting project.

# About MineAfrica

MineAfrica is the premier platform for mining companies, service providers and governments to reach a senior level Africa focussed audience of analysts, financial institutions, mining executives and media. This is done via four specific programs:

- Investing in African Mining Seminars in London,UK, Toronto and Vancouver
- Africa Investor Series in Toronto for listed companies to promote their projects to mining analysts (co-sponsored by the Minerals Resources Analysts Group)
- Specialized seminars including Corporate Social Responsibility in Africa and Black Economic Empowerment Legislation in South Africa's Mining Industry
- Consulting and business development services including trade and investment promotion, marketing and communications, technical consulting and advisory services for private and public sector, mining and non-mining clients

[www.mineafrica.com](http://www.mineafrica.com)

## **Our website contains a wealth of information including:**

2008-2009 Presenter Opportunities [Brochure](#) that outlines the benefits of presenting and the investment required

detailed [seminar audience](#) composition so you can see who was in the room at each seminar

[programs](#) and presentations from previous Investing in African Mining Seminars

[photo galleries](#) from previous seminars

previous [advertisements](#) and useful downloads

current [news](#)

[media coverage](#)

online [registration](#)

[about](#) MineAfrica

our [people](#)

# Contact Information

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