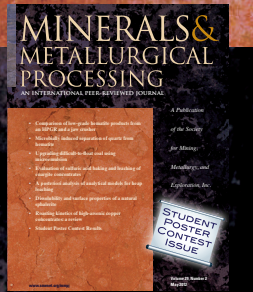




# MINERALS & METALLURGICAL PROCESSING

# 2013 MEDIA GUIDE



## ABOUT M&MP

Published by the world's largest professional mining society, **SME (Society for Mining, Metallurgy, and Exploration, Inc.)**, this highly respected quarterly journal is devoted to the processing of all minerals: metallic, nonmetallic and fuel. The peer-reviewed and approved papers in **M&MP** introduce new and cutting-edge processing technologies and products, and review current processes and applications to improve knowledge, efficiencies and profits.

The international readership of **M&MP** is actively involved in the review, approval and procurement of products and services in metallurgy, metal-processing and mineral processing industries. Minerals and metallurgical processing researchers, industry professionals, mine owners and procurement personnel depend on **M&MP** to keep them informed and knowledgeable.

**CIRCULATION** **M&MP** is distributed and published online to over 500 subscribers and readers worldwide, as well as bonus distribution at major industry events across the globe, for a total average quarterly circulation of 750 copies. This finely tuned distribution represents a specific, highly targeted audience for our advertising partners.

**SUBSCRIPTIONS** SME members, \$119 per year. Nonmembers \$159 per year. Institutional subscriptions \$629 per year. Visit our website for more information at [www.smenet.org/mmpj](http://www.smenet.org/mmpj).

**STAFF** The editor-in-chief of **M&MP** is S. Komar Kawatra, internationally renowned professor of chemical engineering. The publication is supported by an editorial board composed of some of the most distinguished individuals in the field of mineral processing. The SME publication staff manages the peer-review process for all technical papers, as well as the editorial, advertising, printing and distribution of each issue.

**ADVERTISING** Full-page and fractional display advertising rates are affordable and reach a highly targeted industry audience - the serious buyers who read **M&MP**. Contact for advertising: [goering@smenet.org](mailto:goering@smenet.org)

## EDITORIAL CALENDAR

### February 2013 - Editorial Focus: Rare Earth with Bonus

#### Distribution:

<i>SME Annual Meeting</i>	02/24-02/27/2013	Denver, CO, USA
<i>Colorado Mining Association Conference</i>	02/24-02/27/2013	Denver, CO, USA
<i>PDAC Convention</i>	03/03-03/06/2013	Toronto, ON, Canada
<i>TMS Annual Meeting</i>	03/03-03/07/2013	San Antonio, TX, USA
<i>SME Minnesota Conference</i>	04/16-04/17/2013	Duluth, MN, USA SME
<i>MPD Mtg</i>	04/25-04/27/2013	Colorado Springs, CO, USA
<i>Coal Prep</i>	04/29-05/02/2013	Lexington, KY, USA
<i>CIM Convention</i>	05/05-05/08/2013	Toronto, ON, Canada
<i>AISTech</i>	05/06-05/09/2013	Pittsburgh, PA, USA
<b>Sales close: Tues., 1/08/2013</b>	<b>Materials close: Tues., 1/15/2013</b>	

### May 2013 - Editorial Focus: Student Poster Contest with Bonus

#### Distribution:

<i>GAC MAC</i>	05/22-05/24/2013	Winnipeg, Canada
<i>IPMI Annual Conference</i>	06/22-06/25/2013	Phoenix, AZ, USA
<i>PowderMet 2013</i>	06/24-06/27/2013	Chicago, IL, USA
<i>RETC</i>	06/23-06/26/2013	Washington, DC, USA
<i>Rocky Mtn Coal Annual Convention</i>	07/01-07/03/2013	Vail, CO, USA
<i>World Congress Integrated Computational</i>	07/07-07/11/2013	Salt Lake City, UT, USA
<i>Pacific Rim Conference Advanced Materials</i>	08/04-08/09/2013	Waikoloa, HI, USA
<b>Sales close: Tues., 04/09/2013</b>	<b>Materials close: Tues., 04/16/2013</b>	

### August 2013 - Editorial Focus: Iron & Steel Making with Bonus

#### Distribution:

<i>Whistler 2013: Geoscience for Discovery</i>	09/24-09/27/2013	Whistler, BC, Canada
<i>Conference of Metallurgists</i>	10/27-10/31/2013	Montreal, AB, Canada
<i>Materials Science and Technology Conference</i>	10/27-10/31/2013	Quebec, AB, Canada
<b>Sales close: Tues., 07/02/2013</b>	<b>Materials close: Tues., 07/09/2013</b>	

### November 2013 - Editorial Focus: Leaching with Bonus Distribution:

<i>Northwest Mining Association Meeting</i>	12/02-12/06/2013	Sparks, NV, USA
<i>SME Arizona Conference</i>	12/08-12/09/2013	Tucson, AZ, USA
<i>SME Annual Meeting</i>	02/23-02/26/2014	Salt Lake City, UT, USA
<b>Sales close: Tues., 10/08/2013</b>	<b>Materials close: Tues., 10/15/2013</b>	

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Visit the website at [www.smenet.org/mmpj](http://www.smenet.org/mmpj)



## ADVERTISING, MARKETING & BRANDING

**Minerals & Metallurgical Processing** provides a highly targeted audience within the minerals and metallurgical processing professional arena. Over 500 print and online subscribers represent the most focused, highly trained personnel - those individuals that influence and make the important equipment and services decisions for their companies.

Branding is enhanced with the recognized SME identity, adding credibility and visible market position for your company's products and services in **M&MP**.

Bonus distribution adds comprehensive marketing reach throughout the most important annual events for minerals and metallurgical professionals, their companies and their purchasing agents.

**M&MP** offers affordable advertising rates that can extend company branding and reach a distinct and important market segment.

## TRUST THE PROFESSIONALS

**M&MP** is published by **SME - the Society for Mining, Metallurgy and Exploration, Inc.** - the world's largest and most influential mining society.

A leading mining industry publication and book publisher since 1881, SME and parent organization AIME are internationally recognized as the leader in technical information transfer for the entire industry.

SME publishers, editors, designers and advertising/marketing professionals can provide expert guidance and professional advertising support and services for very reasonable rates.

***Trust The Professionals - Partner with SME and the buyers who depend on SME publications to keep their companies going and growing.***

## 2013 ADVERTISING RATES

All advertising for this technical journal runs on cover positions or within the last four pages of the journal.

Display advertising	Four color	Black and white
	1x / 4x	1x / 4x
Full page	\$580 / \$530	\$300 / \$250

Professional Services advertising, \$150. See **Professional Services** flyer. Receive a full-year program of advertising for one low rate in this special section. Four-color, two-inch ad runs February, May, August, November for \$150.

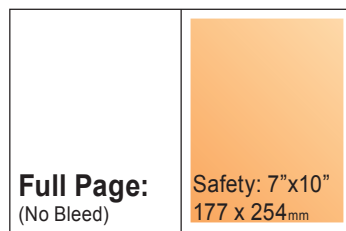
For all display advertising, invoice is issued for 30-day net. Professional Service ads are payable in advance by credit card. All rates shown are net.

Send all advertising inquiries, correspondence, contracts, insertion orders and ad materials to: Ken Goering, Media Manager, SME Publications, 12999 E. Adam Aircraft Circle, Englewood, CO 80112 USA, goering@smenet.org, telephone: +1-303-948-4243, fax: +1-303-973-3845.

## SPECIFICATIONS



8<sup>5</sup>/<sub>8</sub>" x 11<sup>3</sup>/<sub>8</sub>" (with 1/4" bleed)  
Trim Size: 8<sup>1</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>" • 213x283<sub>mm</sub>



7" x 10"  
Trim Size: 8<sup>1</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>" • 213x283<sub>mm</sub>

File Preparation – Display Ads: Images/logos (before placing into native file): Size each original image to match the size it will appear in the final ad file Convert all images to CMYK or grayscale and do not use spot colors, RGB, LAB or ICC color profiles. Images/logos must be a MINIMUM of 300 dpi resolution before placing into the ad file. Use only Type 1 fonts – no TrueType fonts or font substitutions. It is vital to prepare your images correctly to ensure your final PDF file will be small enough to email to M&MP and to ensure optimal reproduction.

**For full specifications, go to [www.smenet.org/mmpj](http://www.smenet.org/mmpj) or request a specifications flyer.**