



FOCUS ON MINING

ESTRATEGIC OPTION
FOR A MEDIA PLAN TO
TARGET THE BRAZILIAN
MINING INDUSTRY

the inmine

MEDIA KIT 2024





EDITORIAL PROFILE

IN THE MINE is a publication directed to mining and aggregates industry. IN THE MINE is a mean of delivery regarding qualified content, gathering a team of journalists and consultants with over 30 years of activity in the mining sector. All aspects involved in this important activity are addressed in an objective way, including not only technical subjects but also social and environmental impact, technological information, environmental law, market research, training and operational safety

IN THE MINE is dedicated to all professionals who work daily in order to find technological alternatives to increase the activity efficiency, with lower costs and higher productivity. IN THE MINE has its own goals, among which are the defense of sustainability and mining responsibility towards society.

IN THE MINE, which for more than a decade has launched a new concept of communication and language among publications focused on the mining sector, innovates once again. Completely set in the era of social networks, it has transformed its website into content reference, where the print media gained scale and impact on all the major social networks.



Format 20,2 x 26,6 cm (closed) | **Circulation:** 10,000 copies | **Periodicity:** Bimonthly

SEGMENTED CIRCULATION



READERSHIP PROFILE

BY POSITION

48% CEO's and Directors

41% Managers / Supervisors

11% Other professionals

BY DEPARTMENT ON THE MINES AND QUARRIES

45% Commercial

25% Engineering / Planning

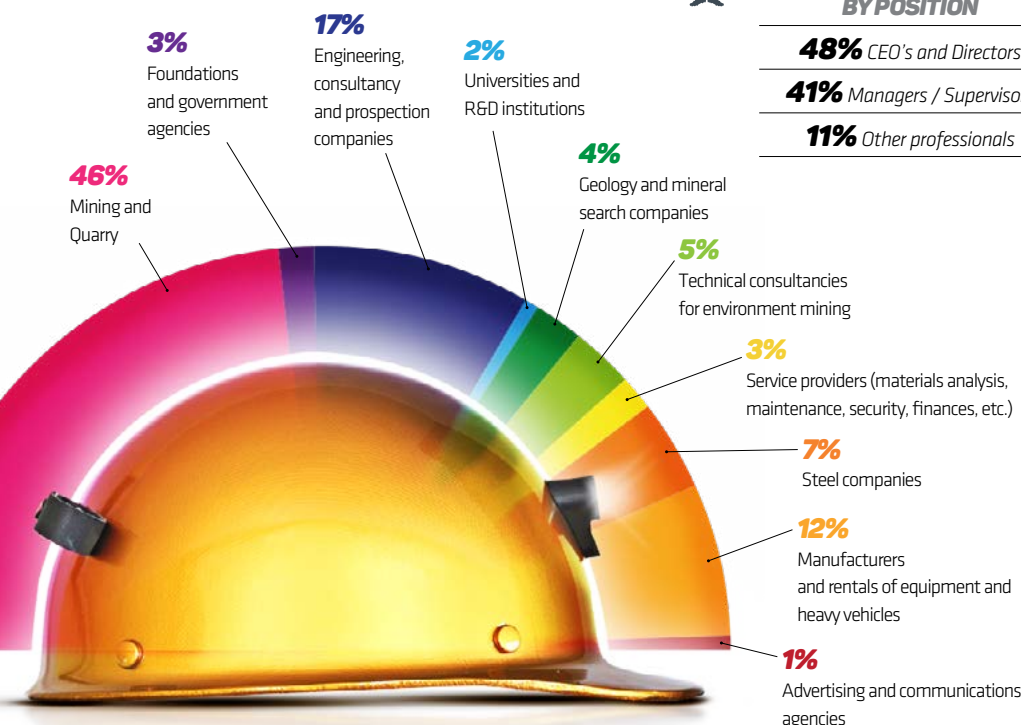
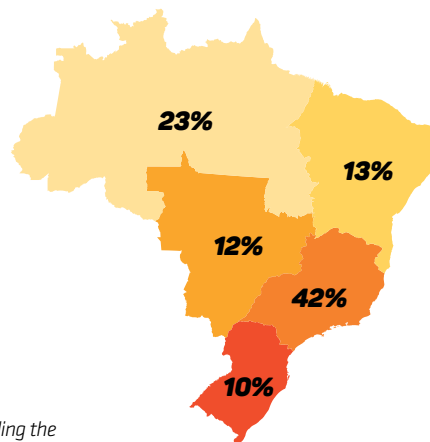
16% Production / Operating

7% IT

4% Human Resource

3% Others

PERCENTAGES BY REGION



READER'S PECULIARITY

85% Influence or decide on buying process

74% After reading, filing the *In The Mine* for consultation

EDITORIAL HIGHLIGHTS 2024

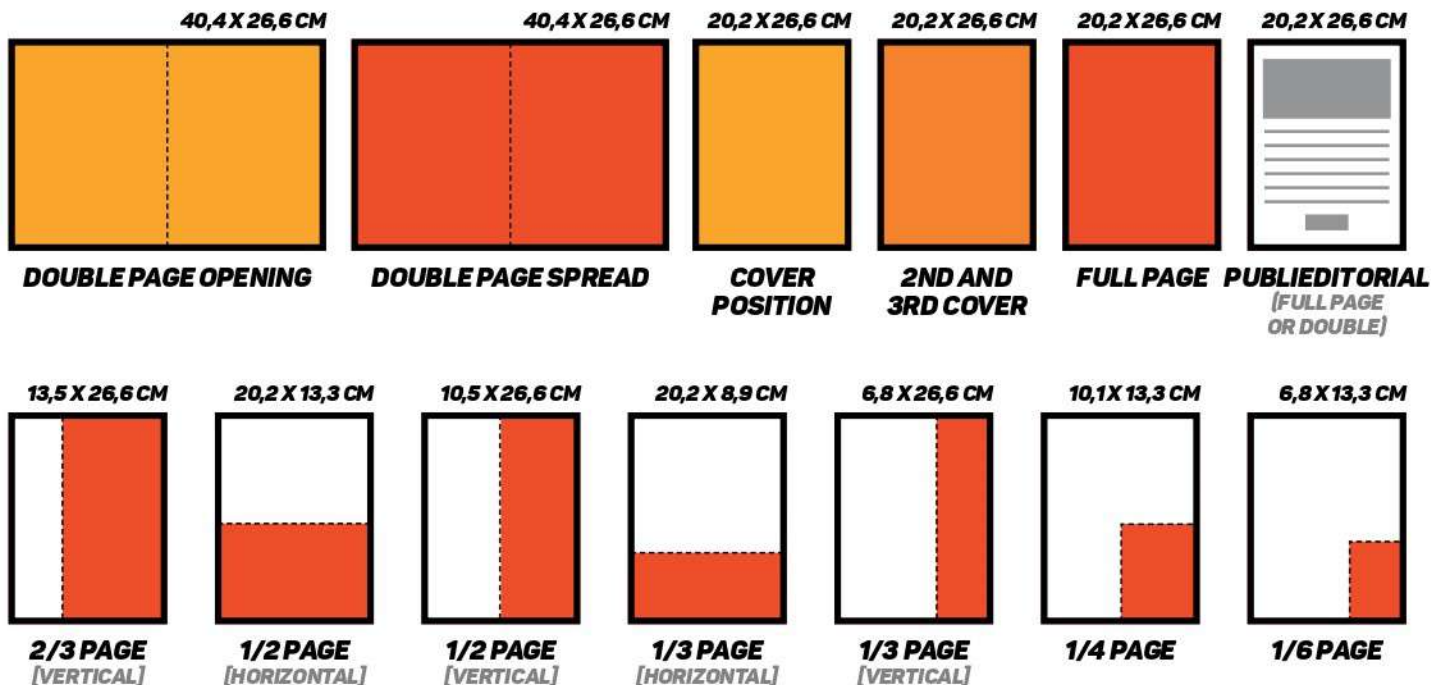
ISSUE ▼	HIGHLIGHTS ▼	BOOKING ▼	FOR AD ▼	CIRCULATION ▼
107 JAN/FEB	<ul style="list-style-type: none"> *Special Heavy Load: movement of process structures and equipment *Mineral Research Funding *Mineral Prospecting: who researches what and where? *ITM Guide: featured products and services 	01.20.24	01.27.24	02.15.24 CIRCULATES AT PDAC 2024
108 MAR/APR	<ul style="list-style-type: none"> *With 2024 Mine Map Insert *Special Carbon Credits: legislation, compensation mechanisms and cases *Social License: mining in public *ITM Guide: preview of M&T Expo 2024 	03.17.24	03.24.24	04.14.24 SPECIAL MAP OF MINE CIRCULATES AT M&T EXPO 2024 and SIMEXMIN 2024
109 MAY/JUN	<ul style="list-style-type: none"> *Special ESG in Mining: indicators governance, production, social and environmental of mining companies in Brazil *Cases: community programs and projects *Environmental Recovery: new solutions *ITM Guide: featured products and services 	05.19.24	05.26.24	06.14.24 SPECIAL ESG
110 JUL/AUG	<ul style="list-style-type: none"> *Special Strategic Minerals: operations and projects in Brazil *Ore Transport: rail an pipeline modes *Energy: alternative sources in mining *ITM Guide: preview of Exposibram 2024 	07.21.24	07.28.24	08.15.24 CIRCULATES AT EXPOSIBRAM 2024
111 SEP/OCT	<ul style="list-style-type: none"> *Special Ore Routes: new technologies for mining planning *Waste: monitoring, risks and disposal *Innovation at Home: internal solutions for operation or process optimization *ITM Guide: featured products and services 	09.22.24	09.29.24	10.16.24
112 NOV/DEC	<ul style="list-style-type: none"> *Special Analysis and Perspectives: a balance of executives and agents in the sector mineral of the results obtained in the year and its projections and expectations for the next exercise 	11.20.24	11.29.24	12.15.24 SPECIAL ANALYSIS AND PERSPECTIVES

* The issues above are subject to change at the editor's discretion, whenever relevant market development warrant extensive or immediate reporting.

** The dates may be changed during the development of issues, but this will be notified to advertisers in a timely manner.

AD'S 2024

GENERAL INFORMATIONS & AD'S RATES AND SIZES

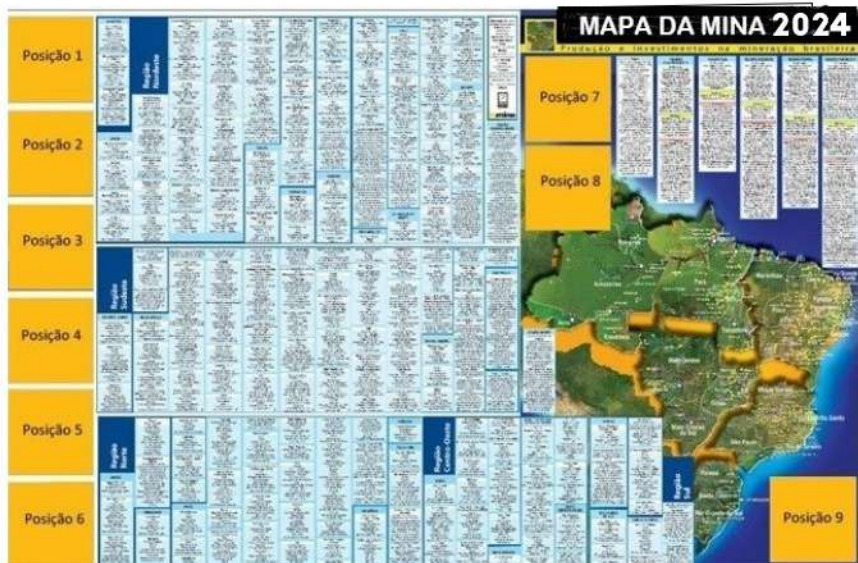


- Ad only in 4 colors in media file JPG or PDF, 300 dpi, CMYK
- The issues are available in PDF format just for the advertisers • Reprints of issues are paid (prices under consultation)

ADVERTISING ON THE MAP OF THE MINE

THE MAP (MAPA DA MINA)

A framework for analysis, planning and management of the entire industry. Condensed consolidated data on: Mineral Research, Implementation and Expansion Projects, Programs Public Bodies, Area Mapping, Infrastructure Logistics, Mineral Development Polos, tax incentives, OTGM Mining and issuance of securities.



Logo

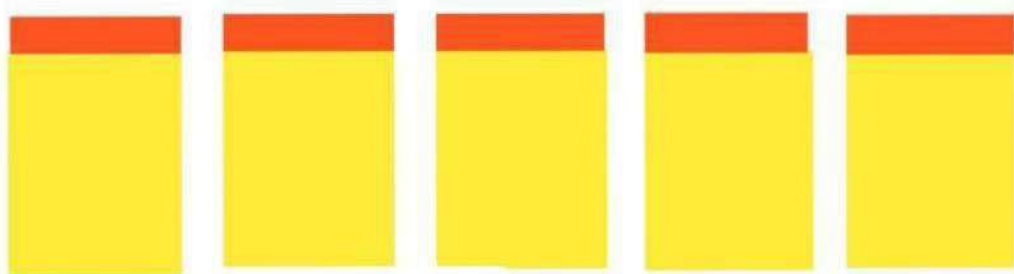


AWARDNESS

Objective: to generate knowledge or repositioning of marco with agents and influencers in the mineral sector

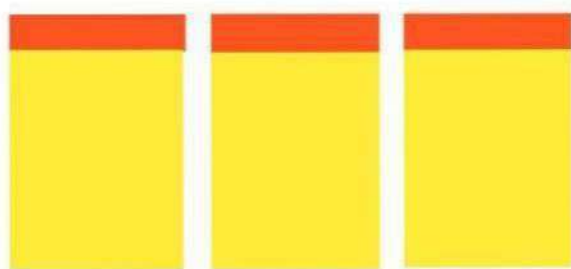
1. In the printed/digital magazine: sponsorship of editorials - Mine Personalidade, Mine Mercado or Mine Legislação - by displaying a logo with the brand's slogan at the top of the pages

Mine Personalidade (5 Pages)



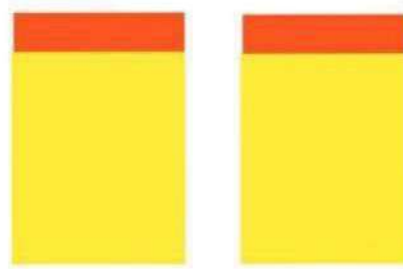
(2 x 20,2 cm)

Mine Mercado (3 Pages)



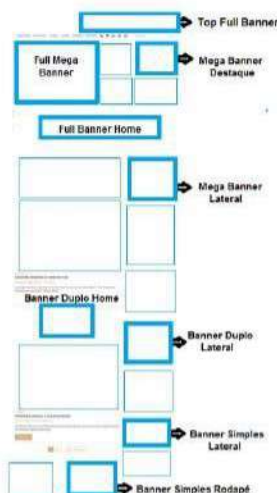
(2 x 20,2 cm)

Mine Legislação (2 Páginas)



(2 x 20,2 cm)

2. On the magazine's website: banners in all positions on the homepage for intensive brand awareness in visitors' routine for continuous periods, from 3 to 6 months. A second option is to run the banners in prominent positions (Top Full Banner, Full Full Mega Banner and Mega Banner Destaque) during certain months of the year and in all positions in other months



VEHICLE

Mining Cast of In the Mine magazine - the first podcast of Brazilian mining

FREQUENCY: 2 to 4 Programs / Month



TOPICS

INTERVIEW PROFESSIONALS AND MINING SPECIALISTS

MINERAL CLASS EXHIBITION ON A MINERAL SUBSTANCE

MEMORY HISTORICAL CHARACTERS AND FACTS OF MINING

DATA & FACTS APPROACHING THE MAIN NEWS OF THE MONTH

SPONSORSHIP

Up to six (06) advertisers per program. Sponsoring brands will be announced on the initial and final stickers and program intervals. In case there are two (02) intervals, three marks in each one. If there are three (03) intervals, two marks on each. In the intervals, the phrase will include the brand name and a slogan or reference (eg, "Control Mine - Operational Data Management" or "Control Mine - Data Processing Software")



ADVANCED MINING AWARD

The award winners - mining companies and suppliers (manufactures, service providers and consultants) - will be recognized for the quality results of their projects and operations and for their commitment to sustainability, including technological innovation topics in the areas of production, safety, efficiency, the environment and relationship with communities, in order to consolidate results of responsible and contributory action with the evolution of the mineral sector and society in general.

Categories:

Suppliers: Expertise, Technology and Security;

Mining Companies: Communities and Opportunities;

Mining Companies and Suppliers (joint or individual cases): Partnership, Innovation and Environment;

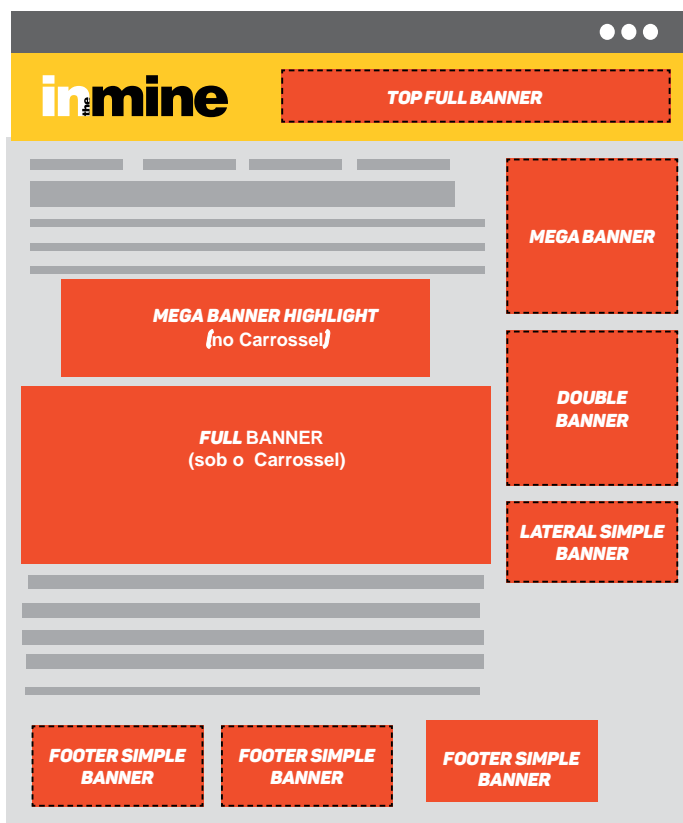
Highlight: Case with excellence in more than category.

Sponsorship (open to mining companies and suppliers):

- Diamond
- Gold
- Silver
- Support



SITE BANNERS / SPECIFICATIONS



TOP FULL BANNER **620 X 80PX**

MEGA BANNER HIGHLIGHT **620 X 400PX**

FULL BANNER **800 X 512PX**

MEGA BANNER **300 X 300PX**

DOUBLE BANNER **300 X 300PX**

LATERAL SIMPLE BANNER **350 X 150PX**

FOOTER SIMPLE BANNER **350 X 150PX**

1 MONTH	2 MONTHS	6 MONTHS	ONE YEAR
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IN THE MINE / WEBSITE AND SOCIAL MEDIA 2024



SPONSORED CONTENT ONLINE / Space created especially for the sponsor to promote concepts and new technologies related to the mining industry. Each sponsor will have their individual and personalized page within the In The Mine website - with logo and direct links to their own website. These information (texts and videos) will be posted on specific sections of the website of the magazine In The Mine (eg, mining, processing, case stories, equipment, projects, training, and security) and shared in the channels of the in The Mine on social networks (Facebook, Instagram, LinkedIn, Youtube and Twitter).

2 MONTHS	4 MONTHS	6 MONTHS	ONE YEAR
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TEXTS



PHOTOS



VIDEOS

POST IN THE MAGAZINE PROFILES IN THE MINE (FACEBOOK, INSTAGRAM, LINKEDIN, YOUTUBE AND TWITTER)

IMPORTANT NOTE: THE VALUES DOES NOT INCLUDE AGENCY COMMISSION.



inmine

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