

AFRICA-MIDDLE EAST MINING AND ENERGY NEWS

DIGITAL - PRINT- ONLINE



2026
MEDIA
KIT

CONNECT WITH THE LEADING EXPERTS AND KEY PLAYERS DRIVING THE MINING AND ENERGY
INDUSTRY DIALOGUE ACROSS AFRICA AND THE MIDDLE EAST

AFRICA-MIDDLE EAST'S PREMIUM
MINING AND ENERGY
NEWS MAGAZINE

WELCOME TO AFRICA-MIDDLE EAST MINING AND ENERGY NEWS

Africa-Middle East Mining and Energy News is the definitive source for everything related to the dynamic and rapidly evolving mining and energy sectors across Africa and the Middle East. Renowned for its timely updates and in-depth analysis, the magazine captures the pulse of the industry by covering the most critical national and international issues that shape the future of these regions.

Whether you are a professional in the industry, a policymaker, or simply someone with a keen interest in the sector, this magazine provides a comprehensive overview of the key developments, trends, and challenges that are defining the mining and energy landscape today.

Our magazine delves deeply into a wide array of sectors, offering expert analysis and insights into mining, energy, power, and oil and gas. It goes beyond just reporting the news, providing context and commentary on the implications of these developments for the region and the world. From the latest in IT and communications technology that supports the energy infrastructure to the power generation techniques that are driving new industrial growth, Africa- Middle East Mining and Energy News ensures that its readers are well-informed on all fronts.

Publication is an essential resource for anyone interested in understanding the broader impact of energy and mining on other key sectors such as construction, petrochemicals, and emerging markets. We cover everything from the legal and regulatory frameworks governing these industries to the innovations that are propelling them into the future.

For the intricacies of coal, gas, and nuclear power plants, or the advancements in hydro, wind, and solar energy, the magazine provides thorough and accessible coverage that is as informative as it is engaging. For staying ahead of the curve in the Africa-Middle East mining and energy sectors, Africa- Middle East Mining and Energy News is an indispensable resource.

OUR DISTRIBUTION PLATFORMS



PRINT & DIGITAL MAGAZINES



MONTHLY E-NEWS



DAILY INDUSTRY NEWS

OUR COVERAGE AND TARGET INDUSTRIES



MINING INDUSTRIES



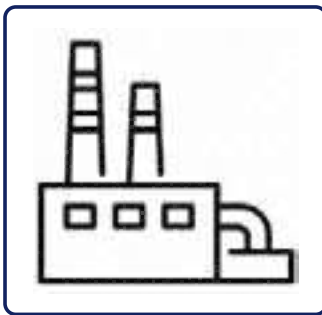
ENERGY & POWER



ENGINEERING



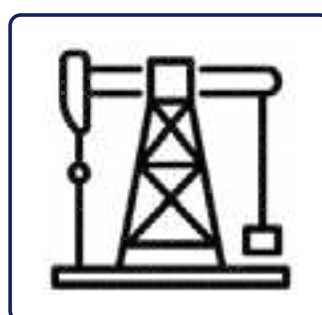
CONSTRUCTION IND



INDUSTRIAL



COMMUNICATION TECH



OIL & GAS IND



INFORMATION TECH

OUR READERSHIP AND DISTRIBUTION

READERSHIP BREAKDOWN

Mining Sector: 38%

Our mining readers include a wide range of professionals such as mine managers, engineers, metallurgists, geologists, machinists, power plant operators, and environmental consultants. They also encompass procurement and transport managers, maintenance managers, supply chain coordinators, and heads of cooperatives and mining associations.

Energy & Power Sector: 38%

This sector includes energy executives, engineers, and experts in renewable energy, electricity generation, and distribution. Key readers also consist of government officials, environmentalists, researchers, technology manufacturers, and investors focused on energy market trends.

Industrial & Construction Sector: 12%

Our readership in this sector features industrial captains, software programmers, data analysts, and industrial engineers. It also includes civil engineering contractors, project managers, plant managers, and infrastructure CEOs.

Oil & Gas Sector: 08%

This audience comprises geologists, drilling experts, safety professionals, investors, and top executives in oil and gas companies. They are keen on industry insights, technological advancements, and market developments.

Manufacturing & Logistics Sector: 05%

Readers here are logistics and supply chain professionals managing transportation, distribution, and operations. Executives, consultants, and regulatory officials are also a significant part of this segment.

IT & Communication Sector: 04%

This group includes IT professionals, network administrators, system architects, software developers, and telecom industry experts. Business executives and technology enthusiasts are also engaged in this segment. For detailed advertising rates and additional information, please refer to the fully detailed upcoming pages..

DISTRIBUTION NETWORK

Our quarterly publication, the Africa-Middle East Mining and Energy News, boasts a robust print run of 11,500 copies per issue, with over 34,650 subscribers distributed in both print and digital formats. Of these, 35% reach small- and large-scale miners as well as power generation industry executives, 25% are delivered through corporate subscriptions, and 40% are distributed at mining and energy expos, conferences, and events, as well as through key industrial associations. Additionally, our online newsletter, sent bi-weekly every Friday, reaches a dedicated subscriber base of over 34,650 industry professionals.

Enhance your brand's reach with our News Platform, a trusted source among top-tier professionals across the industrial and mining sectors. Our subscription base includes a diverse and highly qualified audience of directors, mine managers, engineers, metallurgists, geologists, machinists, and more.

From power plant operators to quality controllers, and from supply chain coordinators to system designers, our readership spans a wide range of key roles, including influential officials in government and finance who oversee crucial industrial investments.

Our readers are not just passive consumers—they are highlevel decision-makers and budget holders actively seeking the latest insights, advice, and best practices. They engage deeply with our expertly crafted content, which addresses the realworld challenges they face in their industries. With a focus on educational and practical articles, we cater to C-level executives, key stakeholders, and influencers across various verticals, including manufacturing and logistics.

Our reach extends across Africa and the Middle East, encompassing regions like the UAE, Saudi Arabia, and the GCC countries, ensuring your message is delivered to a broad and influential audience.



22 670+ MONTHLY WEBSITE VIEWS



34 650+ EMAIL SUBSCRIBERS



11500+ PRINT CIRCULATION

PRODUCT FOCUS

JANUARY-MARCH ISSUE

Gas Power Trends, Electrification, Instrumentation and Control
Geothermal
Power Power, Plant Equipment and Tools Mining machinery & technology,
Generators Collusion avoidance systems, lubricants, material handling, separation and vibration, Operations & Maintenance Combined
Heat & Power Energy Storage Gas Turbine Technology Securitization
Power Market Research and Analysis conveyors belts, electrical equipment
batteries and lighting, Pump & Turbine
Maintenance, packaging and storage solutions, industrial equipment,
Drilling, Explosives, Ovens & Dryers, Mining Consulting Engineers, transport logistics, IT Industrial sector,
steel and alloy, instrumentation and automation.
Smart Grid, Mining Machinery , Conveyors and material handling Workforce

APRIL-JUNE ISSUE

Issues Pump & Turbine Maintenance
Biomass Technologies Carbon Capture and Storage Communication system and equipment, continuous miners and cutting equipment, Mineral and metal processing, metal detection, underground transport, dust suppression systems, consulting firms, lubricants, cleaning equipment, flotation and filtering, material handling, sensor and detectors, shaft equipment, winding and winches, survey systems and equipment, tunnelling systems and equipment.
Transport & Logistics, Mining dump truck, Pumps and valves, Earth moving equipment, under carriage components,
Abrasives, steel and alloys, copper ore processing plant, cold dredging boat diamond, tyre manipulator.
Water tanks, aerators, mixers and agitators Optimizing Plant Efficiency and Reliability High-Voltage
Power Systems Wind Technology Commercial and Industrial Power Systems Emerging Digital Technology Repurposing Power Plants and Real Estate

JULY-SEPTEMBER ISSUE

Gas Power Trends, Electrification, Instrumentation and Control, Geothermal Power, Power Plant, Equipment and Tools Mining machinery & technology,
Generators Collusion avoidance systems, lubricants, material handling, separation and vibration, Operations & Maintenance Combined
Heat & Power Energy Storage Gas Turbine Technology Securitization
Power Market Research and Analysis conveyors belts, electrical equipment
batteries and lighting, Pump & Turbine
Maintenance, packaging and storage solutions, industrial equipment,
Drilling, Explosives, Ovens & Dryers, Mining Consulting Engineers, transport logistics, IT Industrial sector,
steel and alloy, instrumentation and automation.
Optimizing Plant Efficiency and Reliability
High-Voltage Power Systems

OCTOBER-DECEMBER ISSUE

Wind Technology Commercial and Industrial Power Systems Emerging Digital Technology Repurposing Power Plants and Real Estate Smart Grid, Mining Machinery , Conveyors and material handling Workforce Issues
Pump & Turbine Maintenance Biomass Technologies Carbon Capture and Storage Communication system and equipment, continuous miners and cutting equipment, Mineral and metal processing, metal detection, underground transport, dust suppression systems, consulting firms, lubricants, cleaning equipment, flotation and filtering, material handling, sensor and detectors, shaft equipment, winding and winches, survey systems and equipment, tunnelling systems and equipment. Transport & Logistics, Mining dump truck, Pumps and valves, Earth moving equipment, under carriage components, Abrasives, steel and alloys, copper ore processing plant, cold dredging boat diamond, tyre manipulator. Water tanks, aerators, mixers and agitators
Notes to be added

OUR WEBSITE

The Africa-Middle East Mining website serves as a dynamic hub connecting industry professionals across the mining and energy sectors. Continuously updated with the latest news and developments from Africa, the Middle East, and beyond, our platform ensures that our readers have access to timely, relevant information.

We feature a wide range of content, including expert editorials from our magazine, in-depth product profiles, insightful case studies, and engaging videos hosted on our dedicated media platform. Additionally, our extensive social media networks amplify this content, reaching a broader audience across various channels.

Our website's clean, intuitive design makes it easy for users to navigate and find the information they need. Whether you're exploring banner advertising options or diving into detailed industry reports, the Africa-Middle East Mining website is your goto resource for staying informed and connected in the mining and energy industries.

BROWSING STATISTICS



56 780 Page Views



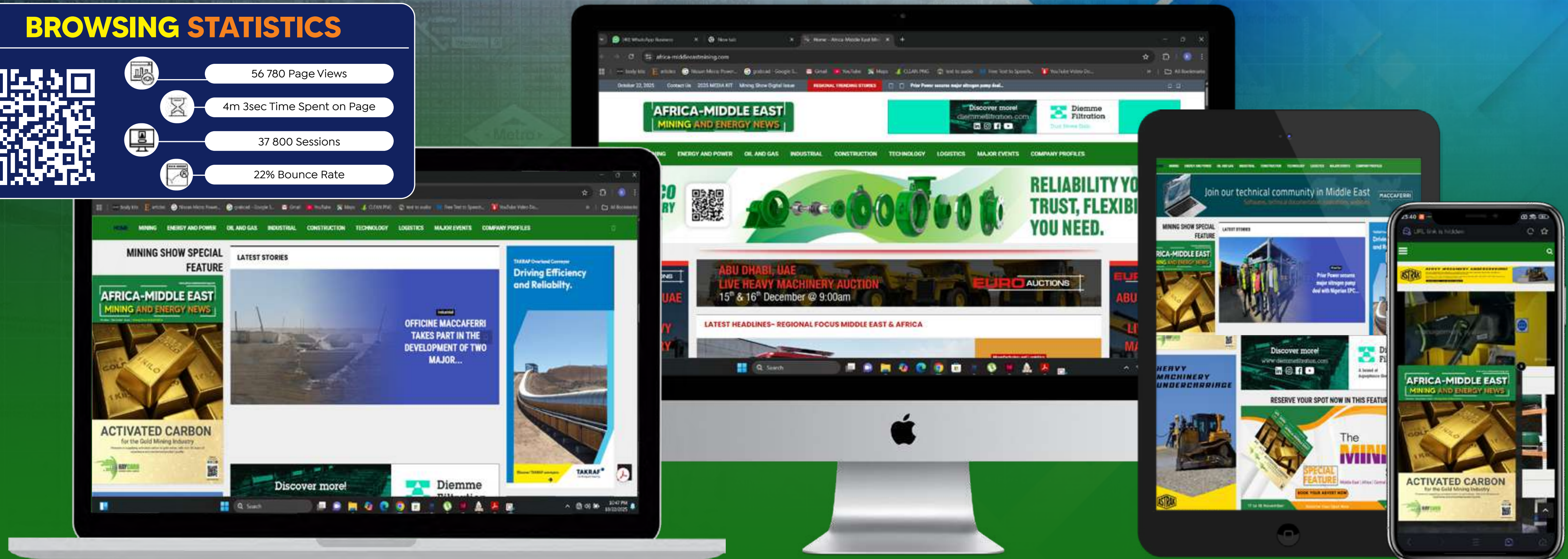
4m 3sec Time Spent on Page



37 800 Sessions

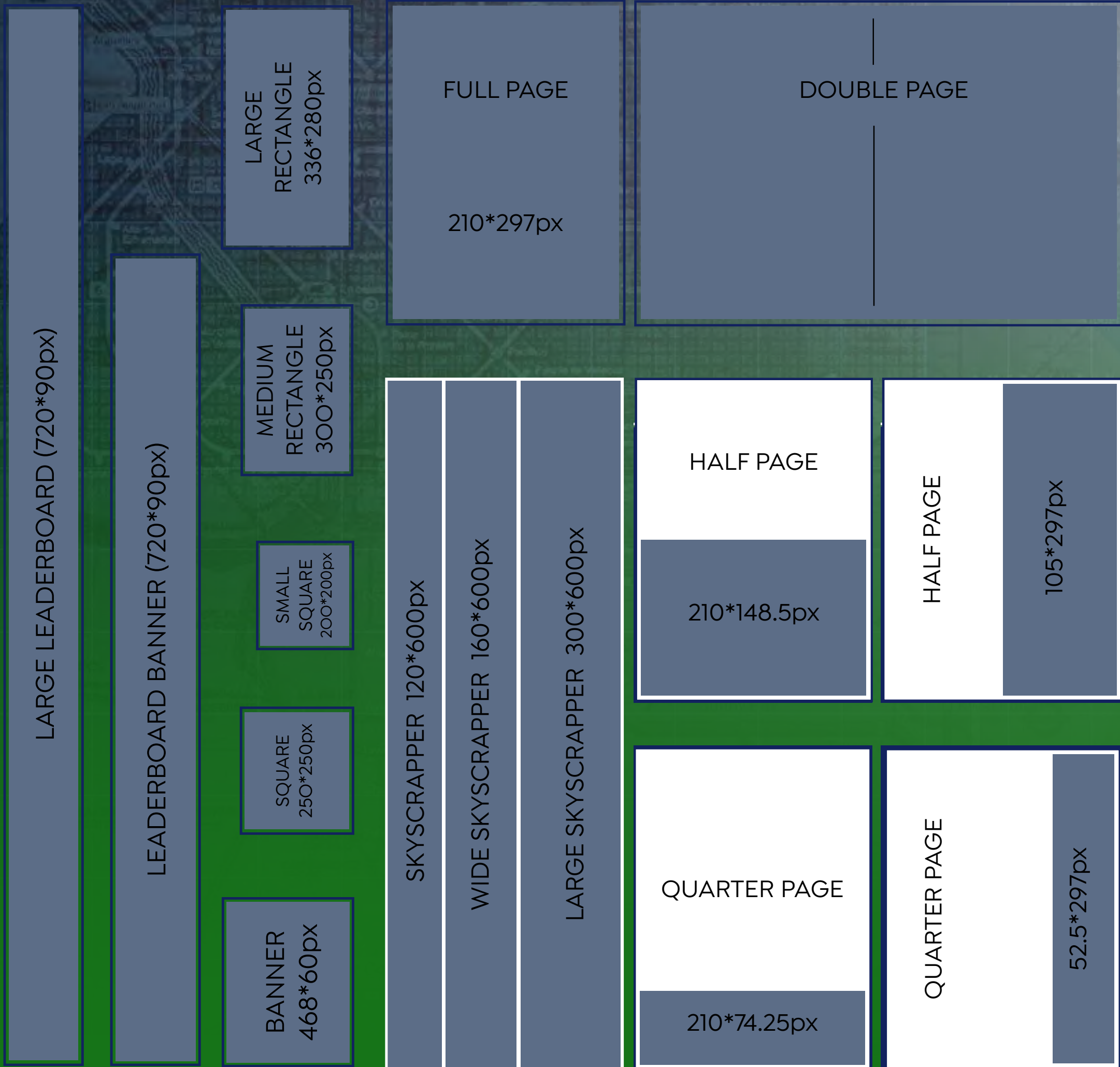


22% Bounce Rate



PRINT & DIGITAL ADVERTISEMENT DIMENSIONS

With a print run of 8,500 copies per issue, our magazine reaches an audience of over 36 800 influential authorities and key decision makers through a variety of channels, including an interactive website and print distribution at all major bulk and breakbulk exhibitions, trade shows and conferences in Africa, the magazine is given out for free at these events



AFRICA-MIDDLE EAST MINING AND ENERGY NEWS

www.africa-middleeastmining.com

FULL PAGE

When designing your artwork, please take special care to ensure that company logos, contact details, or any other important information is kept within the text area of 190mm x 277mm. This precaution helps to avoid any critical elements being cut off during the trimming process. If your artwork has any important elements close to the trim line, you may be asked to resupply it to ensure everything fits correctly. Additionally, it's advisable to use a bleed area of at least 3mm to prevent any white edges from appearing after trimming. Please contact MDM Publishing if you have any questions or need further assistance.

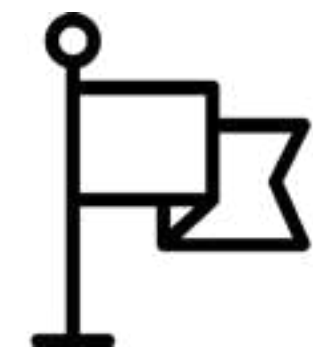
DOUBLE PAGE FOOTER:

When designing DPS artwork, allowance must be made for some loss of image due to binding. This is particularly important for elements that span across both pages, as the binding can obscure parts of the image. To avoid this, ensure that no critical information or design elements are placed too close to the gutter. Please contact MDM Publishing to ascertain the required allowance and for any other queries you might have.

EXCLUSIVE ONLINE RATES

TECHNICAL SPECIFICATIONS

Accepted Formats: GIF and JPEG, Animated, Flash Max File Size 1 Mb
Max 15 seconds animation or 3 loops 18 frames per second



BANNERS

Wide skyscraper- US\$660 /R7 200
Leaderboard banner- US\$680/R7 500
Super banner- US\$550 /R6 200



LEADERBOARD OR SQUARE POSITIONS

Choose the Leaderboard or Box and your brand/ product messaging will be included in all e-newsletters sent in the calendar month.
Price: \$1490/month/position



SPONSORED VIDEO

Video box image in combination with link to the video, title and short introduction (Video 320 x 240 pixels, title, introduction max. 40 words).

\$500/ZAR8 000 nett per insertion



SPONSORED CONTENT POSITIONS

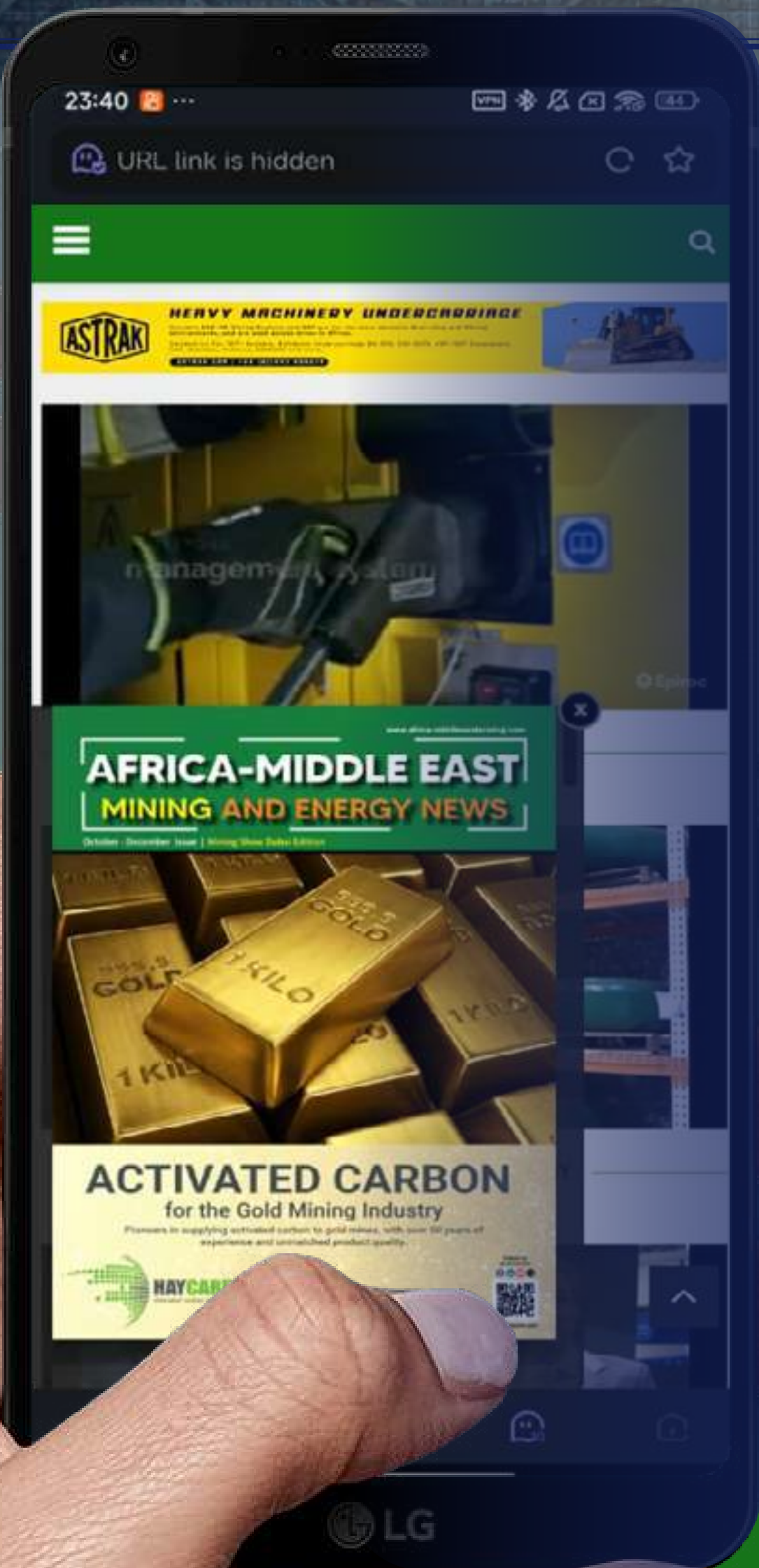
Available to purchase on an per email basis - pick any week of the month to suit your business marketing needs or a specific product launch. Limited to one sponsored content message per email.

Price per insertion \$875



E-NEWSLETTERS

Sent every fortnight on Fridays to databases of our print and digital magazine subscribers plus anyone who has registered online. The e-newsletters contain latest industry news, articles from recent magazines and occasionally extra content such as videos or podcasts.



EXCLUSIVE ONLINE RATES

DOUBLE PAGE SPREAD (DPS) ADVERT SPACE

- USD: \$3,000
- EUR: €2,800
- ZAR: R58,000

OUTSIDE FRONT COVER ADVERT SPACE

- USD: \$4,500
- EUR: €4,200
- ZAR: R85,000

PRINT ADVERTISING PACKAGES

BACK OUTSIDE COVER ADVERT SPACE

- USD: \$4,000
- EUR: €3,800
- ZAR: R75,000

FRONT INSIDE COVER ADVERTISING SPACE

- USD: \$3,500
- EUR: €3,300
- ZAR: R66,000

FULL PAGE ADVERTISING SPACE

- USD: \$2,000
- EUR: €1,900
- ZAR: R38,000

WEBSITE BANNER ADS PLACEMENT ON HOMEPAGE FOR 1 MONTH

- USD: \$800
- EUR: €750
- ZAR: R15,000

HTML EMAIL CAMPAIGN + SOCIAL MEDIA COMBO

- USD: \$1,800
- EUR: €1,700
- ZAR: R34,000

HALF PAGE ADVERTISING SPACE

- USD: \$1,200
- EUR: €1,100
- ZAR: R23,000

SOCIAL MEDIA MENTIONS INCLUDES MENTIONS ON LINKEDIN, TWITTER, AND FACEBOOK, WITH TAGS AND DEDICATED POSTS

- USD: \$300 PER POST
- EUR: €280 PER POST
- ZAR: R5,700 PER POST

DIGITAL ADVERTISING PACKAGES

DEDICATED HTML EMAIL CAMPAIGN SENT TO THE ENTIRE SUBSCRIBER BASE (INDUSTRY-SPECIFIC)

- USD: \$1,500
- EUR: €1,400
- ZAR: R28,000

Africa Middle East Mining and Energy News is the go-to hub connecting readers with industry professionals, featuring daily updates on mining and energy news from the region and beyond. All news is promptly shared online and through our extensive social media channels. Editorial content appears in both digital editions and as standalone articles, complemented by product profiles, case studies, videos, and banner advertising—all within a clean, easy-to-navigate layout.

Digital and print packages are available on request.

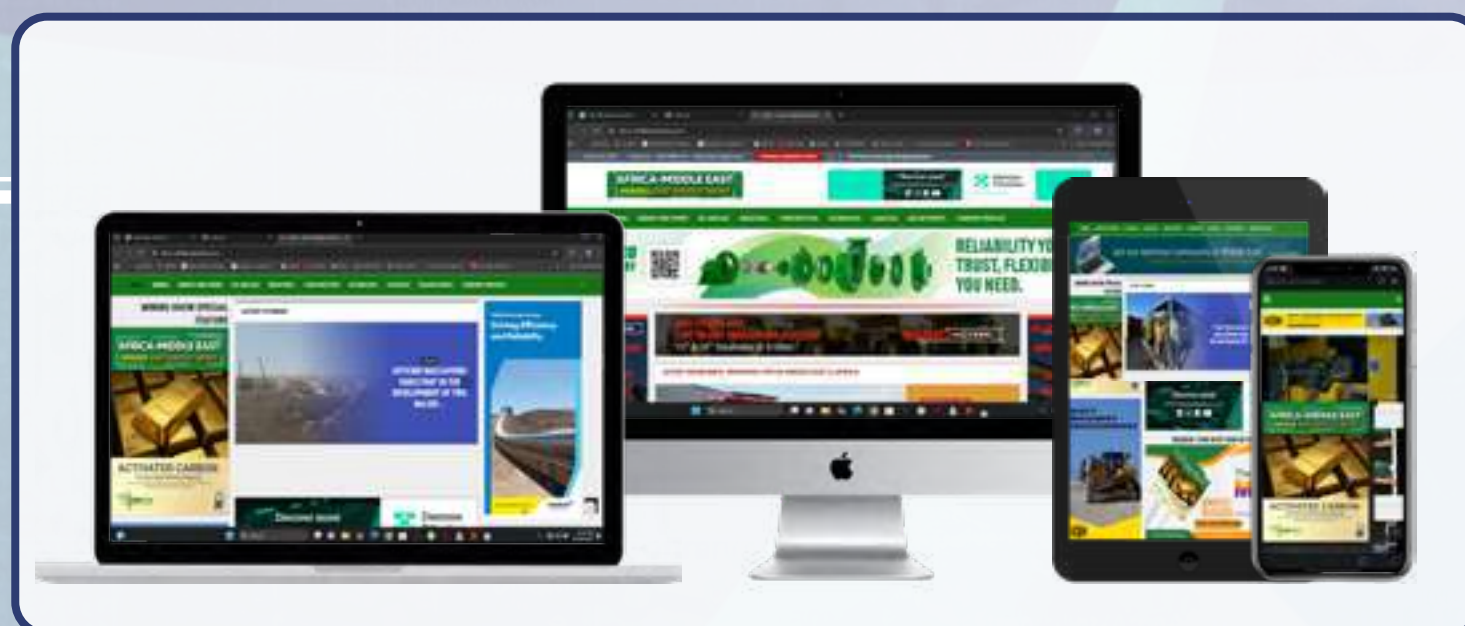
PRINT & DIGITAL ADVERTISEMENT PACKAGES

1. PLATINUM PACKAGE USD \$7,000 / €6,580 / ZAR 133,700

- Front Cover: Company logo and teaser headline.
- Double Page Spread (DPS): Editorial or interview with the CEO (up to 1,200 words).
- Full-Page Inside Advertisement: High-resolution ad with premium placement.
- 6 Months Online Banner: Visible on the homepage and relevant news pages.
 - 3 HTML Direct Emails: Customized e-blasts to a targeted database.
- Magazine Distribution at Major Events: Distributed at key mining and energy expos and conferences across Africa and the Middle East.

3. SILVER PACKAGE USD \$4,000 / €3,760 / ZAR 76,400

- Full-Page Advertisement: Placed within the publication.
 - Half Page Editorial: Up to 300 words with an image.
- 3 Month Online Banner: Displayed on relevant news sections.
- 1 HTML Direct Email: Sent to industry professionals.



5. DIGITAL-ONLY PACKAGE USD \$3,120 / €2,850 / ZAR 55,750

- Website Banner: For 3 months on the homepage and select category pages.
- Company Profile Feature: Online profile with backlinks.
- 1 HTML Email Campaign: Sent to a targeted mailing list.

6. CUSTOM PACKAGE

- Tailored to meet specific requirements, combining print, digital, and event promotion. Each package can be customized with additional options, such as social media mentions, video promotion, and more, to maximize impact based on the client's goals.

2. GOLD PACKAGE USD \$5,500 / €5,170 / ZAR 105,050

- Inside Front Cover (IFC) or Back Cover: Full-page high-visibility ad.
- Single Page Editorial Feature: Up to 600 words with an image.
- 3 Months Online Banner: Visible on key pages.
- 2 HTML Direct Emails: Customized campaigns.
 - Event Distribution: Includes presence at select trade shows and exhibitions.

4. BRONZE PACKAGE USD \$3,000 / €2,820 / ZAR 57,300

- Half-Page Advertisement: Ideal for showcasing products or services.
 - Quarter Page Editorial: Up to 150 words.
- Online Product Highlight: Feature on the magazine's website for 2 weeks.

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MINING & ENERGY NEWS EDITORIAL FOCUS

JANUARY-MARCH ISSUE

Feature Article: Latest Technologies in Mining (Due: December 1)
Industry Spotlight: Renewable Energy Projects in Africa (Due: December 15)

Engineering Focus: Advances in Mining Engineering (Due: December 20)

Case Study: Successful Mining Projects in the Middle East (Due: December 30)

Opinion Piece: The Role of Innovation in Africa's Mining Future (Due: December 5)

Interview: Profile of a Leading Mining Technology CEO (Due: December 10)

News Updates: Key Developments in Mining Regulations (Due: December 15)

Quarter 1 Issue: Published in January
THEME: INNOVATIONS IN MINING AND ENERGY

APRIL-JUNE ISSUE

Feature Article: Sustainable Mining Practices (Due: March 1)

Industry Spotlight: Energy Efficiency in Power Generation (Due: March 15)

Engineering Focus: Eco-friendly Construction Materials (Due: March 20)

Case Study: Companies Leading in Sustainable Practices (Due: March 30)

Opinion Piece: Balancing Profit and Sustainability in Mining (Due: March 5)

Interview: Insights from an Environmental Scientist on Mining Impacts (Due: March 10)

News Updates: Innovations in Renewable Energy Legislation (Due: March 15)

Quarter 2 Issue: Published in April
THEME: SUSTAINABLE PRACTICES IN MINING AND ENERGY

JULY-SEPTEMBER ISSUE

Feature Article: The Transition to Cleaner Fuels (Due: June 1)

Industry Spotlight: Impact of Global Oil Prices on the African Economy (Due: June 15)

Engineering Focus: Innovations in Oil and Gas Extraction Technology (Due: June 20)

Case Study: Successful Oil and Gas Projects in the Middle East (Due: June 30)

Opinion Piece: The Future of Fossil Fuels in Africa (Due: June 5)

Interview: Conversation with a Leading Oil Executive (Due: June 10)

News Updates: Developments in Oil and Gas Regulations (Due: June 15)

Quarter 3 Issue: Published in July
THEME: THE FUTURE OF OIL AND GAS

OCTOBER-DECEMBER ISSUE

Feature Article: Trends in Manufacturing and Logistics (Due: September 1)

Industry Spotlight: The Role of Communication Technology in Industrial Development (Due: September 15)

E2ngineering Focus: Infrastructure Development for the Future (Due: September 20)

Case Study: Major Construction Projects Impacting the Region (Due: September 30)

Opinion Piece: The Importance of Infrastructure in Economic Growth (Due: September 5)

Interview: Insights from an Industrial Engineer on Future Trends (Due: September 10)

News Updates: Updates on Major Industrial Projects (Due: September 15)

Quarter 4 Issue: Published in October
THEME: INDUSTRIAL GROWTH AND DEVELOPMENT

EDITORIAL & ADVERTISING OPPORTUNITIES

ADVERTISING TERMS

- 01.** All copy for advertisements or other paid-for material is subject to the approval of BTC Media. We reserve the right to decline or cancel any such items, even if ordered and paid for, without stating any reasons, and / or making modifications necessary to any advertisements or other paid-for material in order to maintain the publication's standards.
- 02.** Every effort will be made to avoid errors, but no responsibility will be accepted for any mistakes that may arise in the course of the publication of any advertisements or other paid-for material. BTC Media accepts no responsibility for slight variations in colour in the reproduction of advertisements or editorial photographs.
- 03.** Advertisers must ensure that the content of the advertisement or other paid-for material complies with all legal requirements. The advertiser shall further indemnify BTC Media in respect of any claims, costs and expenses that may arise from anything contained within the advertiser's advertisements or other paid-for material and published on the advertisers' behalf.
- 04.** It is the advertiser's responsibility to supply the artwork to BTC Media within the deadlines stated on BTC Media's confirmation letter/email. If material is not forthcoming, BTC Media reserves the right to repeat old material or to charge the client for the advertisement without it appearing. Advertising material must be supplied in digital formats, as stipulated by BTC Media.
- 05.** The placing of an order or contract for insertion into the magazine, whether in writing, email, verbal or telephone instruction, will be deemed an acceptance of each and all of the above conditions.



AFRICA-MIDDLE EAST MINING AND ENERGY NEWS



Reaching every corner of our readership is made easy via our multi-channel online platforms. With complete flexibility, we can create bespoke campaigns based on your own timelines, target regions and budgets. Using a 360-degree approach via our website, html emails and e-newsletters, we will guarantee your message is seen by the widest possible audience across Africa and the Middle East and sales leads are channelled directly back to you. With all online products complete transparency is provided ensuring we can analyse the ROI in great detail.

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