

MINING | INVESTMENTS | OIL + GAS | ALTERNATIVE ENERGY | SERVICES

RESOURCEWORLD

INVESTMENT OPPORTUNITIES AND NEWS *magazine*

2017 ADVERTISING GUIDE



Serving the resource sector since 2002

Resource World Magazine

Resource World targets those interested in investing in the resource sector, professionals in the field and those interested in following developments in sector-related news, technology and services. In its 14th year of publication, *Resource World* is published bimonthly. *Resource World* is a 56 to 128 page, 4-colour magazine with a cover price of \$5.95 CDN/US. *Resource World* is available by subscription (print or digital), at libraries, related investment conferences, golf courses and selected Canadian retail outlets: Chapters, Indigo, Coles, SmithBooks and independent magazine shops and in the US at selected Barnes & Noble and Hastings book stores.

Editor-in-Chief

Ellsworth Dickson, cofounder of *Resource World*, is a graduate of the Haileybury School of Mines and has worked in the industry at silver and copper mines as a student and a professional. A former part owner of the *North Shore News*, a highly successful community newspaper, Mr. Dickson combined his interests in mining and publishing and has been a mining journalist for over 30 years, writing and editing a number of mining publications.

Editorial

Our editors and contributing writers have hundreds of years of combined experience in the mining, oil & gas, exploration, alternative energy and financial services industries. They include PhDs in geology, geologists, mining technologists, writers with Masters' degrees in English/Technical Writing and Journalism, and senior executives at brokerage houses. Other contributing writers include engineers and resource sector lawyers.

Our goal is to inform both new and experienced investors of timely investment opportunities by providing fact-based, non-paid, editorial content. *Resource World* informs and educates readers about sector-related services and developments in technology and equipment. The magazine also reports on industry-related news and issues relevant to the various resource sectors.

Resource World's News Dissemination Service

Resource World's Email Campaign Service

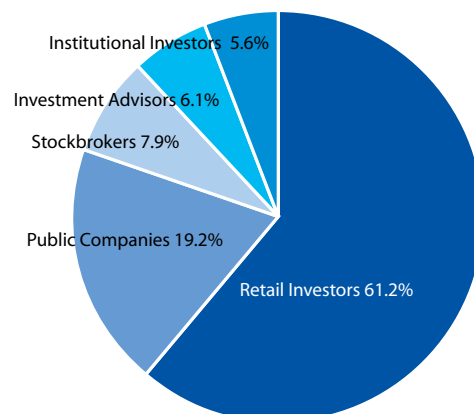
– \$1,000 per news item.

News disseminated to *Resource World's* opt in email list is read by over 10,000 mining professionals, brokers and investors and provides the opportunity for companies to make their breaking and timely news immediately available to a motivated and interested audience.

iPad & iTunes

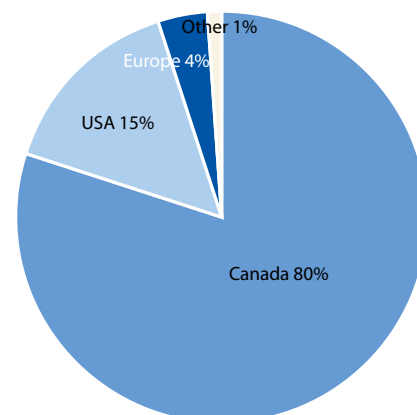
Our subscribers can access *Resource World* on their iPad or iPhone directly from our website or purchase single editions from iTunes.

25000*

Selected Readers

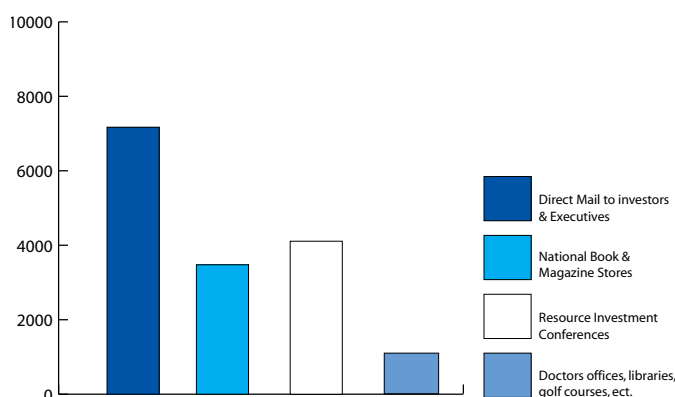
Our readers are resource stock investors, publicly-traded resource company executives, newsletter writers, institutional investors, stockbrokers and industry decision makers. * 2.5:1 readership ratio

10000

Copies in Circulation

Distribution

Resource World is distributed at all major financial and resource conferences in Canada and the US. *Resource World* is also available at select newsstands and retail stores.




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RESOURCEWORLD


INVESTMENT OPPORTUNITIES AND NEWS magazine

Off the Wire Resources Investment Industry Business



Latest Issue

December/January



RESOURCEWORLD
INVESTMENT OPPORTUNITIES AND NEWS magazine


GOLDCORP
restoring market value

LITHIUM
staking rush underway


RICK RULE
on the mining recovery


silver | graphite | zinc

Your logo here



Your Company headline here





Supply in the far North

January 13, 2016

1 Comment

Your story will stay pinned to the top of our front page for one month and can include photos, editorial as well as links back to you...more>>

When supplies have to make it to the site regularly and on time, some companies have elected to pool their resources...more>>

In this issue we feature Resource Stock Outlook 2016, Commodities Outlook 2016, Yukon Media Tour Part II, How to become a Miner, Aboriginal Rights, New ...

\$2,850

Advertising is changing

Companies are investing in marketing that is context driven as part of their overall marketing strategy. Presented in the right context this next generation marketing strategy makes your information available to readers interested in your industry, product or service.

Organic or native advertising is seamlessly imbedded beside relevant content; placement is natural and appropriate. The product is recognized by the viewer as sponsored content inviting the viewer to look deeper.

Organic advertising is dynamic and can

include a variety of media which can be linked back to your website:

- Feature a variety of content: print articles, news releases, photos, videos, charts, links, corporate profiles
- Gain exposure from premium placement on Resource World's news site
- Content is pinned to the top of the main page for one month
- Key image is rotated across the top of the screen with headline
- Content is easily shared to social media
- Content remains archived on Resource World's website.

168,000
page views are generated
every month by

40,000
predominately North
American visitors to
Resource World's website.

**Based on February 2016
website traffic reports.*

RESOURCEWORLD magazine

Volume 15 – 2017 Editorial Planner

PLANNED FEATURE ARTICLES

Issue 1 December/January

- Resource Stock Outlook
- Commodity Outlook
- Energy Outlook
- Exploration & Mining in Ecuador
- Golden Triangle Update

Issue 2 February/March

- Understanding assays
- Projects with a Punch
- The Mine Builders

Issue 3 April/May

- Personality Profile
- Exploration & Mining in South America
- Hot Commodities

Issue 4 June/July

- Rick Rule Interview
- Exploration & Mining in Nevada
- Overlooked Opportunities

Issue 5 August/September

- Exploration & Mining in Québec
- Personality Profile
- Base Metals

Issue 6 October/November

- Precious Metals Review
- Exploring the Arctic
- Exploring Saskatchewan
- Yukon Media Tour

IN EVERY ISSUE

Editor's Comments by Ellsworth Dickson

Investment Section

- Insights & Investments by Barry Muir
- Speculations by Leonard Melman
- At the Market by Rodney Blake
- Broker's Picks by Shayne Nyquvest/Alf Stewart

Mining Section

- Australian Update by Greg Barns
- Company Profiles
- Exploration & Mining Milestones

Oil & Gas Section

- The Oil Patch Report by Bruce Lantz
- Company Profiles

Alternative Energy Section by Jane Bratun

Off the Wire

- Company News Releases

Epilogue by David Duval

- Opinion

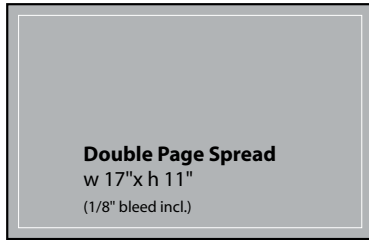
Mining World Section

- Service Companies
- Technology
- Equipment

Note: subject to change.

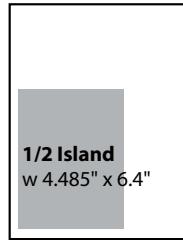
Resource World magazine reports on the business of mining, oil & gas, alternative energy and the events that affect these sectors. *Resource World*, a glossy, bi-monthly publication, is written for new and experienced investors seeking information on publicly traded resource companies and those employed in the resource sector. *Resource World* also reports on developing industry technologies and companies that provide services to the resource sector. The magazine provides a platform to profile companies on a non-advertorial basis.

2017 RATES



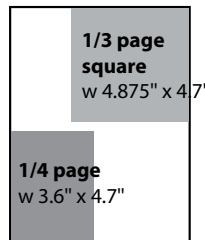
Double Page Spread
w 17" x h 11"
(1/8" bleed incl.)

1X	\$8,995
3X	\$8,608
6X	\$8,205



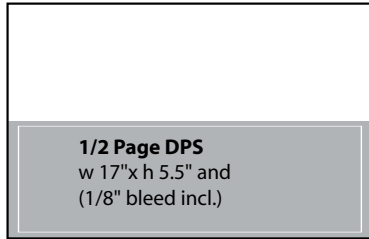
1/2 Island
w 4.485" x h 6.4"

1X	\$3,385
3X	\$3,263
6X	\$3,058



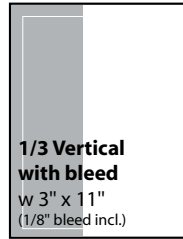
1/3 page square
w 4.875" x h 4.7"
1/4 page
w 3.6" x h 4.7"

1/4 page	1/3 square
1 x \$1,583	1X \$1,783
3 x \$1,483	3X \$1,583
6 x \$1,383	6X \$1,467



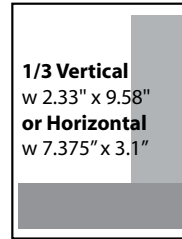
1/2 Page DPS
w 17" x h 5.5" and
(1/8" bleed incl.)

1X	\$5,330
3X	\$5,142
6X	\$4,948

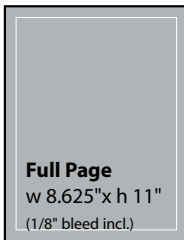


1/3 Vertical with bleed
w 3" x h 11"
(1/8" bleed incl.)

1X	\$2,395
3X	\$2,203
6X	\$2,045

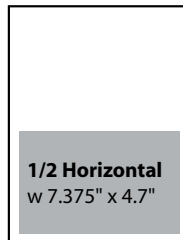


1/3 Vertical or Horizontal
w 2.33" x h 9.58"
w 7.375" x h 3.1"



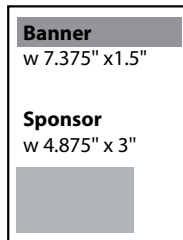
Full Page
w 8.625" x h 11"
(1/8" bleed incl.)

1X	\$4,739
3X	\$4,513
6X	\$4,218



1/2 Horizontal
w 7.375" x h 4.7"

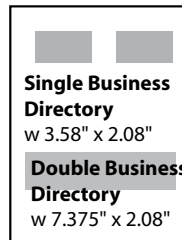
1X	\$2,997
3X	\$2,875
6X	\$2,728



Banner
w 7.375" x h 1.5"

Sponsor
w 4.875" x h 3"

Banner	\$1,000
Sponsor	\$1,200



Single Business Directory
w 3.58" x h 2.08"

Double Business Directory
w 7.375" x h 2.08"

Single	\$425
Double	\$825

Premium Placement

Outside Back Cover	\$5,220
Inside Covers	\$4,850
Double Page Spread	\$8,995

Custom sizes available

Web banner

728 x 90 and 300 x 250 pixels
\$1,000 per month.

Supplying Artwork

Digital files must be in the required formats. Proof carefully, *Resource World* is not responsible for errors or omissions. All bleed ads should have a margin of a minimum 1/4" to allow trimming.

Acceptable Format PC or MAC:

Illustrator *.ai or *.eps files with outlined fonts

Acrobat PDF high resolution with all fonts embedded

Photoshop *.tif, *.jpeg or *.psd

All images must be a minimum **300 dpi** at the size they will be printed. All files must be **CMYK**.

We do not accept **website** material, **Power Point** or **Publisher** files.

Email to design@resourceworld.com

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RESOURCEWORLD
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