Resource World Magazine

*Resource World Magazine* and its companion website targets people interested in investing in the resource sector, including mining, oil & gas as well as green technologies that rely on energy metals and minerals. Our editorial content is also of interest to those employed in the various resource sectors and related services.

Now in its 16th year of publication, *Resource World Magazine* is published bi-monthly in full colour with a cover price of $5.95 CDN/US. The print and digital versions are available by subscription and also sold at select retail outlets – in Canada at Chapters, Indigo, Coles, SmithBooks and independent stores that sell magazines; in the US at select Barnes & Noble and Hastings book stores.

Magazines are distributed at numerous resource investor conferences around North America, including major conferences such as PDAC in Toronto, AMEBC Roundup in Vancouver, Cambridge House Conferences in Vancouver, Toronto and San Francisco, and the New Orleans Investment Conference.

In addition, *Resource World* is distributed at many of the smaller resource investment and industry conferences in Canada and the United States. Check with one of our advertising representatives as to which issue goes to which conference.

*Resource World* is also distributed to select brokerage houses, libraries, golf courses and schools in Canada.

Our Editorial Team

The *Resource World* editorial team is headed by Ellsworth Dickson, graduate of the Haileybury School of Mines and a mining journalist since 1983. Our editors and contributing writers have hundreds of years of combined experience in the exploration, mining, oil & gas, green technology and financial sectors that include geologists, engineers and investment advisors.

The objective of *Resource World* is to inform readers of timely investment opportunities and related news by providing fact-based, non-paid, editorial content. We also report on sector-related products, services and developments in engineering, technology and equipment.

Corporate Profile

A Corporate Profile can be one or two pages in colour. A one-page profile can include a photo, map and a 700-word summary of your company. The Corporate Profile also include Email dissemination to *Resource World*’s proprietary mailing list that totals approximately 10,000 qualified investors.
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.

500,000+ page views are generated every month by 200,000 predominately North American visitors to Resource World’s website.

*Based on October 2018 website traffic reports.
### 2019 RATES

#### Premium Placement
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- Inside Covers: $4,960
- Double Page Spread: $8,995

Custom sizes available

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- $1,000 per month

#### Corporate Profile
- One-Page Corporate Profile: $6,000.00
- Two-Page Corporate Profile: $9,800.00

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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.

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- **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, **PowerPoint** or **Publisher** files.

Email to design@resourceworld.com

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1-877-484-3800

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