MINING | INVESTMENTS | OIL + GAS | GREEN TECHNOLOGIES | SERVICES

RESOURCEWORLD magazine

INVESTMENT OPPORTUNITIES AND NEWS

2020 ADVERTISING GUIDE

Serving the resource sector since 2002

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 18th 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 Indigo, London Drugs, various grocery stores and independent retail stores that sell magazines; in the US at select Barnes & Noble and at independent retail stores.

Resource World is a media sponsor at dozens of global conferences and events where magazines are distributed, including major conferences such as PDAC in Toronto, AMEBC Roundup in Vancouver, Cambridge House Conferences in Vancouver and San Francisco, the New Orleans Investment Conference, MINExpo, SME, European Mining Conference, Mines & Money events, Globe Series, World Outlook Financial Conference and many others.

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 Universities in Canada.

Our Editorial Team

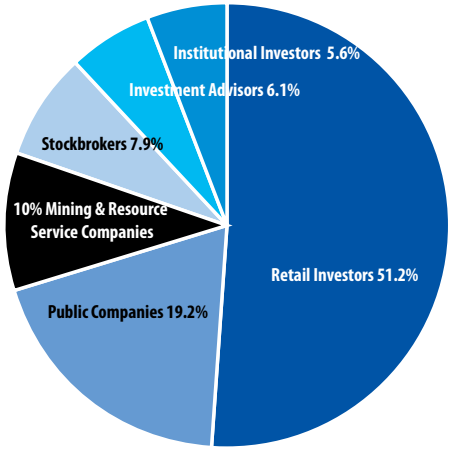
The *Resource World* editorial team is headed by Ellsworth Dickson, graduate of the Haileybury School of Mines and a mining journalist since 1983. Our editors and contributing writers have hundreds of years of combined experience in the exploration, mining, oil & gas, green technology and financial sectors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

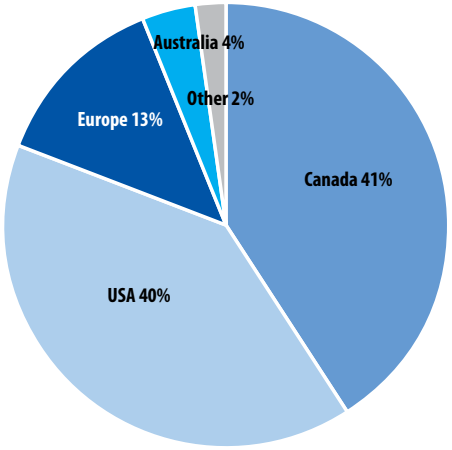
A Corporate Profile is a way advertisers can reach our readers in their own words. A Corporate Profile can include a photo, map and a 700-word summary of your company. The Corporate Profile also includes an email dissemination to *Resource World*'s proprietary mailing list and is archived on the *Resource World* website.

25,000* Print magazine readers 50,000** Global digital magazine readers



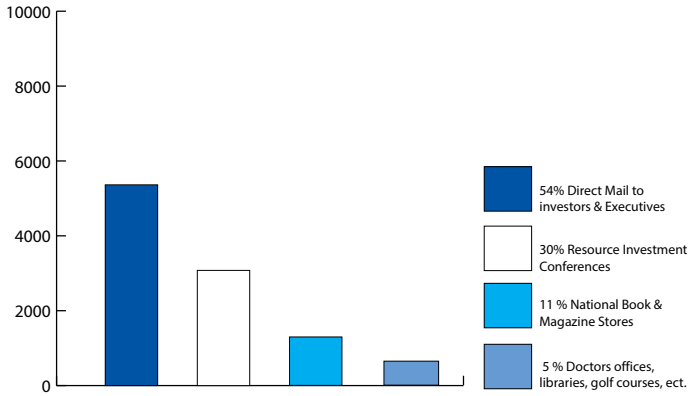
Our readers are resource stock investors, publicly-traded resource company executives, newsletter writers, institutional investors, stockbrokers and industry decision makers. * *2.5:1 readership ratio*

10,000+ Copies in circulation worldwide (46 countries)



Print Magazine Distribution

Resource World has arrangements with global financial and resource conferences where the magazine has distribution to attendees and delegates. Resource World is also available at select newsstands and retail stores and mailed directly to thousands on our exclusive paid subscriber list.



Editorial Planner 2020

DECEMBER-JANUARY 2020
Annual Outlook Issue
• Mining Stocks • Commodities • Energy
Red Lake Roundup
Energy Storage - Redox Batteries – Vanadium-Graphite
10 Stocks to Watch
Gold projects around the world
Stock Trading Strategies – A veteran broker's perspective

FEBRUARY-MARCH
Area Play – Canada's Maritimes
Area Play – Western USA
Copper Demand Rising
Saskatchewan Metals
LNG
Stock Trading Strategies
Mergers, Acquisitions and Mining Investments
The Oil Patch – Western Canada
Mining World Section – Drones
Green Technologies – Developments in solar technology
Australian Update

APRIL-MAY
Uranium
Area Play – Exploration & Mining in Southern British Columbia
Personality Profile
The Oil Patch – LNG
Mining World Section – Diamond drills & drill bits
Green Technologies – Floating nuclear power plants
Australian Update

Note: subject to change.

JUNE-JULY
Area Play – Exploration and Mining in Northern Europe
15 international exploration & mining projects
Base Metals
Mining World Section –Autonomous Mining
Personality Profile
Green Technologies – Perovskite solar cells
Australian Update

AUGUST-SEPTEMBER
Area Play – Exploration & Mining in Quebec
Latin America
Battery Metals
Personality Profile
Mining World Section – Geophysics
Green Technologies – Hydrogen injection for cleaner diesel
Australian Update

OCTOBER-NOVEMBER
Exploration & Mining in the Arctic
• Alaska, Yukon, Northwest Territories, Nunavut
Precious Metals – Gold, Silver, Platinum Group Metals
Personality Profile
Mining World Section – Heavy Equipment
Green Technologies
Australian Upsate

DECEMBER-JANUARY 2021
Annual Outlook Issue
• Mining Stocks • Commodities • Energy
Area Play – BC's Golden Triangle
Personality Profile
Green Technologies
Australian Upsate

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.

500,000+
page views are generated every month by

200,000
predominately North American visitors to *Resource World*'s website.

**Based on October 2019 website traffic reports.*

2020 RATES

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

1X $9,882
3X $8,893
6X $8,397

1/2 Island
w 4.485" x 6.4"

1X $3,716
3X $3,344
6X $3,097

1/3 page square
w 4.875" x 4.7"

1X $2,234
3X $2,010
6X $1,898

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

1X $5,973
3X $5,375
6X $5,077

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

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

1X $2,454
3X $2,208
6X $2,085

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

1X $5,126
3X $4,613
6X $4357

1/2 Horizontal
w 7.375" x 4.7"

1X $3,397
3X $2,967
6X $2,758

Premium Placement

Outside Back Cover	$6,495
Inside Front/Back Covers	$5,704
Double Page Spread	$9,882

Custom sizes available

Web Banner

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

Corporate Profile

One-Page Corporate Profile: $6,297.00
Two-Page Corporate Profile: $11,588.00

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**

CUSTOM OPTIONS

- Outside front flap
- Special fold-outs
- Glued or stapled inserts
- Poly-bagged promotional materials
  - CD/DVD
  - Brochure
  - Annual Reports

For other options or pricing contact:
1-877-484-3800

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