

AFRICA MINING & CONSTRUCTION

2025

MEDIA

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ABOUT AFRICA MINING AND CONSTRUCTION MAGAZINE

African Mining and Construction Magazine is the premier publication in Africa with a focus to the mining and construction industries. Published quarterly, the magazine allows for extensive circulation and provides in-depth, timely content to its vast audience. Reaching over 70,000+ industry professionals via its print and digital editions, newsletters, and website, AMC ensures that its readership, consisting of key players in the mining and construction sectors, stays informed and engaged.

The AMC platform serves as a crucial resource for procurement decision-makers across the continent, offering an ideal venue for promoting products, services, and achievements within the industries. As a trusted medium, the magazine is widely utilized by marketers from companies of all sizes worldwide, who rely on AMC to professionally present their offerings to the African mining and construction sectors.

Through AMC, businesses have access to a broad, influential audience, making it an effective tool for market penetration and brand visibility in these thriving sectors. The magazine consistently upholds a professional standard in showcasing products and services, ensuring that it remains a valued partner for those looking to make an impact in the mining and construction industries.

Our online platform www.miningandconstructionafrica.com covers breaking news from across Africa's mining and construction sector including mergers, acquisitions and strikes. The site also offers access to the latest news and tenders, and conference presentations. We send out weekly newsletters so you never miss a story that is affecting your business.

With a print run of 9,600 copies, our magazine offers balanced and insightful coverage of projects across the African continent, reflecting the dynamic nature of the region's mining and construction industries. We track the entire project lifecycle—from early-stage exploration and feasibility studies to mine development, steady-state operations, and eventual shutdown.

AFRICA MINING AND CONSTRUCTION MAGAZINE

Get your business seen!

Collaborate with us to communicate your message with tailor-made spaces in our magazines, website, newsletters and events

- Print Adverts
- Advertorials
- Digital Advertising
- Partnerships & Campaigns
- Sponsorship Live Events & Webinars
- Bespoke Marketing Solution
- Research & Development

OUR READERSHIP PROFILE

WHO READS AFRICAN MINING AND CONSTRUCTION MAGAZINE, AND HOW MANY ENGAGE WITH US?

Our readership consists of key industry influencers, decision-makers, and leaders within the mining and construction sectors. These professionals rely on AMC for valuable insights and trends, making our publication an essential resource for those shaping the future of these industries. Our broad reach ensures high engagement from a targeted audience of influential stakeholders.

OUR READERSHIP PROFILE
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CONSTRUCTION AND INDUSTRIAL READERSHIP

Contractors
Building Contractors
Subcontractors
Operators
Surveyors
Heavy equipment dealers and distributors
Spare parts dealers
Road construction and building material companies
Engineers
Architects
Facilities Management
Associations
Plant hire
Manufacturing Firms
Machine Setters
Technicians
purchasing manager/buyers
Managing Directors
Chief Executive Officers
Chief Financial Officers
HSE Managers/Directors
Bank Managers
Insurance Brokers
Municipal Managers
Consulate Generals – Embassies
Laboratories
Government Officials
HVAC Site Engineers
Project Owners
Plumbers
Investors and Development Funding Institutions
(DFIs)



Mine Managers
Quarry Managers
Water Engineers
Electrical Engineers
Environmental Consultants
Health & Safety Managers
Procurement Managers
Transport Managers
Mine Surveyors
Maintenance Managers
Mining Engineers
Ventilation Engineers
Greywater Managers
Water & Sludge Engineers
Shift Bosses
Shaft Managers
Shaft Engineers
Geologists
Metallurgists
Environmental Engineers
Mine Inspectors
SHEQ Consultants
Project Managers
Exploration Managers
Road Engineers
Plant Managers
Civil Engineering Managers
Managing Directors
Chief Executive Officers
Chief Financial Officers
HSE Managers/Directors
Bank Managers
Insurance Brokers
Municipal Managers
Consulate Generals – Embassies
Laboratories
Government Officials

MINING READERSHIP



Council for Geoscience
Minerals Council South Africa (Chamber of Mines)
SAIMM (SA Institute of Mining & Metallurgy)
Association of Mine Managers
The Mining Qualifications Authority (MQA)
CSIR
Mintek
Mining Industry Association of Southern Africa
South African Colliery Engineers' Association
Mine Metallurgical Managers Association
Chamber of Mines of Namibia
Botswana Chamber of Mines
Chamber of Mines Zimbabwe
Zimbabwe Miners Federation (ZMF)
Zambia Chamber of Mines
Chamber of Mines of Democratic Republic of Congo
Malawi Chamber of Mines and Energy
Tanzania Chamber of Mines
Lesotho Chamber of Mines
Madagascar Chamber of Mines
Ghana Chamber of Mines
Aweik – Awakening Women's Potential in Oil, Gas & Mining
Rwanda Mines Petroleum and Gas board
Ministry of Petroleum and Mining Kenya
ASSOCIATION OF WOMEN IN MINING IN AFRICA
Master Builders South Africa
Construction Engineering Association of South Africa
Southern African Institute of Steel Construction
Association of Construction Project Managers
South African Forum of Civil Engineering Contractors
The Association of Schools of Construction of Southern Africa
Construction Adjudication Association of South Africa
Association of Consulting Engineers of Namibia
Association of Botswana Building and Civil Engineering Contractors
National Council for Construction
Construction Industry Federation of Zimbabwe
Ghana Chamber of Construction Industry
Nigerian Institute of Building
Kenya Association of Building and Civil Engineering Contractors
KFMB Kenya
National Construction Authority
Roads and Civil Engineering Contractors Association

ASSOCIATIONS

INSTITUTES &

INDUSTRY BREAKDOWN AND FEATURED TOPICS

1. **Mining News:** Updates on the mining industry across Africa, including new projects, policy changes, and trends.
 2. **Construction News:** Developments in infrastructure, commercial, and industrial construction projects on the continent.
 3. **Equipment and Machinery:** Information on the latest in mining and construction equipment, tools, and technological advancements.
 4. **Industry Reports:** Detailed insights and analysis on trends, challenges, and market opportunities.
 5. **Sustainability and Environment:** Articles and features on environmentally sustainable practices and innovations.
 6. **Technology and Innovation:** Coverage of technologies like AI, automation, and digital tools transforming the industry.
 7. **Health and Safety:** Focus on safety protocols, health standards, and accident prevention in the workplace.
 8. **Events and Exhibitions:** Information on upcoming trade shows, expos, and conferences relevant to industry professionals.
 9. **Interviews and Features:** Exclusive interviews with industry experts and special features on notable companies.
 10. **Tenders and Contracts:** Updates on available tenders and contracts for potential business opportunities.
 11. **Market Analysis:** In-depth analysis of market trends, commodity prices, and industry forecasts.
 12. **Project Profiles:** Highlights of major ongoing projects in mining and construction, detailing impact and progress.
 13. **Infrastructure Development:** Articles on infrastructure projects like roads, railways, and ports supporting mining and construction.
 14. **Power and Energy:** Coverage on energy sources that power mining and construction, including renewables and fossil fuels.
 15. **Logistics and Supply Chain:** Insights into the logistics and supply chain challenges and solutions impacting the industries.
 16. **Investment and Finance:** News on investments, financial trends, funding, and partnerships in mining and construction.
 17. **Aggregates:** Production, supply, and application of aggregates like sand, gravel, and crushed stone.
 18. **Pit and Quarry Operations:** Focus on the operational aspects of pits and quarries, including extraction methods and regulations.
 19. **Crushing and Screening:** Updates on machinery and techniques for crushing and screening materials in mining and quarrying.
 20. **Materials Handling:** Information on the transportation and management of materials from extraction to processing.
 21. **Drilling and Blasting:** Coverage of drilling and blasting techniques essential for quarrying and mining operations.
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EDITORIAL CALENDAR

JANUARY-MARCH

Instrumentation and automation, Fans and Ventilation, PPEs, steel, metals, alloys, plastics, welding ,adhesives, chemical and reagents, mineral and metal processing, metal detection, underground transport, dust suppression systems, consulting firms, lubricants, communication system and equipment, breakers, grinding mills, loaders, trucks, haulage equipment, locomotives and rail systems, electrical products, batteries, generators, mining and industrial technology, collision avoidance systems, safety products, lubricants, material handling, wear and acid resistant, screening, Industrial rubber, mill liners, cutting and grinding equipment, explosion proof, communication devices, Draglines, drill bits and pipes, mine lamps and lights, actuators, GPS and tracking, telematics, magnets, pipes, mine doors, insulating materials, industrial products, hoses and fittings, Hearing Protectors, Heat Exchangers, Geophysical Instruments, Geomembranes, Fasteners, Exploration Equipment, bins and hoppers, boring equipment, construction tools

APRIL-JUNE

Thickeners, Level Indicators, ladders, seals and sealants, grinding media, GPS Surveying & Guidance, Undercarriage components, abrasives, copper ore processing plant, dredging equipment, tyre manipulator, water tanks, aerators, mixers and agitators, conveyors belts, tracks, wheels and tyres, wear parts, wear and acid resistant, pipes and plastics, compressors and air blowers, mining analyzers, mining and industrial medical equipment, breathalysers, dust barriers, telehandlers, trucks, tower cranes, heavy equipment, excavators, crushing plants, oil and lubricants, Formwork and scaffolding, fluid power and power transmission, pallets, gas and fire detection, gas analyzers , mining software, utility vehicles, excavator and bulldozer, industrial safety solutions, electronics, construction equipment, navigation system, paints and coatings, markings, motion control, slurry pumps and cyclones, mining and industrial parts, Motors and generators, Axles, bolts and nuts,

JULY-SEPTEMBER

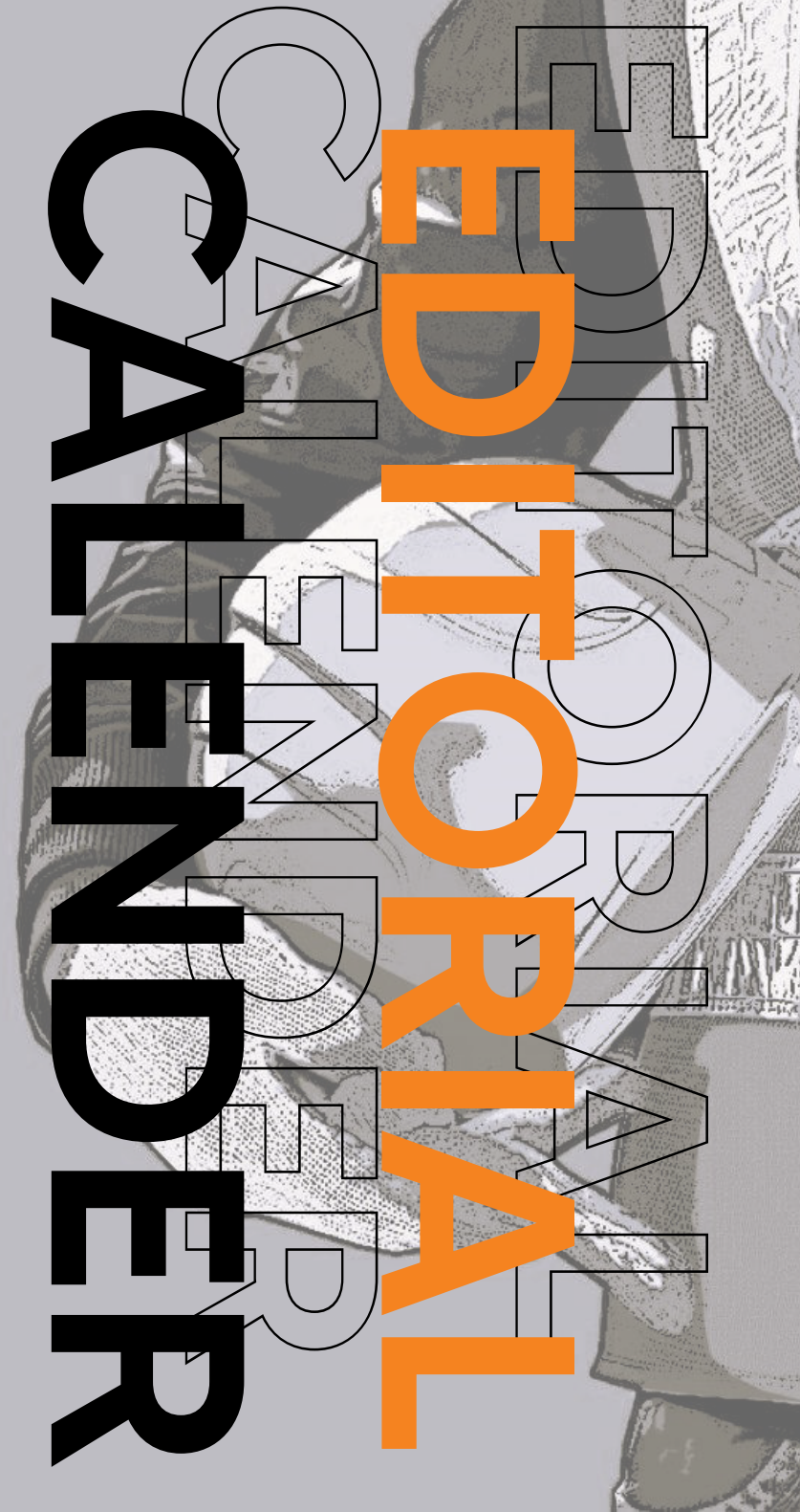
Hose reels, cutting tools, telehandlers, trucks, tower cranes, heavy equipment, excavators, crushing plants, oil and lubricants, Formwork and scaffolding, Dams and reservoirs, Geotechnical engineering, Precast concrete products, hoists, offroad vehicles, castings, wheels and rims, washers and scrubbers, audio and visual, mining and industrial phones and tablets, automotive products, brushes, belt drives, wires, cables, lights, safety equipment and systems, water treatment, demolition, flotation, filtration, forklifts, cranes, hydraulics, pneumatics, electro-mechanical equipment, noise and shock control, ropes, engines and parts, transmission, mining and industrial solar systems, energy, health and safety, intralogistics systems, machines and tools, civil and industrial construction, Construction equipment, measuring and laboratory instruments, inspection and analysis, , racking and shelving, precision mining, fences, process plants and separation systems, screening, separation and vibration, industrial tools

OCTOBER-DECEMBER

Lifting equipment, Graders & Dozers, HVAC, Cement and concrete technology, Dust Collectors, Pollution Control Equipment, geotextiles, erosion control, continuous miners and cutting equipment, cleaning equipment, flotation and filtering, material handling, sensor and detectors, shaft equipment, winding and winches, survey systems and equipment, tunnelling systems and equipment, transport and logistics, Mining dump trucks, packaging and storage solutions, Explosives, ovens and dryers, mining consulting, mining and industrial engineering, IoT in Mining Industry, metallurgy, earth moving equipment, mine site camps and accommodation, mobile homes and toilets, bearing and components, , chains and wire ropes, fire safety products, crushers, Mining machinery and equipment, industrial machinery and equipment, pumps and valves, blasting and Drilling, construction machinery and equipment

CALENDAR

EDITORIAL



DISTRIBUTION

Southern Africa 21% – South Africa, Namibia, Botswana, Lesotho and Swaziland

West Africa 26%– Ghana, Nigeria, Senegal, Sierra Leone, Mali, Togo, Guinea, Côte D'Ivoire (Ivory Coast), Burkina Faso, Benin

East Africa 24%– Tanzania, Kenya, Rwanda, Uganda, Zimbabwe, Zambia, Madagascar, Mozambique, Malawi, Ethiopia, Somalia and Burundi

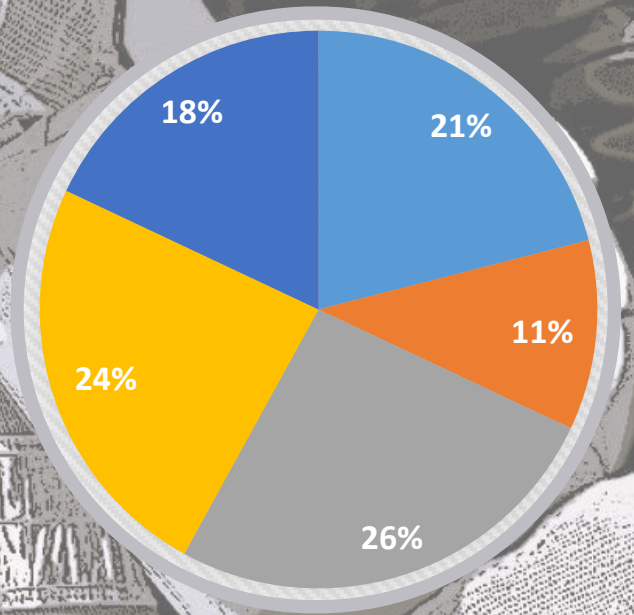
Central Africa 18% – Democratic Republic of Congo (DRC), Congo Republic, Cameroon, Angola, Central Africa Republic, Equatorial Guinea and Gabon

Northern Africa 11% - Algeria, Egypt, Libya, Morocco, Sudan and Tunisia

Our magazine circulates in all mineral-rich countries in Africa. +57k print and digital subscribers

Distributed at all major mining, industrial and construction exhibitions and conferences

Our rich content website is visited by more than 38 000 visitors every month and this platform is decorated with sponsored videos, banners and articles.



Southern Africa - 21%

West Africa - 26%

East Africa - 24%

Central Africa - 18%

Northern Africa - 11%

ONLINE/DIGITAL ADVERTISING

E-NEWSLETTER

With over +54k industry professionals on our mailing list, the AMC Newsletter covers a large part of our readership for the magazine. This ensures that editorial and promotional messages receive the return on the investment required and that, simultaneously, our readers find the content interesting, engaging and educational from a personal perspective

Using the technology of SENDER the #1 email marketing with 99% distribution and successful deliveries to inboxes optimized with amazing AI & Analytic reports so that after the campaign the client can be able to track their ROI.

We have two types of newsletters:

1. STANDARD NEWSLETTER

This is sent after every fortnight every Thursday at 11: 00am. It's a combination of all company's materials dedicated to be distributed at that time. For your inclusion in our Standard newsletter, you provide the content or artwork with our editorial and design team to help create a e-newsletter with your banners and editorial content.

Leaderboard banner newsletter – US\$ 1 500 / ZAR 25 500 per month
Middle banner newsletter – US\$ 950 / ZAR 16 150 per month
Square button – US\$ 550 / ZAR 9350
Sponsored Article Newsletter – US\$ 1000 / ZAR 17 000 per month

2. SOLUS/ STAND-ALONE NEWSLETTER

Your content solely sent to our mining and construction industry audience. Co-branded with AMC to ensure a high open rate and create association with the trusted Africa Mining and Construction brand. Solus emails achieve an average 18% open rate. The most effective way to communicate a message to our construction and mining audience for a total cost of \$1,850/ ZAR 31 400 per short

ALL NEWSLETTER BANNER SPECS

Leaderboard - 728 x 90 px
Skyscraper - 140 x 600 px
Square button - 250 X 250 px
Editorial 450 - 700 words with 2-3 high resolute pictures.



PRIME POSITIONS

Advert Space	Single Insertion	2 Insertions (per issue)	3 Insertions (per issue)	4 Insertions (per issue)
Front Page	US\$ 3 000	US\$ 2 800	US\$ 2 500	US\$ 2 000
	ZAR 52 000	ZAR 47 600	ZAR 42 500	ZAR 34 000
Front Inside Cover	US\$ 2 800	US\$ 2 400	US\$ 2 000	US\$ 1 800
	ZAR 47 600	ZAR 40 800	ZAR 34 000	ZAR 30 600
Back Outside Cover	US\$ 2 600	US\$ 2 100	US\$ 1 800	US\$ 1 600
	ZAR 44 200	ZAR 35 700	ZAR 30 600	ZAR 27 200
Middle Double Page Spread (DPS)	US\$ 2 400	US\$ 2 000	US\$ 1 600	US\$ 1 400
	ZAR 40 800	ZAR 34 000	ZAR 27 200	ZAR 23 800
Sponsored Video	US\$ 1 600	US\$ 1 400	US\$ 1 200	US\$ 1 000
	ZAR 27 200	ZAR 23 800	ZAR 20 400	ZAR 17 000
Sponsored Article	US\$ 1 000	US\$880	US\$720	US\$600
	ZAR 17 000	ZAR 14 960	ZAR 12240	ZAR 10 200

RATE CARD

RATE CARD

PRIME POSITIONS

BANNER
468*600px

SQUARE
250*250px

SMALL SQUARE
200*200px

MEDIUM RECTANGLE
300*250px

LARGE RECTANGLE
336*280px

LARGE LEADERBOARD (720*90px)

LEADERBOARD BANNER (720*90px)

FULL PAGE
210*297px

DOUBLE PAGE

HALF PAGE
210*148.5px

HALF PAGE
105*297px

QUARTER PAGE
52.5*297px

QUARTER PAGE

SKYSCRAPPER 120*600px

WIDE SKYSCRAPPER 160*600px

LARGE SKYSCRAPPER 300*600px

Advert Space	Single Insertion	2 Insertions (per issue)	3 insertions (per issue)	4 insertions (per issue)
Quarter Page Advert	US\$750	US\$710	US\$650	US\$600
	ZAR 12 750	ZAR 23 070	US\$ 11 050	ZAR 10200
Half Page Advert	US\$900	US\$850	US\$740	US\$700
	ZAR 15 300	ZAR 14 450	ZAR 12 580	ZAR 11 900
Full Page Advert	US\$ 1 800	US\$ 1 600	US\$ 1 400	US\$ 1 200
	ZAR 30 600	ZAR 27 200	ZAR 23 800	ZAR 20 400

THE PLATFORM

With over +38K unique monthly visitors, the AMC website attracts a large, engaged audience keen to explore the latest insights in the mining and construction industries. It offers a powerful platform where information is not only discovered or found but fully experienced.

WHAT SETS US APART

Latest News and Trends – Our website provides a live feed of the latest developments in the construction and mining industries, offering real-time updates, trends, and insights. Stay informed on the fast-evolving landscape with timely news that impacts your business.

Product Showcase – Our audience visits the website to discover the latest innovations, products, and solutions. The platform is an ideal space for promoting brands, cutting-edge technologies, and new services that are shaping the future of the industry.

Consistent Visitors – We maintain a steady stream of visitors who are consistently eager to explore the latest updates and trends in mining and construction, making our platform a prime destination for industry professionals.

Interactive Features – Our website offers a dynamic, interactive experience with elements such as video content, banners, and access to our digital magazine. It's a vibrant platform that provides a wide range of advertising opportunities beyond the traditional print magazine.

Comprehensive Coverage – From infrastructure development to a broad spectrum of construction projects, we track the entire project lifecycle. This includes early-stage exploration and feasibility studies, mine development, steady-state operations, and beyond, offering in-depth insights into every phase of a project's evolution.

Leaderboard (beside logo)– **US\$ 1 650 /ZAR 28 050** per month

Super banner (under the menu bar)– **US\$ 1200/ZAR 20 400** Per month

Wide Skyscraper – **US\$ 1000 /ZAR 17 000** per month

Square banner – **US\$ 600 per month / ZAR 10 200** per month

Sponsored Advertorial – **US\$ 1 200/ZAR 20 400** per month

SOCIAL MEDIA PRESENCE

AMC Magazine boasts a robust social media following on platforms such as LinkedIn and Facebook, attracting a global audience. With readers from around the world engaging with our content, AMC has become an internationally recognized publication. For full access to our online edition and the latest updates, visit our website at <https://miningandconstructionafrica.com>.

ALL WEBSITE BANNER SPECS

Leaderboard - 728 x 90 px

Super banner - 729 X 90 px

Wide Skyscraper - 140 x 600 px

Square banner - 250 x 250 px

ALL NEWSLETTER BANNER SIZES

Leaderboard - 728 x 90 px

Skyscraper - 140 x 600 px

EXHIBITIONS AND CONFERENCES

Mining Indaba: **3-6 Feb 2025**

Big 5 Construct South Africa: **18 - 20 June 2025**

NOG Energy Week Conference & Exhibition Nigeria: **1 - 3 July 2025**

KZN Industrial Technology Expo From: **22 - 24 Jul 2025**

Africa Oil Week: **15-19 September 2025**

Zambia International Mining and Energy Conference: **19-20 March 2025**

Botswana Mining & Energy (BME): **7 - 8 April 2025**



ADVERTISING TERMS

01. All copy for advertisements or other paid-for material is subject to the approval of REVIVAL 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. REVIVAL 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 REVIVAL 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. No guarantee is given that advertisements or other paid-for material will be placed in any specified position on any specified page, without written agreement.
05. No guarantee is given on the results of any advertising booked in our printed publications, supplements, websites or email newsletters unless expressly stated and agreed in writing.
06. It is the advertiser's responsibility to supply the artwork to REVIVAL MEDIA within the deadlines stated on REVIVAL MEDIA's confirmation letter/ email. If material is not forthcoming, REVIVAL 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 REVIVAL MEDIA.
07. 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.

PAYMENT TERMS

01. Payment must be made within 30 (thirty) days from the date of REVIVAL MEDIA's invoice.
02. If payment has not been received within the 30-day period, REVIVAL MEDIA will contact you by email, telephone, fax or post advising you that you have 7 days for full remittance.
03. If REVIVAL MEDIA does not receive a payment within this specified 7-day period, the debt will be forwarded to our Solicitors and additional charges will be added

CANCELLATION TERMS

All cancellations will incur a 75% cancellation fee on all advertising booked. If a series of more than one advertisement is booked, there will be a 75% cancellation fee on the whole series of bookings.

MATERIAL REQUIREMENTS

If we are designing your artwork, we require a brief via email or Word document. Images and logos supplied must be 300dpi, CMYK, PDF, or JPG. We cannot use images from Word or websites for print. Proof for approval will be sent by email.

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