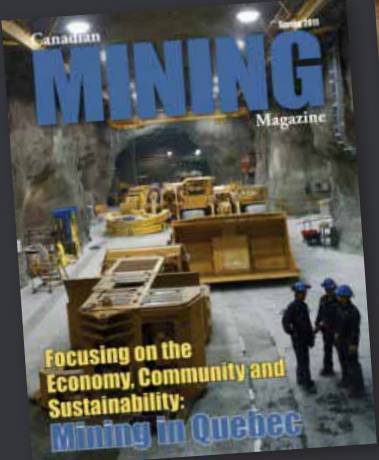
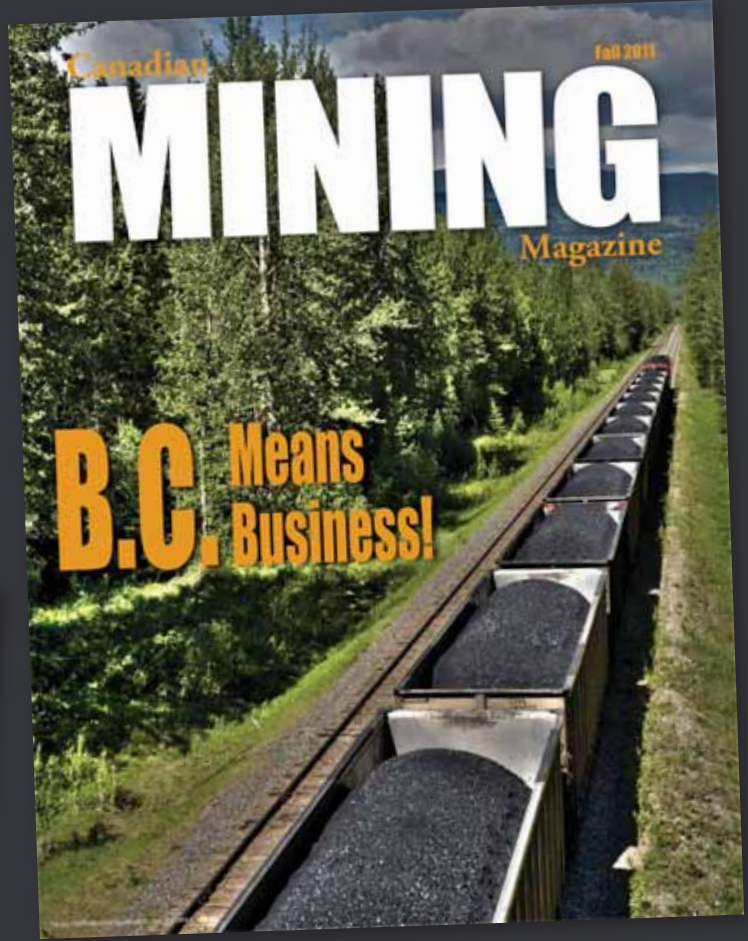


Canadian

MINING

Magazine



2012 Media Planner

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Each issue of *Canadian Mining Magazine* zeros in on one province or region and looks at all things mining! The in-depth coverage generally features guest articles from government ministries, local mining associations, universities and colleges that offer mining/engineering-related training, and companies who work in the area that are making headlines. In addition, each issue also features specialty departments: HR Report, Transaction Report, Junior Mining News, Tools of the Trade, and News Watch, which is a province-by-province look at what's new in mining for that area.

Here's what's planned for 2012!

WINTER 2012

Saskatchewan:

- Saskatchewan is No. 1 in Canada for oil and gas investment, according to the annual Global Petroleum Survey, released by the Fraser Institute. Globally this have-province just missed the top 10, ranking 11th overall in the survey of 136 jurisdictions.

Special distribution:

- PDAC 2012: March 4-7, 2012, Toronto

SPRING 2012

Manitoba:

- In 2010, the combined value of mineral production for metals (1.49 billion), industrial minerals (175 million) and petroleum (867 million) totalled over \$2.5 billion. Not to mention, the industry employs over 6,000 workers and generates millions in spin-off businesses!

Special distribution:

- CIM Conference & Exhibition: May 3-9, 2012, Edmonton
- Sudbury Mining Week: May 7-14, 2012, Sudbury

SUMMER 2012

Canada:

- Did you know that Canada's mining industry employs over 300,000 people, pays \$5.5 billion to the government in taxes and royalties, provides a market to 3,200 suppliers of mining goods and services and is the largest private employer of Aboriginal Canadians? This issue's cross-country check-up will feature messages from each province's mining ministry as well as articles and news items focused on what each region is doing.

Special distribution:

- MINExpo 2012: September 24-26, 2012, Las Vegas

FALL 2012

North of 60:

- The Yukon, Northwest Territories and Nunavut are all well-known for their mining prosperity. This issue will feature information on all three Territory's mining industries.

Special distribution:

- Manitoba Mining & Minerals Convention: November 2012
- Exploration, Mining and Petroleum New Brunswick: November 2012

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2012 Distribution

Canadian Mining Magazine is distributed 4 times a year with over 5,000 copies going out to key personnel across North America and around the world.

By advertising in our magazine you will be reaching groups and members of:

- Alberta Chamber of Resources
- Association de l'exploration minière du Québec
- Association minière du Québec
- Camease Canadian Association of mining Equipment and Services for Export
- Canadian Institute of Mining, Metallurgy and Petroleum (CIM)
- New Brunswick Mining Association
- Ontario Prospectors Association
- The B.C. Ministry of Energy, Mines and Petroleum
- The Manitoba Mining Association
- The Mid-Canada Mining Corridor
- The Mining Association of Canada
- The Newfoundland Chamber of Resources
- The Nova Scotia Chamber of Mineral Resources
- The NWT and Nunavut Chamber of Mines
- The Ontario Mining Association
- The Prospectors and Developers Association of Canada
- The Saskatchewan Mining Association
- The Yukon Chamber of Mines
- Venture capital corporation across Canada
- All major banking corporations
- Colleges and universities offering courses in mining

2012 Trade Show Distribution

Canadian Mining Magazine is also distributed at trade shows:

A few upcoming events:

- PDAC 2012: March 4-7, 2012, Toronto
- CIM Conference & Exhibition: May 3-9, 2012, Edmonton
- Sudbury Mining Week: April 28-May 5, 2012, Sudbury
- MINExpo 2012: September 24-26, 2012, Las Vegas
- Manitoba Mining & Minerals Convention: November 2012
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*Process colours—yellow, cyan or magenta plus black

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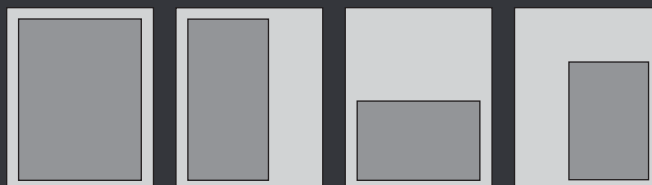
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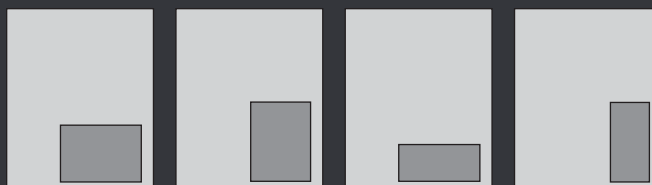


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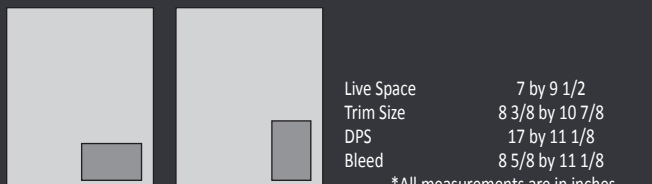


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Digital files e-mailed to: sales@matrixgroupinc.net

Questions? Please contact the Matrix Group Publishing Inc. at:

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