



NAMIBIAN **R**ESOURCES

MEDIA KIT

www.namibianresources.com

CONTACTS:

Email: sales@namibianresources.com

editor@namibianresources.com

Southern Industrial, Windhoek, Namibia

Advertising in Namibian Resources will put your message in front of key decision-makers in the mining, oil and gas and energy sectors Namibia wide.

FOCUSED ON QUALITY CONTENT –

Namibian Resources is a quality magazine with a focus on the mining industry while giving a brief insight into other resources sectors as well, offering in-depth stories from Namibia and other Countries.

The exclusivity of the publication lays in the content which includes prominent national and international industry news, government policies, topical features, projects in progress, company overviews and recent accomplishments in the industry.

The unique coverage makes Namibian Resources a vital source of information for current topics on sustainability issues and solutions, the value of safety and health, innovative energy sources, industry skills and education, investors' outlines and profiles of up and coming as well as major players in the resources industry.

DELIVERED TO YOUR TARGET MARKET -

Using a controlled circulation strategy based on a database that is continually researched and refined, with a print run of 2,100 copies quarterly (every three

months) are distributed directly to the offices of senior managers, executives and key decision-makers in the mining and other resources sectors including industry associations, industry analysts, stockbrokers and investors. The publication also reaches all the major Namibian mine sites.

GROW YOUR MARKET SHARE -

For advertisers seeking to reach and influence purchasing decisions and drive sales Namibian Resources is an essential part of the media mix. The combination of concise, authoritative editorial and precisely targeted, quality readership is a proven formula for successful advertising results.

GET NOTICED ONLINE -

Published quarterly on the website as well as directly delivered to a database of more than 10,510+ subscribers, Namibian Resources offers readers and clients a range of options using the magazine and website exclusively or in combination.

CONTACTS:

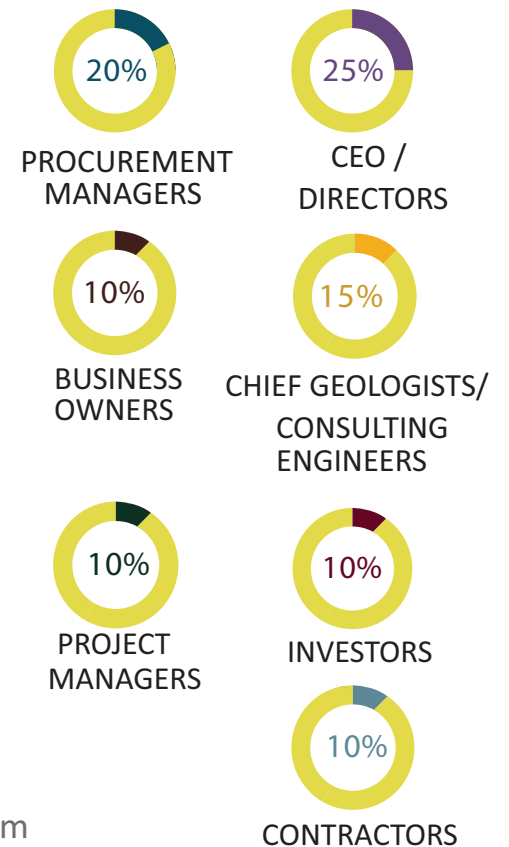
Email: sales@namibianresources.com
editor@namibianresources.com
 Southern Industrial, Windhoek, Namibia

PRINT SUBSCRIBERS: 2, 100 ONLINE SUBSCRIBERS:10,510+

BY INDUSTRY SECTOR



BY READER POSITION



ADVERTISING OPPORTUNITIES

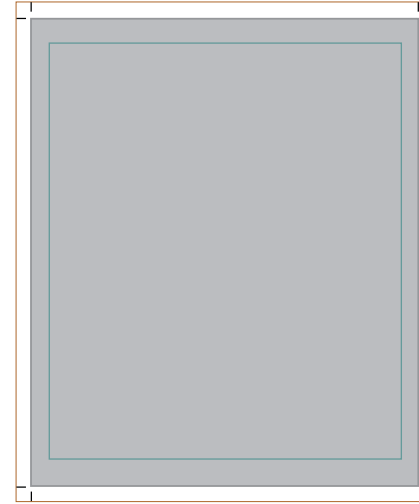
DOUBLE PAGE SPREAD= N\$ 29, 450 / USD\$ 2, 100

Bleed:10mm
Size: 277mm (H) x 405mm (W)



FULL PAGE= N\$ 18, 200 / USD\$ 1, 400

Bleed:10mm
Size: 277mm (H) x 190mm (W)



HALF PAGE= N\$ 14,500 / USD\$ 980

Bleed:10mm
Size: 135mm (H) x 185mm (W)



MATERIAL SPECIFICATIONS

FILE SPECIFICATIONS

High resolution PDF files with all fonts embedded are preferred.

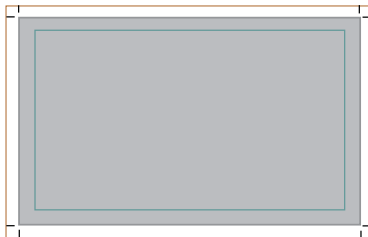
Please ensure all images and artwork are supplied in CMYK at minimum 300 dpi.

BLEED REQUIREMENTS

All advertisements must include 5mm bleed on all sides with text at least 10mm from trim guides.

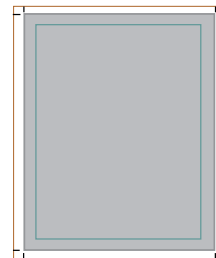
ONE-THIRD PAGE= N\$ 9, 000 / USD\$ 650

Size: 95mm (H) x 185mm (W)



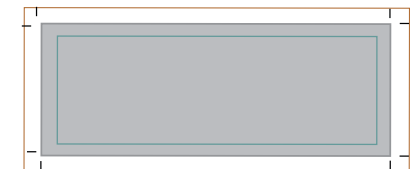
QUARTER PAGE= N\$ 7,750 / USD\$ 500

Size: 135mm (H) x 91mm (W)



STRIP PAGE= N\$ 4, 000 / USD\$ 300

Size: 65mm (H) x 185mm (W)



FREQUENCY

Quarterly Magazine

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Email: sales@namibianresources.com

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Southern Industrial, Windhoek, Namibia

ONLINE ADVERTISING

Namibian Resources online offerings are not just visible but viable. We won't bury your message in a jigsaw of elements, focusing instead on three key placement options to unlock universal exposure for your business.

We provide affordable packages combining the website, newsletter and email direct marketing (EDM) to meet both strategic and tactical objectives

WEBSITE ADVERTISING OPTIONS

ISLAND BANNER

Size: 300 pixels (w) x 600 pixels (h)
File specifications: Animated or static gif/jpeg/png

PRICE PER MONTH

1 month: N\$ 3,800 / USD\$ 300
2-6 months: N\$ 3,500 / USD\$ 280
7-12 months: N\$ 2,500 / USD\$ 230

SQUARE BANNER

Size: 326 pixels (w) x 326 pixels (h)
File specifications: Animated or static gif/jpeg/png

PRICE PER MONTH

1 month: N\$ 2,800 / USD\$ 200
2-6 months: N\$ 2,500 / USD\$ 190
7-12 months: N\$ 1,950 / USD\$ 150

LEADER BOARD BANNER

Size: 728 pixels (w) X 90 pixels (h)
File specifications: Animated or static gif/jpeg/png

PRICE PER MONTH

1 month: N\$ 3,650 / USD\$ 280
2-6 months: N\$ 3,200 / USD\$ 240
7-12 months: N\$ 2,300 / USD\$ 200

RECTANGLE BANNER

Size: 300 pixels (w) x 250 pixels (h)
File specifications: Animated or static gif/jpeg/png

PRICE PER MONTH

1 month: N\$ 2,500 / USD\$ 190
2-6 months: N\$ 2,000 / USD\$ 150
7-12 months: N\$ 1,550 / USD\$ 100

SKYSCRAPER BANNER

Size: 160 pixels (w) x 600 pixels (h)
File specifications: Animated or static gif/jpeg/png

PRICE PER MONTH

1 month: N\$ 3,750 / USD\$ 290
2-6 months: N\$ 3,400 / USD\$ 260
7-12 months: N\$ 2,700 / USD\$ 220

NEWSLETTER ADVERTISING OPTIONS

The Namibian Resources newsletter is a flexible, powerful and proactive advertising option to reach resources sector decision makers at executive level.

PREMIUM LEADERBOARD BANNER

Subscribe to our fortnightly newsletter:
www.namibianresourcesr.com

EMAIL DIRECT MARKETING (EDM)

The EDM offers even greater flexibility, delivered to your target market with timing in your control. Use our distribution list or our research team will build one for you.

Subscribers: 10,510+
File specifications: All texts, images and logos supplied in separate files (include hyperlinks). Static files only.
PRICE: N\$10,950 / USD\$ 800

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