

LEXPERT GLOBAL MINING

Mining is a global business and Canada is at its financial hub. *Lexpert* has developed a publication and a distribution plan that will get your firm's Mining group in front of industry players around the world.



Lexpert Global Mining will feature a balance of editorial, advertising/advertorial and bios/photos of *Lexpert* ranked lawyers identified as being members of your firm's Mining group.

Editorial content will include journalist-written articles covering:

- **Mining Activity by Company Size:** Which strategies are mid-tier and major producers pursuing?
- **Impact of Infrastructure Spending on Mining Finance**
- **Environmental Concerns in the Mining Sector:** Adapting to Climate Change
- **The Gold Markets:** How has the role of this precious metal changed?

It will also be produced as a digital edition and will be available to readers on all platforms from desktop to smart phone.

Distribution*

This edition will be distributed to a global audience comprised of senior level executives and in-house counsel for mining companies and developers, investment bankers and accounting firms. Our distribution plan features print distribution* at prominent mining events in selected regions as well as in Canada, email blasts with links to the digital edition.

2017	Event/Location	Distribution	2018	Event/Location	Distribution
Sept. 24-26	China Mining Tianjin, China	500 copies	Jan. 22-25	Mineral Exploration Roundup 2018 Vancouver, Canada	250 copies
Sept. - Dec.	Mining Journal sponsored content in weekly email	240,000 impressions	Feb. 5-8	Investing in African Mining INDABA Cape Town, South Africa	5,000 copies
Oct. 2-4	Mines & Money Toronto Toronto, Canada	200 copies	Mar.	PDAC International Convention, Trade Show & Investors Exchange – Mining Investment Show Toronto, Canada	55,000 copies distributed through selected copies of the Globe & Mail March 5, 2018 edition
Oct.	Mining Journal Eblast	15,000 impressions	Apr.	Mines & Money New York New York	1,000 copies
Oct. 30 - Nov. 2	Mines & Money Australia Melbourne, Australia	1,000 copies	June 28-29	Mines & Money Summer London, UK	1,000 copies
Nov. 28-30	Mines & Money London London, UK	1,000 copies	July 19-21	Annual Rocky Mountain Mineral Law Institute Victoria, Canada	500 copies

*Distribution subject to change. Printed once a year and distributed throughout 2017-18.

AD CLOSING DEADLINE: June 9, 2017
MATERIAL DUE DATE: June 16, 2017

For more information please contact your Account Executive at MediaSolutions.Sales@thomsonreuters.com or 416-649-8841

2017 Advertising Rates

Bios

QUANTITY	RATE
1-10 bios	\$995 each
11-15 bios	\$845 each (15% discount)
16-20 bios	\$795 each (20% discount)
>20 bios	\$745 each (25% discount)

*Applicable taxes will be added to all rates.

Advertising Options

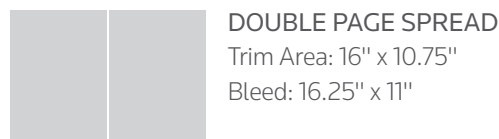
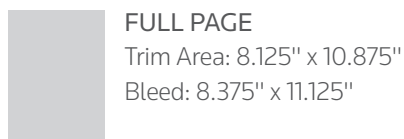
	RATE
Full page ad	\$8,490
IFC /IBC	\$9,765
OBC	\$10,190
Sponsored Content (2 pages)	\$14,850

ADD ON: Sponsorship Package \$5,000

Premium add on available exclusively for law firms who purchase bios and an ad

- Sponsored logo placement on sponsor page opposite TOC in print publication
- Logo on digital edition linked to the sponsor's web page
- Logo on eblast for all digital distributions

Ad Specifications



Material Requirements

- PDF/X-1a files are preferred (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours).
- Acceptable formats include: InDesign, Adobe Illustrator, Adobe Photoshop.
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
- Proper preparation of colour is required (spot pantone colour must be converted to CMYK).
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper colour reproduction.

Publisher's Conditions:

Advertising material is subject to approval by the publisher. Cancellations and space changes are not accepted after the closing date. If "new" artwork is not received by the materials deadline, a repeat of your most recent creative will be used.

Production Inquiries

Lynda Fenton, Production Coordinator
Telephone: 416 609-5836 Email: lynda.fenton@tr.com

Digital Requirements:

IMAGE TYPE: GIF, .JPG, Image Animation (.GIF*): Single to infinitely looping banners accepted

IMAGE FILE SIZE: 50K maximum for static or animated .GIF

LINKING URL: An active URL must be provided

TESTING: All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Firefox, Chrome, Internet Explorer, and Safari

Note: Please ensure ads without background colour have a key line.

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