

# MEDIAKIT



**PANORAMA**  
**MINERO**



**P**ANORAMA MINERO is a Journalistic Organization serving Argentine Mining which has, over many years (was founded in 1976), consolidated as both a magazine specialized in mining topics and a committed promoter of mining provider businesses. Understanding their requirements we have been able to operate as facilitators for the development of lasting relations between mining companies and provider companies. Practicing independent and investigative journalism, the magazine reports on all mining policy events in the nation and abroad, and features research and development papers contributing to the information of our readership.

PANORAMA MINERO comes to its readers under a subscription basis and through complimentary distribution in the country and several countries of America, Europe, Africa, Asia and Oceania. Its audience is comprised of:

- National and international mining companies
- National and international technology and equipment provider companies
- National and international service provider companies
- Embassies of foreign countries closely associated with mining
- National, provincial, municipal and private universities
- National and private libraries specialized in mining
- National and provincial authorities related to mining
- International organizations
- Professionals with an interest in mining topics: mining engineers, environmentalists, geologists.

PANORAMA MINERO is published on a monthly basis (12 issues per year) with 3,000 to 6,000 copies, the number depending on the attendance to various international events (Readership: 15,000). In addition, the organization publishes the COMPENDIUM OF THE MINING INDUSTRY

and a MINING PROVIDER DIRECTORY every year. Special supplements on specific topics and different studies on individual matters, put together upon request, are added to the base magazine.

At the international level, PANORAMA MINERO is distributed mainly in Latin American countries with established mining traditions. Chile, Bolivia, Peru, Colombia, Ecuador, Venezuela, Brazil, and Mexico among others. And also in countries like Canada, USA, Australia, South Africa, England, to name just a few.

PANORAMA MINERO, is the organizer of world-class events among which the following can be mentioned:

- International Exhibition SAN JUAN, Key Driver of Argentine Mining Development, held every other year since 2006 which has turned into a traditional event in the mining agenda, with the participation of mining companies and technology and service providers. SAN JUAN – Argentine Republic.
- International Seminar Lithium in South America. Annual event alternating venues in the Argentine provinces of Catamarca, Jujuy and Salta.
- International Gold & Silver Seminar, held in November every other year since 1996 in Buenos Aires city.

PANORAMA MINERO covers an extended and tight calendar of mining events in Argentina and abroad, participating with an important booth setup at every venue.

PANORAMA MINERO publishes stories and technical papers and covers the launch of new product of and services from its announcers, associated with the mining industry and making a contribution to its readers by increasing the wealth of their knowledge.



## Announcement dimensions are as follows:



**Two-page:**  
40 cm wide  
28 cm high  
0.5 cm excess on each side



**One-page:**  
20 cm wide  
28 cm high  
0.5 cm excess on each side



**1/2-page, horizontal:**  
17 cm wide  
12 cm high



**1/2-page, vertical:**  
8 cm wide  
25 cm high



**1/4-page, horizontal:**  
17 cm wide  
6 cm high



**1/4-page, vertical:**  
8 cm wide  
12 cm high

The files for the announcements must adhere to the following characteristics:

### Software: (Mac and PC)

#### Adobe Photoshop:

- Texts converted into object and/or fonts attached
- CMYK and 300 dpi
- Formats: TIF / EPS / PSD
- Avoid compression; if necessary, adjust setup to the best quality: JPG.

#### Corel Draw / Adobe Illustrator:

- Texts converted into curves and/or fonts attached
- Colors: CMYK
- Attach images in appropriate size, CMYK at 300 dpi in .tif or .eps formats
- Avoid applying any effects

#### QuarkXPress:

- Attach fonts
- Attach images in appropriate size, CMYK at 300 dpi in .tif or .eps formats
- Colors CMYK

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**PANORAMA MINERO** runs its own website and a specific website for each one of the events the company organizes:

<http://www.panorama-minero.com>  
PANORAMA MINERO's Website

<http://www.sanjuan-minera.com.ar>  
SAN JUAN, KEY DRIVER OF ARGENTINE MINING event's website

<http://www.argentinaoroyplata.com.ar>  
ARGENTINA GOLD AND SILVER event's website

Banners to be posted on the websites must adhere to the following technical characteristics:

Format: GIF or SWE  
File size: Less than 50 kb

The **PANORAMA MINERO** Website receives an average of 500 visits on a regular day, a figure that doubles on periods around the seminars (at least two per year).

Material for the website may be sent by e-mail to:

[webmaster@panorama-minero.com](mailto:webmaster@panorama-minero.com)

specifying, in the case of GIF files, the link to applied.

For other types of banners, please ask about possibilities and conditions directing an e-mail to the address above.



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