



MININGMEDIA INTERNATIONAL



Media Kit 2019

E&M ENGINEERING AND
MINING JOURNAL

Coal Age

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Coal Age.



The Voice of Authority Throughout the Coalfields

The magazine for professionals in the coal mining and processing industries, *Coal Age* has served its readers since it was rolled out of *E&MJ* more than 100 years ago. Today, it remains a highly respected and well-read trade journal among coal operators. The U.S. coal industry began to rebuild in 2018 after it and its customers received some regulatory relief. While power demand remained relatively flat, exports increased considerably for both steam and metallurgical-grade coals. Coal production and consumption worldwide continues to grow at a healthy pace. Marketers looking to capitalize as coal operators and consumers invest in equipment and technology will find the biggest returns working with *Coal Age's* loyal readership.

Reliable Readership

Coal Age is one of the few audited publications serving the coal business. BPA Worldwide provides independent, third-party confirmation of audience claims. Maintaining readership, especially during difficult times, requires work and a significant financial commitment. The audit certifies the fruits of those efforts.

Trusted Reporting

Over the years, *Coal Age* has had the courage to speak out about safety conditions and labor practices as well as political forces that unfairly reshaped the market. The coal business has some colorful characters, who unabashedly square off against the media and politicians. Unbiased reporting lets readers decide for themselves between bluster and hyperbole.

Satisfying a Thirst for Knowledge

The three biggest concerns for the coal industry are safety, operational efficiency and environmental stewardship. Mining coal, whether it be from underground or surface operations, has inherent risks. *Coal Age* keeps readers abreast of technology, safety precautions and operational techniques to help operators maximize profit margins.

Experience

Commodities such as coal experience cyclic swings. Having the knowledge and wherewithal, *Coal Age's* team of writers and marketing professionals understand the ebb and flow of cyclic markets. They know when buyers are maintaining equipment and when they plan to purchase, and they can help you build a plan for any budget.

Take Advantage of a Rebuilding Market



June 2018
BPA Statement

Total Audience
12,100

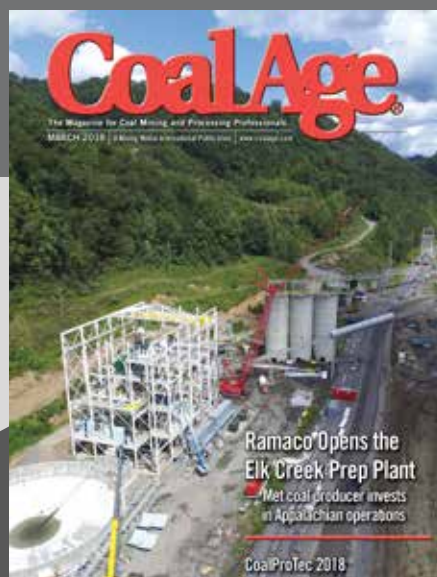
The World Still Depends on Coal

In 2017, American coal miners produced nearly 787 million tons, an 8% increase from 2016. Many expect that figure to be the new norm for the U.S. The supply and demand fundamentals for power generators are in a state of transition. Electricity demand is expected to grow again with the U.S. economy as manufacturing begins to feel regulatory relief. As a fuel source, coal represents a third of the electrical power-generation mix and it will benefit directly from this growth.

Annually, the world consumes more than 6 billion tons of coal. A total of 10 countries mine a significant amount of coal. China remains the world's largest coal miner and consumer, with total annual production of 3.5 billion tons. India will burn more than 600 million tons to provide power for 100 million people. Australia will export more than 400 million tons to world markets. Colombia, Indonesia, Russia and South Africa are also significant coal producers.

In addition to power generation, coal is also used as an ingredient to make steel. Prices for metallurgical grade coal remain at high, but sustainable levels and analysts believe the industry will ride a healthy wave of steel production for the next several years. More than one-half of Australia's export coal is destined for Chinese and Japanese steel mills. Also, metallurgical coal operations in the eastern U.S. ship coal domestically to steel mills and they also export these coals to European and Latin American steel mills.

On average, over the course of the last 25 years, the coal business has lowered its fatality and injury rate significantly. Coal operators are always looking for any means to improve profit margins by lowering costs, which usually equates to economies of scale and technology improvements. In addition to delivering news about the coal business worldwide, *Coal Age* offers readers ideas on how to improve operations.





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