EDITOR’S NOTE

With the worst of the industry downturn behind them, energy and production operators are turning attention to new opportunities in these more favorable economic – and regulatory – times. The industry is getting used to the “new normal,” with crude trading around $45 to $55 per barrel during 2017, and many companies are reinventing themselves to be profitable at this level.*

Natural disasters, commodity pricing fluctuations, safety and environmental regulations, investment opportunities, new deposit discoveries, upgrades in the latest technology and R&D, supply chain efficiencies, raising capital, alternative energy breakthroughs – these are the ever-evolving issues that CEOs, owners and other top-level executives are faced with. Energy & Mining International is the must-read publication for these same leaders, providing strategies, solutions and best practices directly from their respective peer group. Through our print and digital publications, online presence through the website, database and tradeshow portal, and independent content, EMI helps executives at the senior boardroom and field levels stay abreast of the most important operational issues in this dynamic market.

Energy & Mining International focuses on major players in the traditional and renewable resource industries throughout the world. Featuring profiles on leading companies, columns by industry experts and news and notes about the latest trends in these markets, Energy & Mining International serves as the gatekeeper of information for anyone – whether it’s readers, our profiled companies or advertisers – who needs to be in the know about the worldwide energy and mining scene. Our expanding social media presence and SEO emphasis will further the value-add and return on investment that all clients are seeking.

In each issue, Energy & Mining International’s team speaks with market and regional experts who share the secrets behind their success, as well as what they expect from their industry down the road.

“

I want to commend you for the great job you did of listening to what Tony and I had to say during the interview and how accurately you depicted the information in the article. It is very well written. It was a pleasure working with you on this project.”

Bill Franz
Vice President
MAZZELLA COMPANIES

John Krukowski
Editorial Director
john.krukowski@emi-magazine.com
@EnergyMiningMag

*From “Calmer Waters Lie Ahead” (summer 2017 EMI) by Kevin Schroeder, based on “The Grant Thornton/Hart Energy Survey.”
# CONTENT CALENDAR

<table>
<thead>
<tr>
<th>VOLUME 17</th>
<th>FEATURED SEGMENT</th>
<th>REGIONAL COVERAGE</th>
<th>TRADE SHOW COVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISSUE 1</td>
<td>Midstream</td>
<td>Northeast &amp; Texas</td>
<td><img src="image" alt="O&amp;G Awards" /> <img src="image" alt="PDAC" /></td>
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<tr>
<td>ISSUE 2</td>
<td>Upstream</td>
<td>Rocky Mountain</td>
<td><img src="image" alt="O&amp;G Awards" /></td>
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<td>ISSUE 3</td>
<td>Heavy Oil &amp; Oil Sands</td>
<td>Western Canada</td>
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<tr>
<td>ISSUE 4</td>
<td>Mineral Exploration &amp; Development</td>
<td>International</td>
<td><img src="image" alt="O&amp;G Awards" /> <img src="image" alt="MINExpo" /></td>
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</tbody>
</table>

*Every edition is comprised of individual company profiles pertaining to the oil, natural gas, mining, aggregates, and natural resources space. This is the bulk of the publication makeup. Advertorials, paid content, and industry case studies/independent contributions round out the rest.*

## SPECIAL FOCUSES
- Milestones
- Emerging Juniors
- Top Projects
- Female Executives
- Hall of Fame

## INDUSTRY ALLIANCES
- Oil & Gas Awards
- National Mining Association
- CIM
- MINExpo
- Permian Basin Petroleum Association

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FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT
jason.quan@emi-magazine.com
READERSHIP BREAKDOWN

GLOBAL REACH

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>50,398</td>
</tr>
<tr>
<td>Canada</td>
<td>32,460</td>
</tr>
<tr>
<td>Caribbean</td>
<td>854</td>
</tr>
<tr>
<td>International</td>
<td>1,708</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>85,420</strong></td>
</tr>
</tbody>
</table>

JOB TITLE

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO, President, Owner, Managing Director</td>
<td>45%</td>
</tr>
<tr>
<td>COO, VP Operations, Operations Director</td>
<td>14%</td>
</tr>
<tr>
<td>CFO, Private Equity Partner, Financial Principal</td>
<td>27%</td>
</tr>
<tr>
<td>VP Engineering, VP Exploration, VP Production</td>
<td>6%</td>
</tr>
<tr>
<td>Mine Manager/Project Manager/Superintendent</td>
<td>8%</td>
</tr>
</tbody>
</table>

EXECUTIVE OVERVIEW

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>involved in business development decisions</td>
<td>84%</td>
</tr>
<tr>
<td>have purchasing or procurement power</td>
<td>66.5%</td>
</tr>
<tr>
<td>are key business decision makers and influencers</td>
<td>85%</td>
</tr>
<tr>
<td>are in senior management positions</td>
<td>66.7%</td>
</tr>
<tr>
<td>are integral to investment opportunities</td>
<td>96.4%</td>
</tr>
<tr>
<td>are actively looking to raise capital</td>
<td>56%</td>
</tr>
<tr>
<td>are seeking best practices and better business strategies</td>
<td>85%</td>
</tr>
<tr>
<td>are actively looking for investment targets</td>
<td>65%</td>
</tr>
</tbody>
</table>

OIL & GAS

» Upstream/Midstream/Downstream
» Onshore & Offshore
» Heavy Oil & Oilsands
» Light Oil
» Juniors/Intermediates/Majors
» Exploration/Development/Production
» Pipelines
» Independents
» Refineries
» LNG

MINING

» Precious Metals
» Base Metals
» Rare Earth Metals & Minerals
» Industrial Minerals & Frac Sand
» Aggregates & Natural Stone
» Coal
» Exploration/Development/Production
» Juniors/Intermediates/Majors
» Mine Mills & Processing Plants
COVERING ALL THE MAJOR HOTBED LOCATIONS ACROSS THE GLOBE

*EMI provides coverage of the conventional and unconventional oil/gas markets, as well as the main offshore operating hubs. Additionally, the publication spotlights all the significant mining belts/districts/producing areas.

**OIL & GAS NORTH AMERICA**

<table>
<thead>
<tr>
<th>Region</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Columbia</td>
<td>Horn River Basin, Montney Play</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>Alberta Bakken, Shaunavon Play, Viking Play</td>
</tr>
<tr>
<td>Alberta</td>
<td>Cardium Formation, Deep Basin Fairway</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>Sable Island</td>
</tr>
<tr>
<td>Newfoundland &amp; Labrador</td>
<td>Terra Nova &amp; Hibernia Fields</td>
</tr>
<tr>
<td>West Virginia, Pennsylvania, New York, Ohio</td>
<td>Marcellus &amp; Utica Shales</td>
</tr>
</tbody>
</table>

**OIL & GAS GLOBAL**

<table>
<thead>
<tr>
<th>Region</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Cooper Basin</td>
</tr>
<tr>
<td>Europe</td>
<td>North Sea</td>
</tr>
<tr>
<td>Argentina</td>
<td>Vaca Muerta Formation</td>
</tr>
<tr>
<td>Colombia</td>
<td>Llanos Basin, Putumayo Basin</td>
</tr>
<tr>
<td>Belize</td>
<td>Northern Cayo District</td>
</tr>
</tbody>
</table>

**MINING NORTH AMERICA**

<table>
<thead>
<tr>
<th>Region</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nevada</td>
<td>Carlin Trend</td>
</tr>
<tr>
<td>Ohio, West PA, WV, East KY, TN, AL</td>
<td>Appalachian Basin</td>
</tr>
<tr>
<td>California</td>
<td>Gold Country</td>
</tr>
<tr>
<td>Wisconsin, Minnesota</td>
<td>Frac Sand</td>
</tr>
<tr>
<td>Quebec, Ontario</td>
<td>Abitibi Gold Belt</td>
</tr>
<tr>
<td>Yukon</td>
<td>Whitehorse Mining District</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>La Ronge Gold Belt</td>
</tr>
<tr>
<td>British Columbia</td>
<td>Kamloops Mining District</td>
</tr>
<tr>
<td>Ontario</td>
<td>Timmins Gold Camp</td>
</tr>
<tr>
<td>Ontario</td>
<td>Red Lake Greenstone Belt</td>
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</table>

**MINING GLOBAL**

<table>
<thead>
<tr>
<th>Region</th>
<th>Belts/Regions</th>
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</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>Sierra Madre Belt, Guerrero Gold Belt</td>
</tr>
<tr>
<td>Argentina</td>
<td>El Indio Belt</td>
</tr>
<tr>
<td>West Africa</td>
<td>Ashanti Gold Belt</td>
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<tr>
<td>South Africa</td>
<td>Witwatersrand Basin</td>
</tr>
<tr>
<td>Colombia</td>
<td>Middle Cauca Belt</td>
</tr>
<tr>
<td>South Africa</td>
<td>Witbank &amp; Ermelo Region</td>
</tr>
</tbody>
</table>

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What is an Executive Business Profile?

• POV perspective from C-Suite Executive
• Fully catered to the client’s needs
• Outlining corporate growth initiatives, strategic branding & business development efforts, and industry best practices
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jason.quan@emi-magazine.com
INDUSTRY LEADING COVERAGE

*Covering the “Who’s Who” of the energy and natural resources space

*Click on any of these links below to give you a visual of the layout and structure of our Executive Profiles

COMPANY PROFILES

Conuma Coal  Eclipse Resources  Rice Energy
Babcock  Delek Logistics Partners  EagleClaw Midstream
Shell Canada  Atlas Copco  Gibson Energy
Weatherford  FLSmidth  Goldecorp
Whiting Petroleum  Baker Hughes  Pioneer Natural Resources
Stone Energy  Dominion Energy  RSP Permian
CRC-Evans  Freeport McMoran  De Beers Canada
Canadian Royalties  Detour Gold  Badger Mining
Spectra Energy  Copper Mountain Mining  Walter Energy
Key Energy Services  Jacobs Canada  Tioga Pipe
Weir Minerals  SandRidge Energy  CountryMark
Stewart & Stevenson  B&N Coal  Hi-Crush Partners
Buckeye Partners  TF Warren Group  Cactus Drilling

TRADE SHOW COVERAGE

Oil & Gas Awards  MINExpo  PDAC  OTC

SPECIAL REGIONAL & SECTOR COVERAGE

Marcellus & Utica  Permian Basin  Caribbean Spotlight  Industrial Minerals & Frac Sand
Williston Basin  Eagle Ford  Canada Spotlight  LNG
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» Strategically position your brand in front of executives who have the financial resources to make purchasing decisions and partnership/investment inquiries

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» Our research team only targets CEO’s, Presidents, Vice Presidents, Owners, and Department Heads. Although marketing/communications and some technical professionals may come to view the publication, it primarily serves senior level officials

» Creates solidarity among featured companies, strategic industry trade partners, and basically any organization involved in the industry

» Leverage strategic alliance/partnership with an industry leading brand to create business opportunities

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“Stopping advertising to save money is like stopping your watch to save time.”

“Advertising is totally unnecessary. Unless you hope to make money.”

“Advertising is the life of trade.”

HENRY FORD

JEF I. RICHARDS

CALVIN COOLIDGE
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Full-Page $9,495 $8,300 150 words
1/2 Horiz. Spread $9,000 $8,300 125 words
Junior Page $8,295 $6,200 125 words
1/2 Page $6,395 $5,600 100 words
1/4 Page $4,195 $3,800 None

DIGITAL ADD-ONS

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• 1/2 Page $1,450
Embedded Video • 1/4 Page $1,250
• 1/2 Page $1,550
• Junior Page $1,690
• Full page/DPS $1,790
Slideshow ad • 1/4 Page $990
• 1/2 Page $1,290
• Junior Page $1,375
• Full page/DPS $1,450
Web Window • 1/4 Page $475
• 1/2 Page $525
• Junior Page $675
• Full page/DPS $800
Podcast or Audio $1,230

LeadGen Form • 1/4 Page $1,650
• 1/2 Page $1,790
• Junior Page $1,870
• Full page/DPS $1,950
AdGen Form • 1/4 Page $1,350
• 1/2 Page $1,490
• Junior Page $1,570
• Full page/DPS $1,650
Leaderboard ad $1,800
Skyscraper ad $2,000

DIGITAL ADD-ONS

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For all supplied ads, the preferred file format is a high-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, InDesign, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files. Regrettably, we cannot accept any artwork lifted directly from a website, as the quality is incompatible for print. We also cannot accept supplied ads sent in Microsoft Word, PowerPoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes. All supplied ads must be presented in a manner ready for press. Energy & Mining International magazine does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month

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RIGHTSHIELD: The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown of our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is the readership makeup.

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zach.potter@emi-magazine.com
CLIENT FEEDBACK

*Nothing is more important to the reputation of our publication than the client experience. We pride ourselves on providing the best visibility and value-add, with as much client interaction and feedback as possible.

It was a relatively smooth process and we have actually had some feedback as a result. Several of your readers have indicated a desire to speak with me relative to how we’re implementing some of our initiatives, KPI’s we use as measurement, and success rates.

I was very keen in having an opportunity to review the article prior to publication. As you’re probably aware, when you’re in the energy industry, we typically get misquoted and the message takes on a new direction. As a result, I’m somewhat concerned with these article requests so I do appreciate the ability you provided me on editing.

TOM HALEY, PRESIDENT, Offshore Inland Marine & Oilfield Services, Inc.

NextDecade was thrilled to be featured on the cover of EMI and thought that the article came out looking and reading great! The team at EMI made the whole process very easy and we enjoyed the opportunity to share our company’s vision with your readers. In particular, we appreciated the time you took to speak with our team in-depth and produce an article that genuinely reflected both the work that we are currently doing and our approach to business. Thanks again!

–James Markham-Hill, Manager of Communications, NextDecade, LLC

I certainly did see the article. I thought it was very well written, and conveyed our message very effectively. The interface with the marketer was very good, he laid out very clearly what was involved on our respective sides. The writer I found to be particular good, quickly grasping the important points in a sector he was not familiar with. I’d be happy for Canacol to be included in any future publications you might be planning.

-CHARLE GAMBA, PRESIDENT, CANACOL ENERGY, LTD.

Energy and Mining International has given Klein Tools exposure of our newest acquisition Mummie Corp by creating an informative article that touches the audience of the markets it’s products serve. The staff at Energy and Mining was fantastic to work with and fully understood what we were looking to accomplish and created the article to reflect our message.

MARK P. KLEIN
KLEIN TOOLS INC

Energy and Mining produced an excellent article depicting our company, its present and future plans and our culture. We received many congratulation calls from vendors and customers. All the vendors who supported us were happy with their exposure as well. This was an excellent experience for myself, Plainsman Manufacturing and our valued partners in business.

//MIKE KITTLITZ
GENERAL MANAGER AND BUSINESS DEVELOPMENT
PLAINSMAN MANUFACTURING INC.

LENNOX PETROLEUM SERVICES LTD. HAS BEEN VERY PLEASED WITH OUR EXPERIENCE WITH EMI. EMI WAS VERY HELPFUL AND SUPPORTIVE TO OUR NEEDS AND CONCERNS TO THE CONTENT AND IMAGE OF THE COMPANY PRORATED IN THE ARTICLE . I WOULD HAVE NO HESITATION WORKING WITH THEM AGAIN.

Phillip A. Moore, Director of Operations
Lennox Petroleum Services Ltd.

Energy and Mining produced a great article. We were very pleased to be included in the issue and working with EMI’s team was a pleasure. The magazine was a testament to your hard-work, showed in the results and was greatly appreciated!

Lee Smith, Vice President, Alaskan Energy Resources

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Phone: 312.676.1100
Fax: 312.676.1101

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