

SKILLINGS.NET

media kit

2026

SINCE 1912
Skillings
Mining Review Magazine

A large yellow mining truck is driving on a steep, rocky incline in a mine. The truck is carrying a load of dark material, likely coal or ore. The incline is very steep and shows signs of erosion and heavy machinery use. In the background, there are more levels of the mine, showing a complex network of roads and structures. The sky is overcast and grey.

About Skillings.

Skillings Mining Review is one of the world's most trusted names in mining and mineral industry media.

Our ecosystem reaches decision-makers and professionals across the mining value chain with a mix of trusted journalism, video, newsletters, and narrative advertising campaigns.

Skillings SINCE 1912
Mining Review Magazine

The Four Pillars of Skillings Media



Skillings Mining
Intelligence
Newsletter

6,000+
Subscribers



Skillings YouTube
Channel

3,000+
watch hours YTD



Narrative
Advertising (NA)

Published on
Skillings.net & in
print



Skillings.net
Website

50,000+
monthly readers

With over 50,000+ subscribers,
followers, and connections across the
Americas, Oceania, Asia, and Europe,
Skillings is where mining news and
business opportunities meet.



Advertising Options



Skillings Mining Intelligence Newsletter

Delivered weekly to an executive audience of 6,000+ subscribers, our newsletter features:

Breaking mining headlines, insights, and analysis Sponsored placements and content modules Native ads that integrate into the flow of trusted editorial.

Advertising Options

Sponsored Content Block	\$995/month
Newsletter Takeover (Top + Middle + Bottom placement)	\$2,495/issue



Skillings Mining Intelligence
In-depth mining news, market updates, and expert analysis from Skillings Mining Review.



AI is transforming mines into "self-aware" operations

 Charles Pitts

Channel analytics

Current subscribers
3,910
+208 in last 28 days

Your channel
Skillings Mining Review

Summary
Last 28 days

Views 268.9K 

Watch time (hours) 1.9K 

Top videos
Last 48 hours · Views

Skillings YouTube Channel

Mining's stories told in motion. Our channel covers:

Industry explainers and global trend videos
CEO and executive interviews Event highlights
and market analysis Performance:

- 3,000+ watch hours YTD
- Growing toward 100K monthly views by 2026

Advertising Options

Logo & Mention Sponsorship	\$499/video
Dedicated Sponsored Segment	\$1,250/video
Branded Explainer Production	Custom packages

Narrative Advertising (NA)

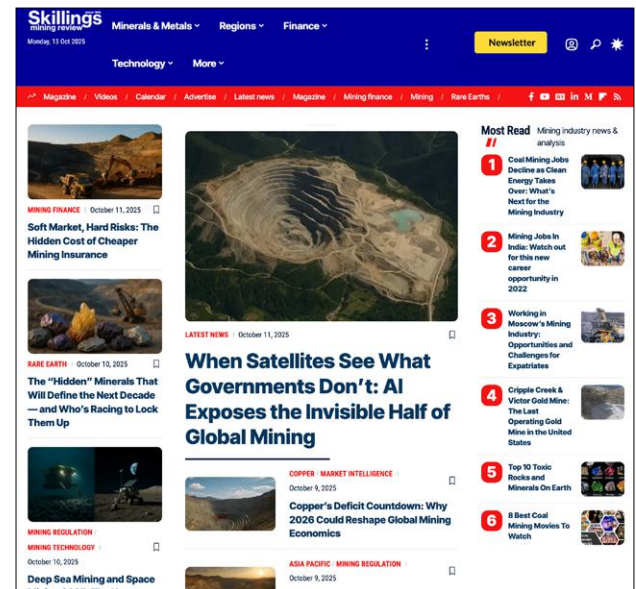
Today's mining sector faces scrutiny and reputational challenges. Narrative Advertising empowers companies to:

Tell their story in their own words Reinforce safety, sustainability, and innovation commitments Counter negative narratives with verified facts and thought leadership Package Include:

- Feature-length narrative article (Published on Skillings.net and in print)
- Newsletter amplification
- Optional YouTube video adaptation

Advertising Options

• Pricing	• From \$4,995 per campaign
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Skillings.net Website

Skillings.net is the digital hub of mining industry news, drawing 50,000+ monthly readers. Content is SEO-optimized to capture global traffic.

Advertising Options

Leaderboard Banner (970x90)	\$495/month
Mobile Leaderboard (320x50)	\$249/month
Big Box (300x250)	\$302/month
Logo Sponsorship (200x60)	\$199/month

Integrated Campaign Packages

Bronze – \$4,995

- 1 Narrative Article
- 1 Newsletter Sponsorship
- 1 YouTube Mention

Silver – \$9,995

- Bronze package
- 3 Website Banner Ads
- Premium Mining Directory listing

Gold – \$14,995

- Silver package
- 1 Branded Video Production
- 1 Month Website Homepage Takeover
- Newsletter Series Sponsorship (3 issues)



Audience Profile.

- Mining executives, CFOs, and decision-makers
- Exploration & geology professionals
- Engineering, equipment, and safety specialists
- Global investors and analysts in mining finance

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Mining Review Magazine



2026 SKILLINGS EDITORIAL CALENDAR

MONTH	EDITORIAL FOCUS
January	Global Mining Outlook, Iron Ore Forecasts
February	Exploration & Geology, New Tech in Mining
March	Shipping & Logistics, Great Lakes/Ports Report
April	Sustainability & ESG in Mining
May	Mergers & Acquisitions, Investment Trends
June Advertorial Issue	Company Spotlights
July	North American Iron Ore Report
August	Environment, Water & Energy in Mining
September	Automation, Mining Technology & IT
October	Load, Haul & Processing Equipment
November Advertorial Issue	Company Spotlights
December	Annual Index & Year in Review





CONTACT US
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Print Advertising Rates

Frequency	1-4 Times	5-8 Times	9-12 Times
Full Page	\$2,265	\$1,902	\$1,385
1/2 Page	\$1,211	\$936	\$719
1/4 Page	\$614	\$515	\$345
2 inch (Classified)	\$155	\$147	\$133

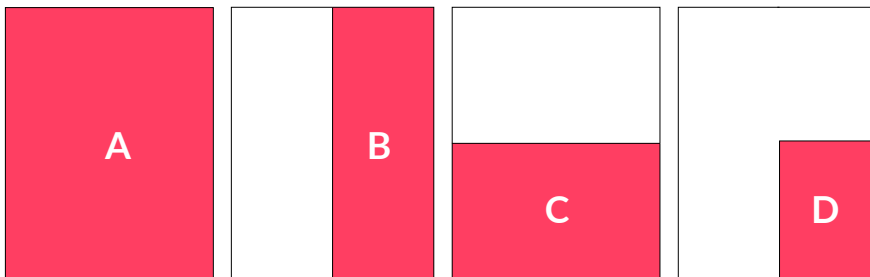
Additional Rates	
Back Cover	+ \$456
Inside Front Cover	+ \$338
Inside Back Cover	+ \$276
Page 3	+ 20%
2" Pre-Paid	+ \$1,202
2" Package per Month	+ \$111
2" Package per Year	+ \$1,338

AD SIZES (inches)

Size	Width (inches)	Height (inches)	Example
1 Page Bleed Size	8.375	11.5	A
1 Page Trim Size	8.25	11.25	A
1/2 Page Vertical	3.5	10	B
1/2 Page Horizontal	7.25	5	C
1/4 Page Vertical	3.5	5	D

RELATIVE AD SIZES*

*Diagrams indicate proportions, not placement.



Page	Size (inches)
Type Page	7.25 x 10
Trim Size	8.25x 11.25
Bleed Size	8.375 x 11.5
One Page Insert	8.375 x 11.5
Flat Double Spread or Insert	16.75 x 11.5
Double Spread/ Insert Trim	16.5 x 11.25
Column Width (3-column page)	1= 2.25 2= 4.75 3=7.25
Column Width (2-column page)	1= 3.5 2= 7.25

MECHANICAL REQUIREMENTS

- › Vital advertising material should be kept at least 0.375" away from the edge.
- › Pages are 2 and 3 columns.
- › Digital files: PDF, TIFF, EPS or JPG at exact size. All files must be CMYK or B&W, high-resolution (300 dpi), and fonts embedded on Mac OS compatible CD or E-mailed
- › Screen: 150-line screen recommended for all colors.
- › Resolution: 300 dpi.
- › Logos must be provided to SMR to keep on file. Vector file is preferred, but a high resolution (300 dpi) JPEG, TIFF or EPS will be accepted. All fonts must be embedded or turned to outlines.

SUBSCRIPTION MEMBERSHIP

		ONE MONTH	12 MONTHS	12 MONTHS
Digital NewsRoom Digital Subscription	• 3x Weekly Digital Newsletters: The Americas, Global and Equipment • Video News Updates • Digital Monthly Magazine Skillings Mining Review e-mailed • Website Full Access Skillings.net Podcast Videos	\$4 ⁹⁵	\$55	\$660 ^{95*} *GROUP LICENSE (UNLIMITED ACCESS COMPANY WIDE)
Print Subscriptions United States Mainland	• Print Monthly Magazine Skillings Mining Review - Mail Delivered • Digital Subscription	\$72	\$800	
Print Subscriptions Global	• Print Monthly Magazine Skillings Mining Review - Mail Delivered • Digital Subscription	\$250	\$2950	



Mining Info you don't have to Dig for...

Skillings Mining Review is one of the world's most trusted names in mining and mineral industry media. Our ecosystem reaches decision-makers and professionals across the mining value chain with a mix of trusted journalism, video, and newsletters.

SUBSCRIPTION INFORMATION

Name.....

Company.....

Address.....Suite:

City:.....State:..... Zip:.....

Phone.....Fax

E-Mail

Amount Enclosed.....

Please Bill Me ☐

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CONTACT US

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