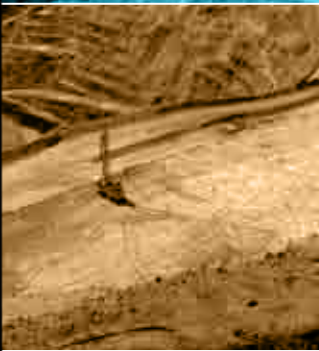




**MINERÍA**  
 Mining for Development

**La minería responsable ilumina la vida de la comunidad**  
 A responsible mining enlightens the life of a community

INSTITUTO DE INGENIEROS DE MINAS DEL PERÚ  
 www.iimp.org.pe



# MINERÍA

PUBLICACIÓN OFICIAL DEL INSTITUTO DE INGENIEROS DE MINAS DEL PERÚ



**INSTITUTO DE INGENIEROS DE MINAS DEL PERÚ**

ORGANIZADOR DE:



# INTRODUCTION

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*Minería magazine is the official publication of the Instituto de Ingenieros de Minas del Perú (IIMP) and the events regularly organized by it such: PERUMIN – Convención Minera, Congreso Internacional de Exploradores – ProEXPLO, Congreso Internacional de Gestión Minera and Foro de Relaciones Comunitarias.*

*Mining magazine, issued monthly, is required by officials, professionals y technicians linked to mining activity for its scientific information. Each edition is sent to our active associate members and subscribers directly to their homes or workplace. Also, it is posible to download all editions of our web page (Minería On-line).*

*Thus, Minería is a powerful means of communication in the mining sector with a rotation about 40,000 readers approximately. They not only enrich their knowledge through technical articles on geology, mining, metallurgy, environment, safety, social responsibility, geochemistry, but also with information from the production of base and precious metals, exports, activities of mining units and news of interest.*

*Likewise, Minería has a special section for the most important mining suppliers to advertise innovations and the latest equipment to provide to mining sector, bringing good information for decisión-making.*

*With 59 years, Minería magazine, a pionner among the mining publications, has established itself as the best gateway to mining. “Minería magazine pionner in the mining sector, beyond a media is a informative tradition”.*

*Eng. Tulio Antezano  
Director*





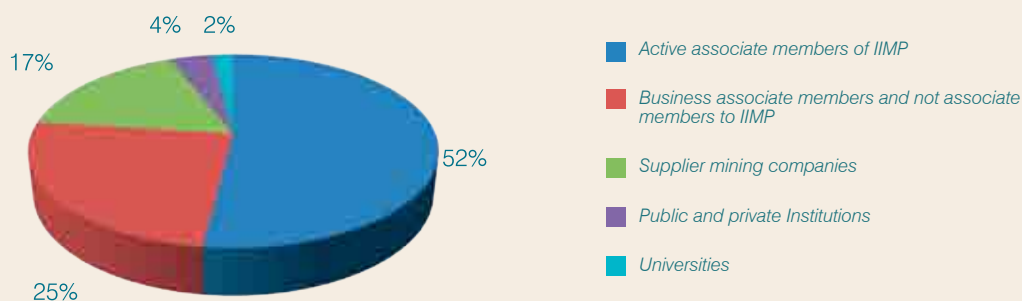
## TECHNICAL SHEET

*Mineria magazine has as a target audience to officials, professionals, technicians and those involved or interested in the mining sector both nationally and internationally.*

▪ <i>Life</i>	: 59 years.
▪ <i>Editions number</i>	: 408 in september, 2011.
▪ <i>Periodicity</i>	: Monthly.
▪ <i>Language</i>	: Spanish – English.
▪ <i>Monthly circulation</i>	: 4,000.
▪ <i>Rotation</i>	: 40,000.
▪ <i>Presentation</i>	: Couche sheet full-color.
▪ <i>Format</i>	: 21 x 28.5 cm.
▪ <i>Distribution</i>	: National (mining units) and international (subscribers).
▪ <i>Coverage</i>	: National and International events.

READER PROFILE AND DISTRIBUTION

READERS	DETAIL	%
Active associate members of IIMP	IIMP' Board of directors, managers, mining engineers, metallurgists and geologists, among other professionals at national and international levels.	52
Business associate members and not associate members to IIMP	Large and medium mining companies (Lima) and mining units.	25
Supplier mining companies	Contractors, national and international representatives and manufacturers.	17
Public and private Institutions	Ministries, Congress, Regional Governments and Embassies.	4
Universities	Rectors, deans and specialized libraries.	2
<b>TOTAL</b>		<b>100</b>





## EDITORIAL PLAN 2012 (\*)

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EDITION N°	HEADLINE	EVENTS IN WHICH THE IIMP WILL PARTICIPATE
412 January	<ul style="list-style-type: none"> <li>Job performance in mining</li> </ul>	<ul style="list-style-type: none"> <li>Mining Engineer' Day</li> </ul>
413 February	<ul style="list-style-type: none"> <li>Mining explorations</li> </ul>	
414 March	<ul style="list-style-type: none"> <li>Mine safety</li> <li>Heavy machinery</li> </ul>	<ul style="list-style-type: none"> <li>PDAC - Canada</li> <li>EXPOMINAS - Ecuador</li> <li>XVI Seminario Internacional de Seguridad</li> </ul>
415 April	<ul style="list-style-type: none"> <li>Ongoing mining projects</li> </ul>	<ul style="list-style-type: none"> <li>ARMINERA – Argentina</li> <li>EXPOMIN – Chile</li> </ul>
416 May	<ul style="list-style-type: none"> <li>Gold special</li> </ul>	<ul style="list-style-type: none"> <li>Mining's Day</li> <li>Simposium del Oro –Lima</li> </ul>
417 June	<ul style="list-style-type: none"> <li>Community Relationship and Social Responsibility</li> </ul>	<ul style="list-style-type: none"> <li>Engineering week</li> <li>Engineer's Day</li> <li>I Congreso Internacional de Gestión Social (**)</li> </ul>

EDITION N°	HEADLINE	EVENTS IN WHICH THE IIMP WILL PARTICIPATE
418 July	<ul style="list-style-type: none"> <li>Special of Open pit and underground mining Silver special</li> </ul>	<ul style="list-style-type: none"> <li>MINERÍA 2012 – Bogotá Colombia</li> </ul>
419 August	<ul style="list-style-type: none"> <li>Environment and Communities</li> </ul>	<ul style="list-style-type: none"> <li>Congreso Internacional de Mujeres Mineras - WAAIME</li> </ul>
420 September	<ul style="list-style-type: none"> <li>Technology Innovations</li> <li>Mining Software</li> </ul>	<ul style="list-style-type: none"> <li>II Congreso Internacional de Gestión Minera (**)</li> <li>MINEXPO – ARGENTINA</li> </ul>
421 October	<ul style="list-style-type: none"> <li>Concentration Plants</li> <li>Mining Suppliers</li> </ul>	<ul style="list-style-type: none"> <li>Congreso Nacional de Minería – Trujillo</li> </ul>
422 November	<ul style="list-style-type: none"> <li>Metallurgy &amp; Smelting and Refineries</li> </ul>	<ul style="list-style-type: none"> <li>69th IIMP's Anniversary</li> </ul>
423 December	<ul style="list-style-type: none"> <li>Copper special</li> </ul>	<ul style="list-style-type: none"> <li>Miner's Day</li> </ul>

(\*) Preliminar.

(\*\*) Por confirmar.



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*It is the web version of the magazine Minería, supplemented with news. Information on various events occurring in the industry and has photos, videos, audios and links, according to the type of information.*

*This online tool is available to all users through the website: [mineriaonline.com.pe](http://mineriaonline.com.pe).*

*It has the Flash Page Flip software that lets you view each month's edition, plus you can interactively read information from the magazine in a flexible, friendly and high quality format. The Flash Page Flip program also allows for links to the websites of advertisers.*

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