

Mining Magazine



Shovels & loaders

The world's largest OEMs talk new products and recent deliveries

Conveyors

As ore grades decrease and mines expand, ever-increasing amounts of material need to be moved. Large-scale overland conveyors may hold the answer

Dust control

Update on projects and solutions from around the globe

Mine design & closure

From prefeasibility to end of life, closure is a vital consideration in mine planning. Learn what's involved with this critical phase



KOMATSU

Reader survey: the results

Let me begin by saying a big thank you to everyone who took part in our reader survey in October. You voted in your hundreds, and while we were expecting good results, we weren't prepared for the truly staggering statistics that came back.

When I took over the reins as editor of *Mining Magazine* in 2011, one of my main goals was to move the magazine forward in order to better meet our readers' and advertisers' needs. While the title had always been excellent, certain elements were ready for refreshing, and so began a programme of improvements that has brought us to where we are today. In addition to shaking up the content by bringing in a greater variety of editorial topics and formats in which it is delivered, we have also focused on our digital offering and social media presence. The launch of *Mining Magazine's* iPad app in June was one such success, with over 3,000 downloads in just five months.

The result of all this hard work was that when asked how they would rate *Mining Magazine* overall, 94% of our readers said it was good or very good. Only 6% found it satisfactory and none found it to be poor. A massive 79% of readers said that they thought *Mining Magazine* was better now compared with two years ago, and 83% feel that it serves their needs better than any other mining media.

Our monthly circulation, which is BPA audited, is 19,149 copies. However, the survey revealed that, on average, each copy of *Mining Magazine* is read by between two and five people, with some read by up to 20 people. This means that in total we reach nearly 100,000 industry professionals each month.

Our advertisers will also be delighted with the results; 90% of readers said that they value the advertising in *Mining Magazine*. 84% of our readers make or contribute to purchasing decisions for mining products and services, and a whopping 72% have contacted companies as a result of seeing advertising in the magazine.

As our way of saying thank you for taking part in the survey, we entered all participants into a prize draw. The prize was US\$300 to put towards dinner for two or a weekend away, and it gives me great pleasure to announce that the winner is Bella Fortescue of Vancouver, Canada.

Rest assured that despite these fantastic results, we won't be resting on our laurels. Next year will herald the arrival of some exciting new features, webinars and web offerings.

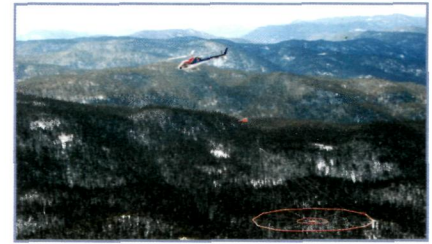
All that is left is for me to wish you a very happy Christmas; we look forward to seeing you in the New Year.

CARLY LEONIDA, EDITOR

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- Communications and networks
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- Mining in extreme environments

COVER

Productive, profitable and powerful – three words which best describe the Komatsu PC5500. Customers all around the globe value Komatsu's hydraulic mining shovels and excavators for their top availability, peak performance and highest efficiency. Regardless of how tough mining conditions may become, the PC5500 achieves exceptional performance. www.komatsu-mining.de

