

MEDIAKIT

2026

INDUSTRY • INFORMATION • DECISION-MAKING

About Panorama Minero

A MEDIA PLATFORM WITH A PROVEN TRACK RECORD

Over the course of five decades, the organization has evolved from a specialized publication into a comprehensive platform that combines editorial production, sector analysis and the organization of high-level professional gatherings, bringing together a wide range of companies, authoritative voices and decision-makers at both the local and international levels.

Throughout its history, **Panorama Minero** has documented the regulatory, productive and investment cycles that have shaped the development of Argentina's mining industry. Its trajectory mirrors the sector's structural transformation and positions Panorama Minero as a well-established player within the national and regional mining ecosystem, recognized for its editorial quality and expertise in event organization.

- Panorama Minero Magazine**
A pioneering publication with over 500 editions
- Mining Compendium**
In-depth coverage of mining projects and operations
- Technical Supplements**
Special editions with highly specialized content
- Industry Conferences and Exhibitions**
Argentina's most relevant mining sector gatherings

Profile and Audience

From an editorial standpoint, **Panorama Minero** addresses a professional audience directly involved in decision-making within the mining industry, across corporate, management, institutional and academic spheres.

Among its readers and participants are:

- Senior management** of operating mining companies
- Technical and engineering teams**
- Equipment manufacturers and industrial suppliers**
- Banks, funds and institutional investors**
- Diplomatic and commercial delegations**
- Organizations** linked to the productive mining sector, infrastructure, geopolitics and the energy transition
- Provincial and national government officials**
- Industry and educational institutions**, academics and professionals

Content

Panorama Minero produces highly specialized content aimed at a technical and executive audience connected to Argentina's and the broader regional mining industry.

Its editorial production combines sector analysis, operational information and institutional positioning tools, creating communication platforms for companies seeking visibility among a qualified professional audience and direct access to the industry's key decision-makers.

- Executive Interviews**
Dedicated spaces for senior executives and leaders of strategic areas to present corporate vision, investment plans, operational expansion and market outlook.
- Market Analysis and Forecasts**
Reports addressing commodity dynamics, macroeconomic conditions, financing, infrastructure and sector scenarios.
- Product and Technological Developments Showcase**
Sections designed for manufacturers and suppliers seeking to communicate technical solutions, new equipment, automation systems, digital tools or innovations applied to the mining sector.
- Special Thematic Supplements**
Editions focused on provinces, productive segments or specific strategic axes, integrating technical, institutional and corporate content in a more in-depth format.
- Specialized Sector Consulting**
Development of strategic reports, institutional documents and technical publications for presentation at international forums, trade missions and industry gatherings.

- Technical Articles**
Specialized publications focused on production processes, engineering, technological innovation, operational efficiency, industrial safety and mining-related applied solutions.
- Current Affairs Coverage and Analysis**
Tracking of projects, regulatory decisions, investment announcements, corporate developments and sector trends, with an informative and contextual approach.

Magazine Advertising Specifications

PRINT AND DIGITAL FORMATS

- Double Page Spread**
Width: 40 cm
Height: 28 cm
Bleed: 0.5 cm
Crop marks required
- Full Page**
Width: 20 cm
Height: 28 cm
Bleed: 0.5 cm
Crop marks required
- Half Page Vertical**
Width: 8 cm
Height: 12 cm
Bleed: 0.5 cm
Crop marks required
- Half Page Horizontal**
Width: 17 cm
Height: 12 cm
Bleed: 0.5 cm
Crop marks required
- Quarter Page Vertical**
Width: 8 cm
Height: 12 cm
Bleed: 0.5 cm
Crop marks required
- Quarter Page Horizontal**
Width: 17 cm
Height: 6 cm
Bleed: 0.5 cm
Crop marks required

TECHNICAL REQUIREMENTS

- » File format: PDF or JPG
- » Print: CMYK, 300 dpi
- » Digital: RGB, 150 dpi
- » Fonts converted to outlines
- » Corporate colors to be verified by the advertiser

FILE NAMING CONVENTION

CompanyName_Ad_AdSize
Example:
Company_Ad_Half Page Horizontal

PUBLISHER INFORMATION	Panorama Minero Panorama Minero S.A.	Gorostiaga 1619 — 1st Floor, Buenos Aires, Argentina CUIT 30-71880735-9
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Editorial Calendar

The editorial calendar structures coverage by provinces, commodities and key variables of the mining business, integrating technical analysis, regulatory frameworks and economic information, with a focus on projects and relevant industry stakeholders.

- FEB Digital** **ISSUE 549 PDAC 2026 Destination**
Argentina as a Mining Investment Destination
Mining development infrastructure:
Railways • Roads • Border crossings • Ports • Energy
- MAR Digital** **ISSUE 550 Special Edition: Province of Mendoza**
Industrial Minerals:
Lime • Cement • Aggregates • Other non-metallic minerals
- APR Print** **ISSUE 551 San Juan International Mining Expo Destination**
Sector Analysis:
Copper • Projections and trends • New technologies • Argentina's positioning
- MAY Digital** **ISSUE 552 Special Edition: Province of Buenos Aires**
Industrial Minerals: Stone • Construction aggregates
Technology: Automation and process control
- JUN Digital** **ISSUE 553 Special Edition: Province of Catamarca**
Strategic minerals beyond copper and lithium
- JUL Digital** **ISSUE 554 Special Edition: Province of Salta**
New trends in open-pit and underground mining
- AUG Digital** **ISSUE 555 Special Edition: Province of Córdoba**
Health, safety and hygiene challenges
- SEP Print** **ISSUE 556 Lithium in South America 2026 Destination**
Lithium in South America Seminar
Province of Jujuy
- OCT Digital** **ISSUE 557 Special Edition: Province of Río Negro**
Local capital markets for mining:
a concrete opportunity?
- NOV Print** **ISSUE 558 Mining Year-End Destination 2026**
Precious metals: current landscape and sector outlook in Argentina
- DEC Digital** **ISSUE 559 Logistics and Supply in Remote Operations**
Technology: Cybersecurity applied to mining

Frequency and Reach

Panorama Minero Magazine publishes eleven digital editions per year, along with special editions released in both digital and print formats.

Distribution combines:

- » A subscriber-based distribution
- » Institutional partnerships
- » Circulation at national and international events
- » Direct distribution at conferences and exhibitions

The magazine's estimated monthly reach, across both print and digital formats, exceeds 15,000 professional readers.

Its international presence includes active audiences across the Americas, Europe, Africa, Asia and Oceania, with positioning consolidated through both editorial channels and digital media.

AUDIENCE METRICS

- +50,000**
Weekly newsletter subscribers
- +15,000**
Monthly readers of **Panorama Minero** magazine
- +40,000**
Monthly readers on the web portal

Digital Ecosystem

Panorama Minero operates a specialized digital ecosystem focused on Argentina's and the regional mining industry, integrating its news portal, a network of industry event microsites and an interactive platform designed for audiences with direct influence on decision-making processes.

The digital environment combines editorial content in Spanish and English, continuous updates and interaction tools specifically designed to enhance visibility, engagement and access to strategic industry information. Panorama Minero's web and digital platforms constitute a direct channel to a professional audience comprising executives, technical specialists, suppliers, authorities, investors and key stakeholders linked to mining activity.

PANORAMA MINERO WEBSITES

The digital ecosystem is structured around the industry's leading portals and event-focused microsites, directly linked to flagship mining events.

- » **Lithium in South America**
www.litioensudamerica.com.ar/en
- » **San Juan International Mining Expo**
www.exposanjuan.com.ar/en
- » **Argentina Copper**
www.argentinacobre.com.ar/en
- » **Mining Year-End Summit**
(Includes the conference "Argentina Gold, Silver & Copper" and the annual "Mining Awards Night")
www.oroplataycobre.com.ar/en

These platforms concentrate highly segmented traffic peaks at key moments of the national and international mining calendar.

DIGITAL EXPOSURE FORMATS

Digital visibility options include:

- » Website banners
- » Technical and development articles
- » Opinion columns and analysis and/or current-affairs articles
- » Sponsored content
- » Promotion of innovations, products, services and applied developments
- » Presence on event microsites
- » Social media amplification
- » E-mail marketing and direct mail campaigns

AVAILABLE BANNER FORMATS

- Top Banner**
Dimensions: 230 x 50 px
Placement: Top section of the website
Rate: US\$900 / month
- Middle Square Banner 2**
Dimensions: 110 x 110 px
Available units: 4
Rate: US\$500 / month
- Middle Square Banner**
Dimensions: 110 x 110 px
Available units: 4
Rate: US\$600 / month
- Bottom Square Banner**
Dimensions: 110 x 110 px
Available units: 4
Rate: US\$300 / month

TECHNICAL REQUIREMENTS (DIGITAL)

- » File format: GIF
- » Maximum file size: 50 KB
- » URL link required

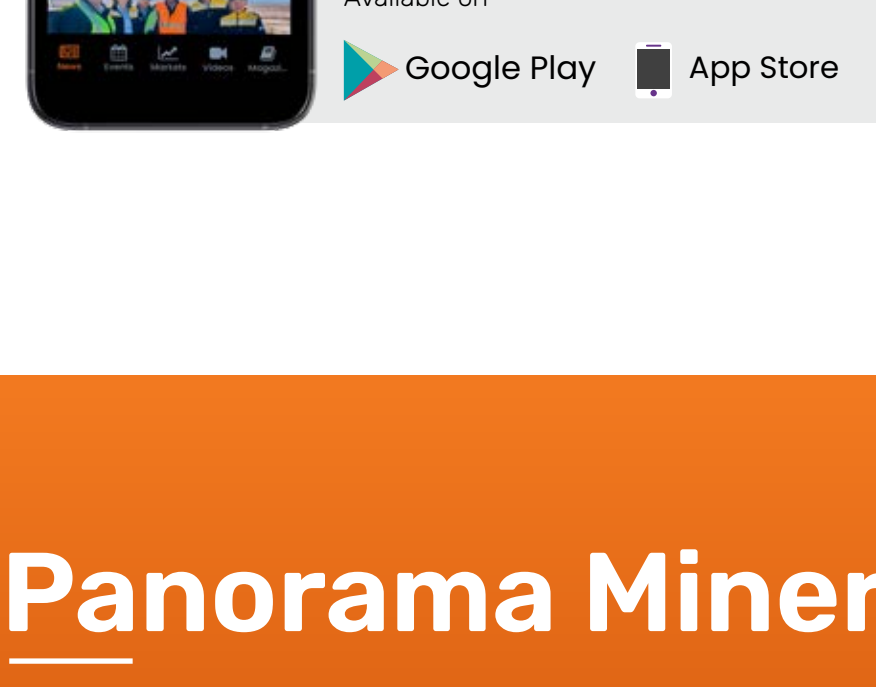
Other formats available upon technical consultation.

- Premium Banner in Editorial Content**
Option to include a **premium banner with discreet, non-intrusive placement** within individual editorial articles on the Panorama Minero portal, preserving both **editorial standards and the reading experience**. Please contact us for further information.

The Panorama Minero Platform

Alongside its solid digital offering across web content and social media, users can access a **comprehensive platform** that centralizes content, direct interaction and services related to the mining industry and the events organized by the company.

All of **Panorama Minero**, in a single application.



FEATURES

- ARTIFICIAL INTELLIGENCE**
AI applied to the mining industry
Real-time inquiries, assistance and event-related customer support, designed specifically for the sector.
- CONTENT**
Magazine and industry news
Access to the monthly magazine and daily industry coverage directly from the app.
- EVENTS**
Streaming and recordings
Live conferences and post-event access to downloadable materials.
- NETWORKING**
Meeting agenda
Personalized agenda management for structured business matchmaking sessions among attendees.
- NETWORKING**
Attendee profiles
Name, position, company, contact details and profile photo of all participants.
- DIRECTORY**
Social media directory
Commercial information, social media links, websites and product descriptions in Spanish and English.
- REFERENCE**
Compendium and live prices
Consolidated industry information and real-time metal price quotations.

Panorama Minero

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Panorama Minero integrates content platforms and professional engagement spaces that connect the key stakeholders of Argentina's mining industry.

Its ecosystem combines technical analysis, economic coverage and strategic events, bringing together companies, authorities, investors and suppliers, with a perspective focused on the sector's long-term development.

Being part of **Panorama Minero's** initiatives means participating in the spaces where industry agenda-setting, relationship-building and strategic vision for mining are shaped.

Join the **#PanoramaMinero** community.

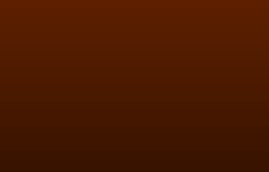
Need more information about our products and services?

Receive personalized assistance through **Panorama Minero's** official channels.

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At the heart of MINING.