

RESOURCESTOCKS

Incorporating:

20:20
INVESTOR SERIES

2012 Media Kit

The leading resource sector investment magazine

RESOURCESTOCKS has been delivering valuable information to resources sector investors for more than a decade. In today's global market, it is now an even more powerful source of informed insights for the mining and petroleum sectors.

The unique formula of incisive investment commentary and authoritative company profiles makes *RESOURCESTOCKS* the essential source of information for sophisticated and novice investors alike.

That makes *RESOURCESTOCKS* the effective global marketing medium for:

- Mining, petroleum and all resource sector explorers, developers, and producers seeking to reach global institutional and individual investors, brokers, financiers and investment advisors
- Exploration, project development, management specialists, executives and senior management
- Industry suppliers and service providers

www.miningnews.net

www.miningnewspremium.net



The company that also produces:

minesandmoney

Mining Journal

MINING MONTHLY

MiningNews.net

MNP
MiningNewsPremium.net

Distribution

RESOURCESTOCKS' print run is approximately 15,000 copies per issue. Distribution is spread across the globe, but concentrated in Australasia, the United Kingdom and North America. The distribution list includes paid subscribers, newsagency sales, conferences and mailouts to shareholders of companies that profile in the magazine.

RESOURCESTOCKS is distributed at major industry conferences including; Mines & Money (London, Hong Kong, Beijing and Australia), Indaba (South Africa), PDAC (Canada), Australian Petroleum Production & Exploration Association conference (Australia) and Diggers & Dealers (Kalgoorlie, Australia), ensuring a significant level of exposure for clients.

Reader Profile



- Middle to high income earners aged 28 and above
- Investors in Australasia, the United Kingdom and North America
- 98% are investment savvy
- 40% are in investor related sectors
- 22% are in the finance sector
- 22% are in the explorer/producer sector
- 38% are executives or senior managers

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The editor

Blake Wilshaw started his career in journalism with one of the industry's most respected publications; the *Kalgoorlie Miner*. Since then he has specialised in finance and resources journalism with national and international media outlets, including *Fairfax Digital* and London-based newspaper *Mining Journal*. He is a University of Western Australia graduate with majors in corporate finance and politics.

Global Distribution

Total = 12,100

38% Europe
32% Australasia
26% North America
4% Others

*Distribution varies between 10,000 and 17,000 due to global conference distribution requirements.

2012 Features List

In each edition, *RESOURCESTOCKS* will take a close look at an important mining centre, identifying the investment environment, significant trends and challenges in each region, as well as looking at the emerging opportunities for the mining and petroleum sectors.

An investment feature will focus on important developments in global and regional financial markets, making them an invaluable read for resource companies and active investors.

Other features will be chosen in response to current trends and will cover political, financial, social and environmental developments of importance to the resource sector as they occur.

We encourage readers and advertisers to contact the editor prior to each edition to discuss breaking news and feature topics.

Edition	Feature	Conferences
January/February	South Africa's struggling mining industry The Singapore Exchange and junior resource investment	Indaba
March	Who are Hong Kong's mining investors? The resources Rich List	Mines and Money Hong Kong
April/May	Foreign investment in Australian petroleum Trends in the global coal sector Mining in Mongolia	APPEA
June/July	Unlocking South America's resources potential Coal seam gas Raising capital in China	Mines and Money Beijing
August	Australia's best mining state/territory	Diggers and Dealers
September	Investing in the mining services sector LNG South Australia	Denver Gold Forum
October	World Risk Survey Top 100 ASX resource stocks supplement	Mines and Money Australia
November	Shale gas Mining and exploration hotspots Chinese investment in Africa	
December	Raising capital in London Diamonds	Mines and Money London

Regular Features:

RESOURCESTOCKS prints several news items each edition. These include:

- **Top 5:** Stock tips on a specific topic chosen by finance experts
- **Market Watch:** Equity research is a tough game, but Gavin Wendt does the hard work for readers every edition.
- **Taking Stock:** A look at the macro forces behind market movements as well as global trends which impact the resources industry, from analyst Peter Strachan
- **Cielo Abierto:** Meaning "open-sky" or "open pit" in Spanish; a monthly report on the South American resources sector from *RESOURCESTOCKS'* Santiago-based contributor.
- **Digging Deeper:** Allan Trench provides an analysis of the driving forces behind the pricing of niche commodities and minor metals.
- **Wireline:** Our industry insider reports on the latest trends and controversies in the petroleum sector.



Corporate Profiling Package

RESOURCESTOCKS is an indispensable tool for the active global resources sector investor, creating an awareness of your company, your investment opportunity, any significant developments and future plans to a high quality investor audience who are interested in resource stocks.

A corporate profile package is available which enables you to engage and inform our global high net worth readership of 60,000 sophisticated, professional and institutional investors of your company's position in the marketplace.

How the profile package works

1. A two-page 1200-1400 word article about your company written by one of our professional journalists, which is approved by you before it goes to print.
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3. We will supply 100 copies of the magazine delivered to Australian postal addresses for your shareholders.
4. Your company profile will be featured on *MiningNews.net* for 90 days, linked from our powerful newsletters delivered to 25,000 subscribers daily and permanently displayed on the RESOURCESTOCKS website www.resourcestocks.net.
5. An electronic PDF of your company profile.

CAD\$9,400.00

COMPANY PROFILE

SILVER MINES

AUSTRALIA

ALL THAT GLITTERS IS NOT NECESSARILY GOLD

Silver Mines is targeting an annual three million ounces plus from its Webbs Silver Project in northern NSW, Australia.

CONDITIONS THAT grades are underpinning Silver Mines' flagship Webbs project's fast track to potentially becoming Australia's next primary silver mine located in the New England region of New South Wales.

A new upgraded resource estimate for the existing 10.3 million ounce silver-lead-zinc polymetallic project is expected before the end of the year.

The latest resource estimation (RC) and diamond drilling results were still coming to light being ordered at the time of writing for the company is already showing an open pit and underground mining operation with a maximum production target of 300,000 tonnes a year potentially producing between 3.0Moz a year, probably in the form of a high grade silver-rich concentrate for silver sale.

That is a production level comparable possibly worth up to \$4.025 million a year at the current silver price of around \$427/oz.

The Webbs silver project, about 60km southeast of Tamboorah, already has an inferred resource of 1.22 million tonnes at 27% gross per tonne at 0.236 per tonne of silver, 36.18 Moz of silver.

Copper, zinc and lead account for 20% of the estimated gross value in the resource model, adding a potentially profitable extra dimension to the project.

The latest drilling program, 141 RC holes totalling 16,777m and 19 diamond holes for 2,027m, again demonstrated the extent of the near-surface silver-rich mineralisation and the potential for zinc to continue to depth. More than 21,000m of drilling in the last four years has been completed mostly in the top 150m of the deposit zone.

The deposit remains open at depth in some locations.

The RC program was also aimed at increasing tonnage and upgrading a big chunk of the 10.3Moz silver resource up from the inferred to indicated category, as well as testing the near-surface potential of exploration targets identified along the Webbs trend.

Latest RC results, from different holes, included:

- In #121997 silver 1.2% copper and 4% zinc from 17m;
- The #174997 silver 0.02% copper and 2.9% zinc from 37m, including 2m of 750gpt silver and 1.2% zinc from 72m;
- In #182997 silver 0.02% copper and 1.2% zinc from 17m, including 2m of 1240gpt silver, 0.02% copper and 1.4% zinc from 15m;
- The #173297, 0.04% copper, 2.00% zinc and 2.46% lead from 15m, including 4m of 239gpt silver, 2.22% copper, 4.27% zinc and 1.23% lead from 15m.

Updated interpretations of the latest RC and diamond results were underway at the time of writing for inclusion in the new resource estimate expected this month.

The diamond drilling was designed to test or refill the RC drill pattern and extend to test some RC holes.

"The drilling has been very successful," Silver Mines managing director Charles Drew said.

RESOURCESTOCKS:

"It's here for the mineralisation where we hoped it would be and where we didn't think it would be.

"The high grades we've had in the past have generally been associated at depth."

"Bodies being very high grade, the mineralisation is continuous, with lots of 200gpt-250gpt containing deep dip, with one strike of up to 1m."

The current work program involves the resource upgrade, including a high cut-off grade of 70gpt silver, along with detailed mineralogical work to develop the process flowchart.

A prefeasibility study is planned for next year.

Additional RC drilling is also planned as the program to close up near-surface gaps along strike and two



for more depth extensions. Drew said that production was likely to be done on open pit to get the project up and running, producing high grade, silver-rich concentrate.

The green light for the project will depend on the results of the upcoming prefeasibility study, he said.

The Webbs project is not the only thing in the company's silver belt.

About 10km southeast of the Webbs silver project, in 2007-revealed RC 410 and 471, some high grade rock chip sampling and induced polarization surveys have revealed numerous new targets associated with silver-rich, White-style polymetallic mineralisation.

Each chip from 147 samples have yielded up to 200gpt silver, 1.7% copper, 11.2% lead and 10.0% zinc.

These results come from a strategic group of basement karrens in the Mids project, which hosts more than 100 documented metalliferous occurrences along a broad northeast trend approximately 2km long and 1km wide.

The dominant mineralising feature is the early Triassic Mids granite intrusion, considered to be the source for the silver-rich mineralisation at the Webbs silver project as well as the northwards of other metal-bearing deposits in the local region.

Drew is confident of a new silver-lead-zinc polymetallic mine based on the Webbs silver project.

"The work to date has shown the shallow potential of the project and its potential for depth," he said.

"Previous mining up to the 1960s included a main shaft sunk to over 200m that was still producing high grades, but with low tonnage."

"We have shown the project's size potential, now it is just a matter of how much we can get out of it and we should know that in the next month or so."


A prefeasibility study is planned for 2012.

Drew is buoyed by the fact that the silver price has doubled over the last year to above \$370/ounce.

Also that silver is considered to be an industrial commodity and benefited in a precious metal, with an approximately 67.2% price increase over the year, in addition, a large proportion of silver's global annual silver supply production has to be replaced.

In the meantime, a minimum annual production target of 300,000gpt producing up to 3.0Moz a year is looking increasingly achievable for this exciting Australian silver project. - Mark Mowbray

SILVER MINES AT A GLANCE



1 month ending November 17, 2012

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MARKET CAPITALISATION
\$424.4 million (at press time)

QUOTED SHARES ON ISSUE
122,948,300

MAJOR SHAREHOLDERS
M&C Capital Investors (Australia) 2.28%
Morning Star Gold 2.44%
Lithium Resources 1.71%
IC 2 Limited 1.68%
18 Properties 1.67%

44

DECEMBER 2012 RESOURCESTOCKS

4 Issue Date: 03/2012

RESOURCESTOCKS Magazine Advertising Rates 2012

Size	CAD\$
DP	\$5,900.00
FP	\$3,000.00
2/3 Page	\$2,600.00
1/2 Page	\$1,722.00
1/3 Page	\$1,800.00
1/4 Page	\$1,500.00

Key Positions

- 20% loading applies to covers (IFC, IBC, BC)
- 15% loading applies up to page 15
- 10% loading applies to all other key specific positions


* All prices are subject to exchange rate fluctuations and may change without prior notice.

Basic Typesetting Rates


Size	CAD\$
DP	\$630.00
FP	\$520.00
2/3 Page	\$290.00
1/2 Page	\$260.00
1/3 Page	\$240.00
1/4 Page	\$220.00

Please note – Typesetting rates do not include the cost of scans, photo manipulation or drawing requirements.


Artwork Size Specifications




Double Page (DP)
Trim Size: 297mm(h) x 420mm(w)
Bleed: 307mm(h) x 430mm(w)
Safe Area: 285mm(h) x 408mm(w)




Full Page (FP)
Trim Size: 297mm(h) x 210mm(w)
Bleed: 307mm(h) x 220mm(w)
Safe Area: 285mm(h) x 198mm(w)




2/3 Page Vertical
252mm(h) x 103mm(w)




1/2 Page Double Column
182mm(h) x 103mm(w)




1/2 Page Horizontal
124mm(h) x 182mm(w)




1/3 Page Double Column
124mm(h) x 103mm(w)




1/3 Page Horizontal
80mm(h) x 182mm(w)



1/3 Page Vertical
252mm(h) x 50mm(w)



1/4 Page Double Column
92mm(h) x 103mm(w)



1/4 Page Horizontal
60mm(h) x 182mm(w)

h = height w = width

Cancellation Fees

- A cancellation fee of 25% will apply if your **print booking** is cancelled 14 days or less before the scheduled booking deadline (refer note 1).
- A cancellation fee of 50% will apply if your **print booking** is cancelled after the nominated booking deadline and before the scheduled production deadline (refer note 1).
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- A cancellation fee of 25% will apply if your **online booking** is cancelled 30 days prior to the **“go live” date** (loading of ad) for the online advertising.

For the Aspermont Full Terms & Conditions, please see the ‘Advertise’ Tab on the website or call your Aspermont Sales Executive.

Note 1 – All scheduled booking and production deadlines as supplied by your Aspermont Sales Executive. Please feel free to contact your representative for further information and clarification.



Artwork Specifications

Preferred file type:

PDF - press-quality, 300DPI optimisation, CMYK, transparencies flattened to high resolution. Ink profile US Web Coated (SWOP) V2.

Material Requirements:

Advertisers are to supply completed artwork in digital form. Advertisers will not incur any production charges for digital artwork supplied complete to our specifications. Costs may apply to any material supplied outside our specifications.

All material is to be with the production department (Aspermont Limited, Production Department, 613-619 Wellington Street, Perth WA 6000, Australia) by the material deadline. The material deadline is supplied on your booking confirmation sheet when a space reservation is made.

Supplying digital artwork:

Utilise CD, DVD or via email to adproduction@aspermont.com (10MB size limit). FTP details are available on request. Aspermont accepts no responsibility for colour reproduction where colour guides are not supplied.

Accepted Programs:

Photoshop, Illustrator CS2, Pagemaker 6.0 and InDesign CS2. We cannot use as final artwork: Powerpoint, Word, Excel, Corel Draw, Publisher or any other software not on the accepted list above.

Colours:

PMS colours must be supplied out of 4-colour process to avoid the extra AU\$300 charge per PMS colour. The ink profile should be set to US Web Coated (SWOP) V2.

Providing artwork for make-up

Text:

To be provided by the client in "text only" format, either on disk or via email.

Images:

To be provided as: Slides or chemical photos for scanning or digital photos (TIFF, JPEG, RAW or EPS). Electronic scans and digital photos to be 300 DPI or better at 100% of the required size.

Logos:

To be provided as: EPS file format (preferably vector) or large size jpeg.

Proofing:

A proof of your advertisement will be emailed for your approval before publication.

For more information please contact your advertising sales representative.



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Top 100 Resource Stocks 2012

The *Top 100 Resource Stocks* makes its debut in the Canadian market in 2012, following the huge success of the Australian publications in 2010 and 2011. Written by renowned commentator Leonard Melman, the *Top 100 Resource Stocks* does the hard work for investors and picks the most exciting mining and energy stocks on the Toronto Stock Exchange and TSX-Venture Exchange.

The CD-ROM is presented as a digital magazine and provides background, project information and share price triggers on 100 companies. Not only are the big resources players considered, but the junior and mid-tier sector is well covered, providing coverage on early stage investment opportunities.

1/2 Page Advertisement: CAD\$1,722.00

- 1 x 1/2 page ad in the digital magazine

1/2 Page Package: CAD\$3,276.00

- 1 x 1/2 page ad in the digital magazine
- 1 x 1/2 page ad in *RESOURCESTOCKS* magazine

Corporate Profile Package: CAD\$10,395.00

- 1 x 1/2 page ad in the digital magazine
- 1 x Corporate Profile Package in *RESOURCESTOCKS* magazine

