

# Innovative Internet publishing by mining website

Business news publisher

Creamer Media has launched geotargeted editions of its miningweekly.com news website.



→ Kenneth Creamer, CEO of Creamer Media

The CEO of Creamer Media, Kenneth Creamer says that the launch of the three new home pages is in line with the company's strategic objective to evolve into the leading provider of global mining news.

"We are committed to innovation. As we innovate, we find new ways of providing up-to-the minute mining news to a global audience," says Creamer.

The upgraded miningweekly.com site now includes separate editions for Africa, Europe, the Americas and Australasia.

Kenneth Creamer explains that readers will automatically be directed to the relevant geographical home page, which will make for speedy and relevant reading.

In addition to its main newsroom in Johannesburg, South Africa, Creamer Media has full-time journalists based in Toronto (Canada) and Perth (Australia), as well as a number of contributors in Malawi, Kenya, Zimbabwe, Zambia, Namibia and Argentina.

*Mining Weekly* publishing editor, Martin Creamer, says that, in addition to making the news geographically specific and providing articles with a longer life, the upgraded site also focuses on increasing the visual attractiveness for the reader.

"Creamer Media launched the initial version of its website almost a decade ago. Since then, the company has continuously applied the power and versatility of the Internet to offer its readers news as it breaks, through the most relevant technology and mediums.

"The company is aggressive in its embrace of technology and ambitious in its plans of global expansion," said Martin Creamer.

Creamer Media sends two daily newsletters, *Africa, Europe, Australasia* and *North and South America* to almost 60 000 recipients daily.

The company also publishes *Engineering News, Polity* and *Research Channel Africa*. ➔