



SOUTHERN ASIAN WIRELESS COMMUNICATIONS

MEDIA INFORMATION 2023

www.asianwirelesscomms.com

INTRODUCTION

Unlike many other business publications with too broad a remit, Southern Asian Wireless Communications offers independent editorial that is tightly focused on the technologies and business of developing wireless communications networks in the region.

Now in its 15th year, Southern Asian Wireless Communications offers a valuable reference tool for those involved in the region's wireless communications industries.

Over 7000 managers, directors, engineers and technicians within the operator, integrator, service provider, towerco, broadcaster, regulator, consultancy, distributor and public and private sector user arena, are regular readers.

Each member of this community influences, specifies or purchases wireless communications equipment, services, software, infrastructure and consultancy. As a result, advertisers can rest assured that their message will reach a targeted base of potential customers who are technology aware, business-oriented and actively seeking wireless solutions throughout Southern Asia.



CORE SUBJECT AREAS IN 2023:

- Cellular
- Satellite
- Fixed Wireless Access
- Critical communications
- Fibre
- RAN
- Backhaul
- Microwave systems
- In-building systems (DAS; femtocells; etc.)
- HetNets & small cells
- BSTs/masts/towers
- Antennas
- Power/power efficiency
- Cables & cabling accessories
- OSS/BSS
- Security
- Test & measurement
- Network monitoring & optimisation
- Network analysis & Big Data
- Broadband/internet
- Internet of Things/smart cities/M2M
- Remote & rural connectivity
- Cloud (VNF/SDN/XaaS); data centres; IPXs
- Enterprise network services
- MFS & VAS (including mHealth: mCommerce; mLearning; apps; etc.)
- Messaging & voice services
- OTT
- Broadcast/DTH
- Data Centres
- Mobile Money

ALSO IN 2023:

A regular look at how wireless technologies are connecting users in the following industry sectors: utilities; education; oil & gas; maritime & transportation; banking & financial; health.

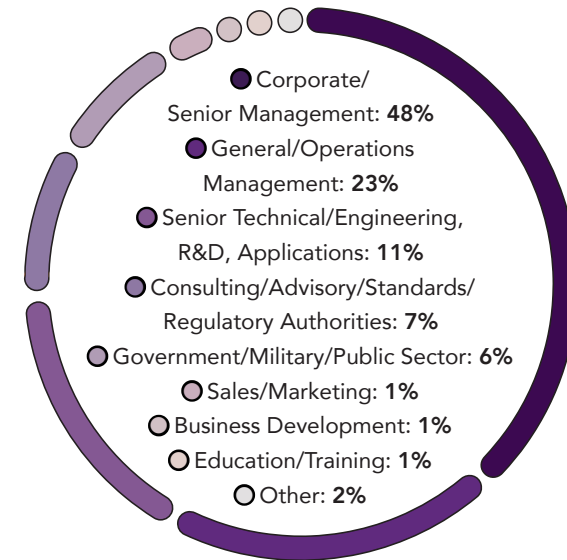


AUDIENCES

READERSHIP BY INDUSTRY SECTOR

- **Communications Industry: 61%**
 - Regulatory Body • PTT • Government Communications Ministry • Independent Network Operator • Service Provider • Tower Co • Broadcaster • Manufacturer/ Vendor (mobile communications) • Infrastructure/Systems Supplier • Systems Intergrator • Consultant • Importer/Agent • Dealer/Distributor • Wholesaler
- **Private Sector: 24%**
 - Construction • Automotive • Manufacturing • ICT • Textiles/ Clothing • Healthcare • Aid-Funded Business • Education • Transport • Food/Beverage • Tourism • Power Generator • Pharmaceutical/Medical • Aerospace • Agribusiness • Financial/Legal
- **Public Sector: 15%**
 - Government • Municipal Authorities • Public Utilities • Emergency Services • National Defence

READERSHIP BY JOB FUNCTION



READERSHIP BY GEOGRAPHY



DIGITAL ISSUE

Each issue is dispatched twice with an embedded link on every advertisement and, once launched, will also be included within the e-newsletter circulating up to three additional times during the publication shelf-life.

WEBSITE

Add to your digital profile through banners and content on www.asianwirelesscomms.com and drive visitors to connect with your company directly – once the site is live, any advertiser will secure this profile free of charge during 2023!

E-NEWSLETTER

Every advertiser in Southern Asian Wireless Communications will secure profile in the Asian Wireless Communications e-newsletter. A 'New this Month' content piece or a solus banner at the top of the e-newsletter, pending the advertising package agreed.

COMING IN 2023: We will be extending our social media activities and any advertiser can send a message to our followers completely free of charge!

FRONT COVER FOCUS

Each of the 4 issues of Southern Asian Wireless Communications per year carries a sponsoring company on it's front cover giving a high impact profile. This sponsorship includes presence on the cover, the contents page and through a full-page advertorial within the issue itself – see below.

We design all three elements of the cover package to your approval from the raw material you provide – this is what we need:

FRONT COVER

- A high resolution visual - 300dpi at A4 size
- A high resolution logo - 300dpi
- A slogan/catchphrase

CONTENTS PAGE

- 100-150 words of text about the company
- Contact details - address, tel, email fax and/or web address

ADVERTORIAL

- A maximum of 750 words of text plus a headline
- Up to 2 visuals to support this text - 300dpi
- A high resolution logo - 300dpi

Contact details - address, tel, email, fax and/or web address



ADVERTISING RATES

DISPLAY ADVERTISEMENTS

AD TYPE	RATE	SIZE (WxHmm)
Double Page Spread	£6,995	420 x 297 (426 x 303)
Full Page	£3,695	210 x 297 (216 x 303)
Junior	£2,895	141 x 200 (147 x 206)
Half Page (H)	£2,695	190 x 135 (196 x 141)
Half Page (V)	£2,695	93 x 225 (99 x 261)
Third Strip	£2,195	190 x 85 (196 x 91)
Quarter Page	£1,595	93 x 135 (99 x 141)

PREMIUM POSITIONS

AD TYPE	RATE
Front Cover Focus	£5,995
Inside Front Cover	£4,595
Outside Back Cover	£4,595
Inside Back Cover	£4,295
Right-Hand Page	+ 10%
Centre Spread	+ 10%
First Spread	+ 10%

BANNER ADVERTISING COSTS

AD TYPE	RATE
Roof Banner	£495 p/week
Wall Paper	£995 p/week
Side Tower	£295 p/week
Strip Banner	£195 p/week
Digital Issue Embedded Link	£195 p/week

NOTE: US\$, ZAR AND EURO INVOICING IS AVAILABLE

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