



SOUTHERN ASIAN
WIRELESS
COMMUNICATIONS

MEDIA INFORMATION 2020

INTRODUCTION

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

Since 2008, Southern Asian Wireless Communications has proved to be an invaluable reference tool for all those involved in the region's wireless communications industries.

Each issue has a minimum print circulation of 7,000 and the digital version is received by over 5,500 ICT professionals. These targeted readers include management level professionals in the public sector, private industry or in the wireless communications industry itself (such as MNOs and CSPs).

Each reader either influences, specifies or purchases wireless communications equipment, services and infrastructure – including associated consultancy, systems integration, as well as test, measurement and maintenance equipment.

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 2020:

- 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



ALSO IN 2020:

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

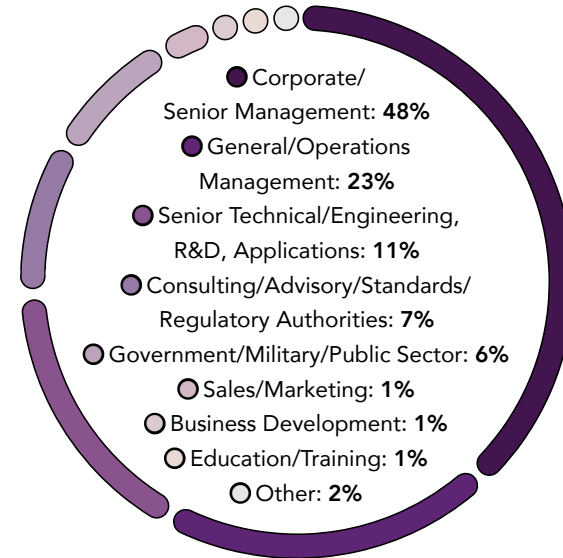


AUDIENCES

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

Developed during the last 6 years, Southern Asian Wireless Communications now extends the impact of any advertisement via its digital issue distribution of over 5,500. Each issue is dispatched at least twice during the issue shelf- life and carries an embedded link on every advertisement.

It is also possible to move your digital issue position, include a different advertisement or increase the number of pages!

Add to your digital profile through a banner on the magazine home page, driving our visitors to connect with your company directly.



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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