INTRODUCTION

Unlike many other business publications that often have too broad a remit, Southern African 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.

Now in its 23rd year, Southern African 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 3,500 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 Africa.

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 & nancial; health.
AUDIENCES

READERSHIP BY INDUSTRY SECTOR

Communications Industry: 51%
- Independent Network Operator
- Regulatory Body
- PTT
- Government Communications Ministry
- Service Provider
- Tower Co.
- Broadcaster
- Manufacturer
- Vendor (mobile comms)
- Infrastructure / Systems Supplier
- Systems Integrator
- Consultant
- Importer / Agent
- Dealer / Distributor
- Wholesaler

Public Sector: 28%
- Emergency Services
- Government
- Municipal Authorities
- Public Utilities
- Military

Private Sector: 21%
- Banking / Finance
- Computing
- IT
- Energy
- Petrochemical
- Transport
- Construction
- Mining
- Manufacturing
- Service Industries
- Medium to Large Enterprises
- Aerospace
- Agribusiness
- Financial/Legal

READERSHIP BY JOB FUNCTION

Corporate/
Senior Management: 39%
Comms/IT Management: 21%
General/Ops Management: 18%
Technical/Engineering: 7%
Government/Military: 7%
Consulting/Advisory: 3%
Sales/Marketing: 2%
Education/Training: 1%
Other: 2%

READERSHIP BY GEOGRAPHY

Central Africa
7% Tanzania
6% Gabon, Rep. Congo, Equatorial Guineau, Rwanda, Burundi, Seychelles, Sao Tome, Principe
4% DR Congo

Southern Central
9% Botswana
7% Namibia
3% Angola
3% Mozambique
3% Zambia
2% Malawi
2% Zimbabwe
1% Madagascar, Mauritius, Reunion

Southern Africa
51% South Africa
2% Lesotho, Eswatini

Central Africa: 17%
Southern Central: 30%
Southern Africa: 53%
DIGITAL ISSUE

Developed during the last 6 years, Southern African Wireless Communications now extends the impact of any advertisement via its digital issue distribution of over 3,500. 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.

COMING IN 2020: We will be extending the way we communicate with our readers through an e-newsletter and any advertiser within Southern African Wireless Communications will appear within some of the 2020 editions completely free of charge!

FRONT COVER FOCUS

Each of the 6 issues of Northern African Wireless Communications per year carries a sponsoring company on its 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

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

### PREMIUM POSITIONS

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover Focus</td>
<td>£5,995</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£4,595</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£4,595</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£4,295</td>
</tr>
<tr>
<td>Right-Hand Page</td>
<td>+ 10%</td>
</tr>
<tr>
<td>Centre Spread</td>
<td>+ 10%</td>
</tr>
<tr>
<td>First Spread</td>
<td>+ 10%</td>
</tr>
</tbody>
</table>

### BANNER ADVERTISING COSTS

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roof Banner</td>
<td>£495 p/week</td>
</tr>
<tr>
<td>Wall Paper</td>
<td>£995 p/week</td>
</tr>
<tr>
<td>Side Tower</td>
<td>£295 p/week</td>
</tr>
<tr>
<td>Strip Banner</td>
<td>£195 p/week</td>
</tr>
<tr>
<td>Digital Issue Embedded Link</td>
<td>£195 p/week</td>
</tr>
</tbody>
</table>

NOTE: US$, ZAR AND EURO INVOICING IS AVAILABLE