



# SOUTHERN AFRICAN WIRELESS COMMUNICATIONS

MEDIA INFORMATION 2024

[www.africanwirelesscomms.com](http://www.africanwirelesscomms.com)

## INTRODUCTION

Unlike many other business publications with too broad a remit, Southern African 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 27th year, the Southern African Wireless Communications portfolio offers a valuable reference tool for those involved in the region's wireless communications industries.

As readers of the publication, recipients of our e-newsletter, visitors to our website and social media followers, we have a community in excess of 7,000 wireless and mobile connectivity managers, directors, engineers or technicians within the operator, integrator, service provider, towerco, broadcaster, regulator, consultancy, distributor and public and private sector user arena.

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 Africa.



## CORE SUBJECT AREAS IN 2024:

- Cellular
- Satellite
- Fixed Wireless Access
- Critical communications
- Disaster recovery
- Fibre
- RAN
- Backhaul
- BSTs/masts/towers
- Antennas
- Power
- Sustainability/ESG
- OSS/BSS
- Security
- Test & measurement
- Network monitoring & optimisation
- Network analysis & Big Data
- Broadband/internet
- Internet of Things/M2M
- Smart cities/buildings/vehicles
- Remote & rural connectivity
- Cloud (VNF/SDN/XaaS); data centres; IPXs
- Enterprise network services
- VAS (including mobile money; mobile financial services; mGaming; mHealth; mCommerce; mLearning)
- Messaging & voice services
- OTT
- Broadcast/DTH
- Data centres
- AI/ML

## ALSO IN 2024:

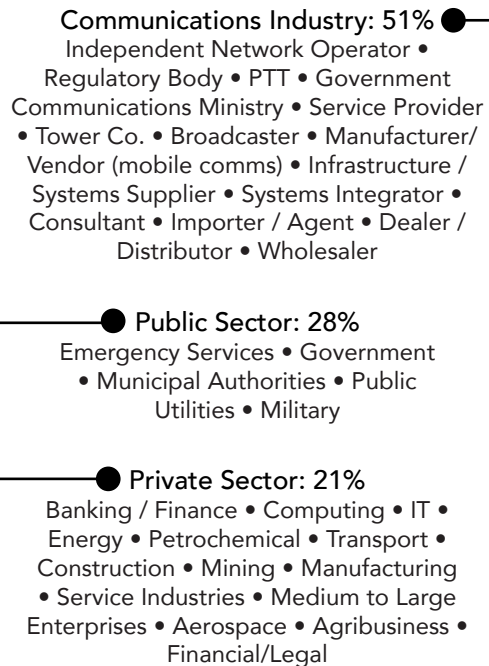
A regular look at how wireless technologies are connecting users in the following industry sectors: utilities; education; oil & gas; maritime & transportation; banking & financial; health.



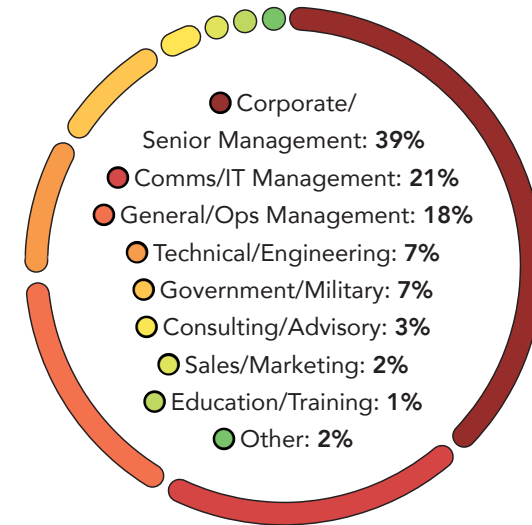


## AUDIENCES

### READERSHIP BY INDUSTRY SECTOR



## READERSHIP BY JOB FUNCTION



## READERSHIP BY GEOGRAPHY

### Central Africa

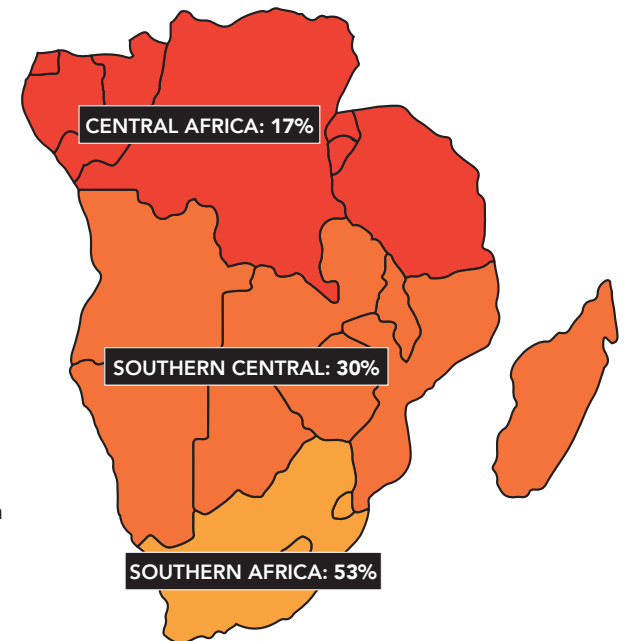
7% Tanzania  
6% Gabon, Rep. Congo, Equatorial  
Guineau, Rwanda, Burundi,  
Seychelles, Sao Tome, Principe  
4% DR Congo

### 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



## DIGITAL ISSUE

The issue is dispatched three times during the shelf life of the publication, once in its own right and twice as part of the e-newsletter and always with embedded links in place.

## WEBSITE

Add to your digital profile through banners and content on [www.africanwirelesscomms.com](http://www.africanwirelesscomms.com) and drive visitors to connect with your company directly.

## E-NEWSLETTER

Every advertiser in Southern African Wireless Communications will secure profile in the African 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.

## SOCIAL

We'll take your messages and success stories out to our social communities through regular posts throughout the length of your campaign.

## FRONT COVER FOCUS

Each issue of Southern African Wireless Communications has a front cover sponsor. This sponsorship includes presence on the cover, the contents page and through a full-page advertorial within the issue itself. It also includes the 'Top Banner' sponsorship of the e-newsletter too! We design all three elements of the cover package to your approval from your raw material and you will provide a banner and text for the e-newsletter – 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, web link

### ADVERTORIAL

- A maximum of 750 words of text plus a headline
- Up to 2 visuals to support this text - 300dpi
- Contact details - address, tel, email fax and/or web address, web link

### E-NEWSLETTER

- A 'Top Banner' – 425px wide by 160 px high
- A 'New this Month' – a 25 character headline and 50 words of text
- A link for both the banner and the text

[www.africanwirelesscomms.com](http://www.africanwirelesscomms.com)



## 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
Leader Board	£395 p/week
Leader Button	£295 p/week
Block Banner	£295 p/week
Mid Banner	£195 p/week

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

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