The background features a collage of several covers of the 'AFRICAN WIRELESS COMMUNICATIONS YEARBOOK'. Each cover displays a map of Africa overlaid with a network of white dots and connecting lines, representing a wireless communication network. The text 'AFRICAN WIRELESS COMMUNICATIONS YEARBOOK' is printed in bold, sans-serif fonts, with 'AFRICAN' and 'YEARBOOK' in black and 'WIRELESS COMMUNICATIONS' in blue. The year '2019' is visible on some covers. The central title is framed by two horizontal black lines.

AFRICAN WIRELESS COMMUNICATIONS YEARBOOK 24/25

MEDIA INFORMATION 24/25

www.africanwirelesscomms.com

INTRODUCTION

Now in its 18th year, the African Wireless Communications Yearbook remains the must-have guide for businesses aiming to succeed in the continent's booming wireless communications sectors. In a new digitally lead and A5 format, it will provide a snapshot of the trends, technologies and events that have influenced the region's wireless business over the past year, a year that has, uniquely, seen a global pandemic. With in-depth analysis, statistics and comments from technology and market experts it will examine this communications environment and what will shape developments in 2024 and into 2025.

Segmented by market and technology to provide readers with actionable insights into their business, the African Wireless Communications Yearbook 24/25 will be used as a continuing source of reference by thousands of wireless and mobile centric readers, giving year-long presence and impact for your marketing message.

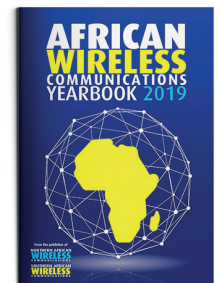
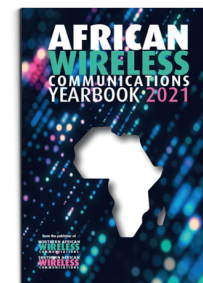
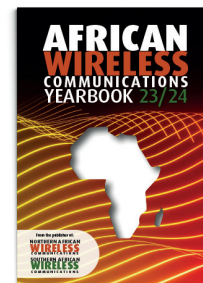
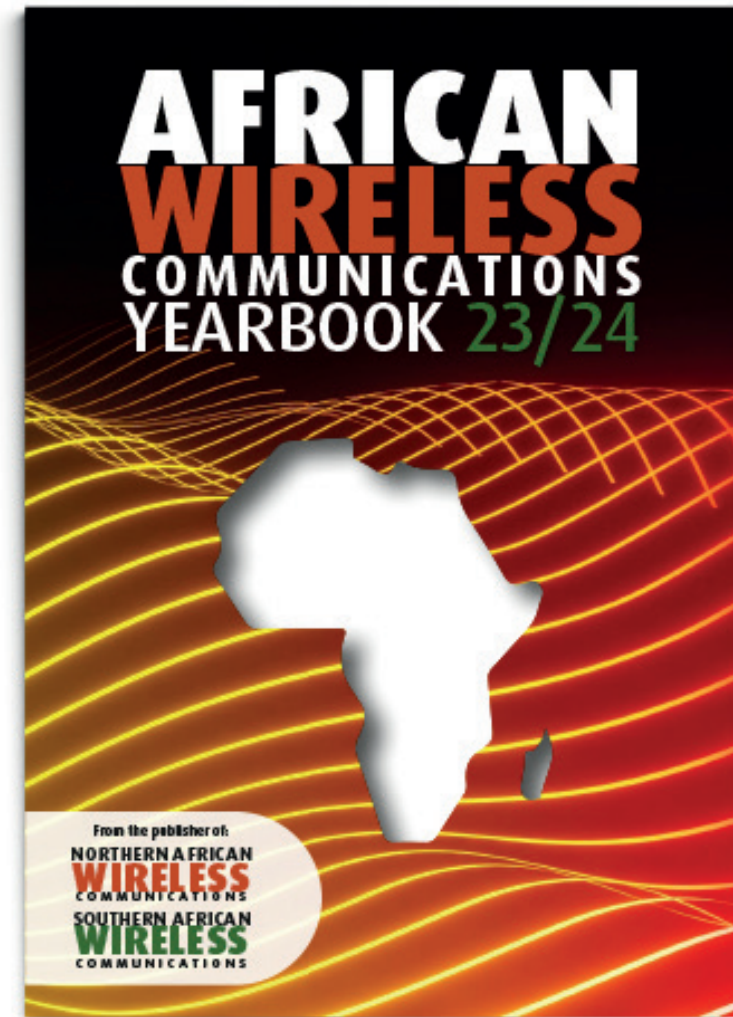
CIRCULATION 2024/2025

The African Wireless Communications Yearbook is digitally distributed to more than 10,000 buyers, specifiers and decision-makers within wireless, mobile and satcoms operators, service providers, system integrators, towercos, broadcasters, distributors, dealers and volume users throughout Africa.

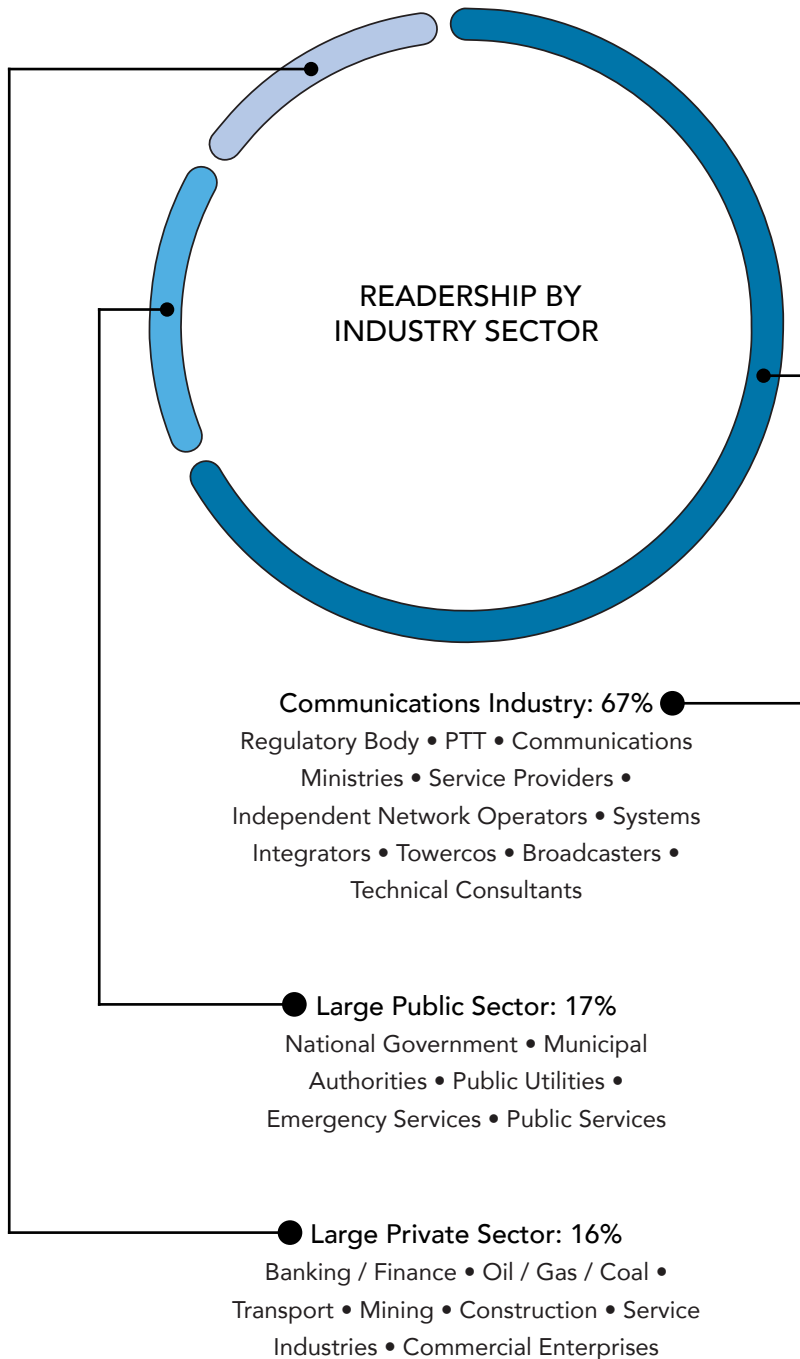
Sent to the readers of Southern and Northern African Wireless Communications, as a highly sought after part of their annual read, it also circulates to key officials in government ministries, regulatory offices and user associations. It will also digitally reach delegates and visitors at a host of African communications events and conferences in late 2024 and throughout 2025.

PLUS

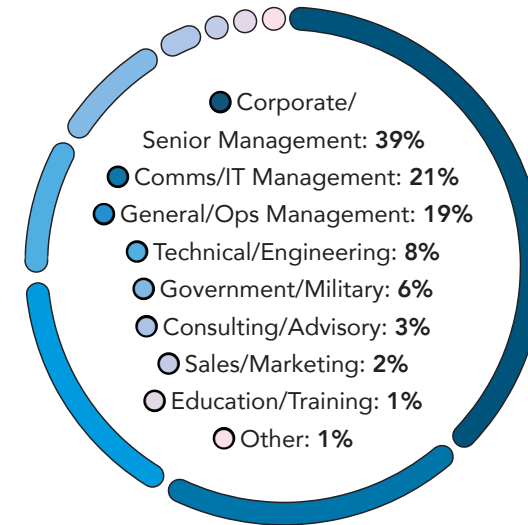
The Yearbook 24/25 will be despatched with every digital issue of Southern and Northern African Wireless Communications from Dec 2024 to Nov 2024, keeping it front of mind for both new and existing readers with embedded links from your advertisement and Supplier Profiles - we'll also include one advertisement change in this digital version, should your message change during 2024.



AUDIENCES



READERSHIP BY JOB FUNCTION



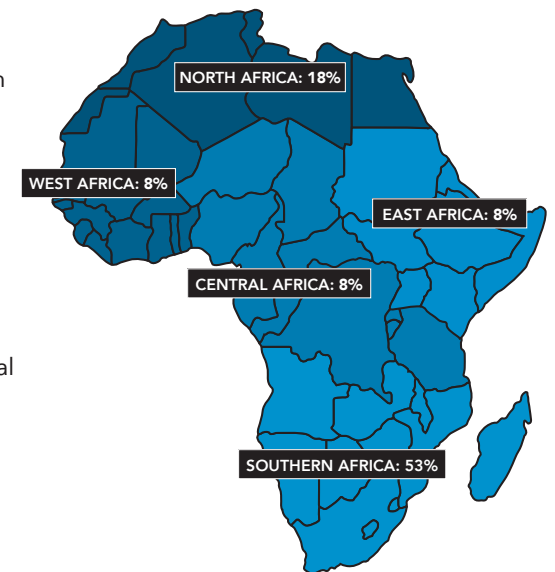
READERSHIP BY GEOGRAPHY

North Africa – 9%
Egypt, Algeria, Libya, Morocco, Western Sahara, Canaries, Tunisia

West Africa – 12%
Cape Verde Islands, Gambia, Guinea, Guinea Bissau, Liberia, Senegal, Sierra Leone, Benin, Burkina Faso, Côte d'Ivoire, Ghana, Togo, Mali, Mauritania

Central Africa – 24%
Tanzania, Gabon, Rep. Congo, Equatorial Guinea, Rwanda, Burundi, Seychelles, Sao Tome, Principe, DR Congo, Nigeria, Central African Republic, Chad, Niger, Cameroon

Southern Africa – 40%
Botswana, Namibia, Angola, Mozambique, Zambia, Malawi, Zimbabwe, Madagascar, Mauritius, Reunion, South Africa, Lesotho, Eswatini



East Africa – 15%
Kenya, Uganda, Eritrea, Sudan, South Sudan, Ethiopia, Djibouti, Somalia

CONTENTS BY CHAPTER 24/25

STATE OF THE MARKETS

How the business environment is shaping up across the continent's wireless communications markets. Including analysis, statistics and data, highlighting growth and technology trends.

CELLULAR

The practicalities of delivering mobile services, from infrastructure building and powering energy efficient cell sites, to optimising, managing and getting the best out of the network using OSS and BSS platforms.

SATELLITE

Africa is now covered by more satellites than ever before. Industry experts reveal how the technology is being used to offer ever greater market opportunities for remote connectivity, broadband, broadcast and enterprise services.

CRITICAL COMMUNICATIONS

This chapter explores how critical comms technologies such as DMR and TETRA, satellite and LTE are being used in Africa to provide unique solutions for mission-critical users in the region's mining, transport, utilities, emergency services, education and health sectors, amongst others.

VALUE-ADDED SERVICES

Mobile operators are monetising their networks with unique and innovative applications, including financial, health and e-learning services, as well as apps.

FIBRE

From delivering broadband and backhaul to working as a hybrid technology with satellite and cellular, fibre has become an essential part of Africa's wireless communications fabric.

FIXED WIRELESS

From IoT, small cells and 'hetnets', to Wi-Fi, M2M and VSAT, we analyse the merits and applications of the different technology choices available.

BROADBAND

Connecting the unconnected to broadband has long been the battle-cry in Africa. Also, with high throughput satellites now orbiting high above Africa as well as fibre in its ground, operators and users have never had it so good when it comes to technological solutions.

DATA CENTRES

Mobile and wireless operators are integrating data centres into their network management choices or looking to co-locate or outsource this essential part of their core infrastructure. Experts in this field examine cost, quality, sustainability and security around this decision.

TOWERS

2023 has been a vibrant year for African towercos with deployments accelerating at pace driven by the adoption of newer mobile generations and the uptick in mobile subscriptions. A chapter dedicated to this burgeoning sector is a must for the 24/25 edition.

SUPPLIER PROFILES

The 24/25 Yearbook will again see Supplier Profiles positioned at the end of each technology chapter to provide a reference tool with a direct link to the supplier's website.



Throughout the Yearbook, there will be expert commentary and predictions from respected industry associations such as: the Commonwealth Telecommunications Organisation, GSMA, Global mobile Suppliers Association, Global VSAT Forum, ITU, TETRA, TowerXchange and Critical Communications Association, amongst others.

SUPPLIER PROFILES

The 24/25 Supplier Profiles will be positioned at the end of each technology chapter and provide a reference tool with a direct connection to the supplier website.

Including a company profile with a logo, full contact details, areas of expertise and an embedded link, these profiles will take the reader to a home page or a range of specific technology URLs if preferred. Look at the example opposite to see what's included.

The listing options are as follows:

OPTION	RATE
Company logo and contact details; 150 word profile; Four home page links in a single chapter	£595
Company logo and contact details; 150 word profile; Four home page links in additional chapters	£295 per additional page
Company contact details, 30 words of text; link to home page	£195 per insertion

DISPLAY ADVERTISING

PREMIUM POSITIONS	
AD TYPE	RATE
Inside Front Cover	£4,995
Post Forward page	£4,495
Chapter opening page	£4,495

DISPLAY ADVERTISING	
AD TYPE	RATE
Double Page Spread	£4,995
Full Page	£3,995
Half Page	£1,995

Every advertisement will include an embedded link, banners on www.africanwirelesscomms.com, banners on the Yearbook 24/25 home page, e-Newsletter profiling during 2024, social media profiling and a full page opinion piece within a single technology chapter.



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

CONTACT

EDITORIAL CONTACT

Amy Saunders

Editor

amys@kadiumpublishing.com

ADVERTISING CONTACT

Kathy Moynihan

Publishing Director

kathym@kadiumpublishing.com

SUBSCRIPTION CONTACT

Karen Bailey

Production

karenb@kadiumpublishing.com

HEAD OFFICE

Kadium Ltd.

Image Court, IC113

328/334 Molesey Road

Hersham

Surrey KT12 3LT

+44 (0) 1923 886 537

AFRICAN REGIONAL OFFICE

Kadium Publishing Pty Ltd.

28-30 3rd Street, Elsies River Industrial

Cape Town, 7480, South Africa

