INTRODUCTION

Now in its 14th year, the African Wireless Communications Yearbook remains the must-have guide for businesses aiming to succeed in the continent’s booming wireless communications sectors. Each edition of the yearbook provides a snapshot of the trends, technologies and events that have influenced the region’s wireless business over the past year. It offers in-depth analysis, statistics, comments from technology and market experts and examines the business environment that will shape developments in 2020 and into 2021.

Segmented by market and technology to provide readers with actionable insights into their business, the African Wireless Communications Yearbook 2020 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 advertising message.

CIRCULATION 2020

The African Wireless Communications Yearbook is 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 as well as amongst delegates and visitors at a host of African communications events and conferences.

Historically the Yearbook has been seen at Cloud Africa; East Africa Com; VAS Africa; NigeraCom; Coud MENA; Seamless East Africa; LTE Africa; VSat Africa; Mobile Money Africa and AfricaCom and as we finalise these partnerships we will also aim to be part of any new events in the region as they are confirmed.

PLUS– The Yearbook 2020 will be despatched with every digital issue of Southern and Northern African Wireless Communications during 2020, keeping it front of mind and making contact from both new and existing readers easy via the embedded links in your advertisement and Buyer’s Guide extended listing – we’ll also include one advertisement change in this digital version completely free of charge!
**READERSHIP BY INDUSTRY SECTOR**

- Communications Industry: 67%
- Regulatory Body • PTT • Communications Ministries • Service Providers • Independent Network Operators • Systems Integrators • Towercos • Broadcasters • Technical Consultants

- Large Public Sector: 17%
  - National Government • Municipal Authorities • Public Utilities • Emergency Services • Public Services

- Large Private Sector: 16%
  - Banking / Finance • Oil / Gas / Coal • Transport • Mining • Construction • Service Industries • Commercial Enterprises

**READERSHIP BY JOB FUNCTION**

- Corporate/ Senior Management: 39%
- Comms/IT Management: 21%
- General/Ops Management: 19%
- Technical/Engineering: 8%
- Government/Military: 6%
- Consulting/Advisory: 3%
- Sales/Marketing: 2%
- Education/Training: 1%
- Other: 1%

**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%

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

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

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.

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.

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.

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 through interviews with analysts and industry experts.

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.

WIRELESS USERS
Case studies illustrating how wireless communications are providing solutions for users in various industry sectors including: oil and gas; transportation; maritime and aviation; government; enterprise; health; education; and more.

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 and Critical Communications Association, amongst others.
As a comprehensive directory of key products and suppliers that specifiers and business owners need to help plan and execute their network objectives, the 2020 Buyer's Guide will offer an easy to use reference tool within the print edition and a direct connection via an embedded link in the digital version.

Highlight your Company with a logo, a company profile, full contact details and an embedded link through the Extended Listing or access the Free of Charge listing with your company name, country and web address – take a look at the highlighted pages to see the Amphenol Antennas Free of Charge listing and the Angola Cables Extended Listing.

The listing options are as follows:

<table>
<thead>
<tr>
<th>OPTION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Logo (4 colour)</td>
<td>£95</td>
</tr>
<tr>
<td>Extended Listing (including 100 word company profile)</td>
<td>£495</td>
</tr>
<tr>
<td>Additional Basic Listing (for regional offices etc.)</td>
<td>£50</td>
</tr>
</tbody>
</table>

**ADVERTISING RATES**

**PREMIUM POSITIONS**

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>£6,995</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£5,995</td>
</tr>
<tr>
<td>Guaranteed Right-Hand Page</td>
<td>add 10%</td>
</tr>
</tbody>
</table>

**DISPLAY ADS (FACING EDITORIAL)**

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>£7,995</td>
</tr>
<tr>
<td>Full Page</td>
<td>£4,550</td>
</tr>
<tr>
<td>Junior</td>
<td>£2,680</td>
</tr>
<tr>
<td>Half Page (H)</td>
<td>£2,475</td>
</tr>
<tr>
<td>Half Page (V)</td>
<td>£2,475</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£1,365</td>
</tr>
</tbody>
</table>

**NOTE:** US$, ZAR and EURO INVOICING IS AVAILABLE