

Eastern European Wireless Communications (EEWC) is read by more than 7,000 communications professionals who buy and specify wireless systems, services and products across central and eastern Europe. To reach this audience, simply make EEWC a key part of your marketing plans.

Eastern European Wireless Communications (EEWC) was launched in 1999. It covers a dynamic region that has been quick to seize upon the opportunities of wireless connectivity in its many forms. In some markets, wireless now predominates as the voice and broadband medium.

OUR EDITORIAL INDEPENDENCE GIVES US THE EDGE

With its precise editorial focus and quality of presentation, EEWC advertisers can be assured that their message will reach a targeted base of potential customers that are technology-aware, business-oriented and

actively seeking wireless solutions. EEWC delivers high quality editorial that is independent, comprehensive and incisive. That makes it essential for all those who need to keep up-to-date with this fast-moving

industry. Each bi-monthly issue carries the latest news and reports, product information, insightful features, technical articles and world news. We also invite your opinions through columns, features and articles.

FINELY TARGETED READERSHIP PROFILE

With a minimum circulation of 7000 per issue, EEWC provides a strong marketing platform from which to reach key specifiers of mobile communications and wireless products/systems.

Our precisely targeted focus encourages 'pass-on' readership – readers who use wireless communications for their business and whose business is wireless communications.

EEWC targets management levels in larger public and private sector establishments or in the wireless communications industry, for example network operators, distributors, dealers and service providers.

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

maintenance equipment. They will have either a specialist interest or a broad requirement for sourcing/developing products and services such as: cellular communications; satcoms; PMR/PAMR/TETRA; mobile/wireless internet; Broadband Wireless Access; Wireless LANs (Wi-Fi); and free-space optics/microwave.

WHAT OUR READERS DO

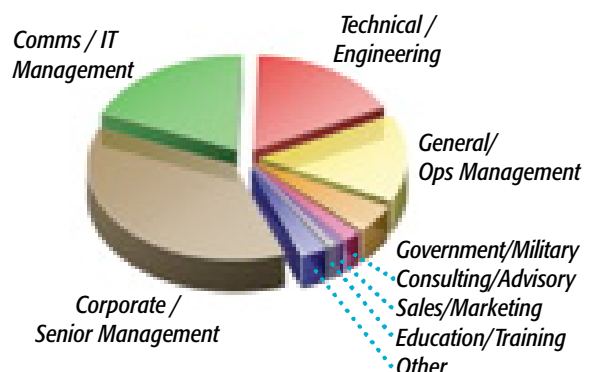
EEWC readers range from senior technical and engineering professionals, up to key decision makers such as MDs, FDs, CEOs and corporate managers. Circulation crosses from

public to private sector, thus the size of organisation and budget spend are important readership qualifiers. Readers of EEWC influence or make purchasing

decisions related to wireless communications products, services and infrastructure – including consultancies, systems integration, test, measurement and maintenance.

Readership by job function:

Corporate/Senior Management: **37%**
Comms/IT Management: **19%**
Technical/Engineering: **17%**
General/Ops Management: **15%**
Government/Military: **5%**
Consulting/Advisory: **2%**
Sales/Marketing: **1%**
Education/Training: **1%**
Other: **3%**



eastern european wireless

For wireless comms professionals in central & eastern Europe **COMMUNICATIONS**

WHERE OUR READERS WORK

Readership by industry sector:

Communications industry: 61%

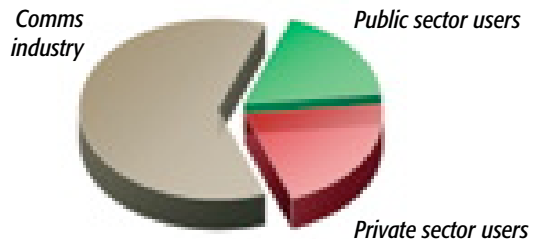
Regulatory body ● PTT ● Government communications ministry ● Independent network operator ● Service provider ● Manufacturer/vendor (mobile comms) ● Infrastructure / systems supplier ● Systems integrator ● Consultant ● Importer / agent ● Dealer / distributor ● Wholesaler

Public sector: 18%

Government ● Municipal authorities ● Public utilities ● Emergency services ● Military

Private Sector: 21%

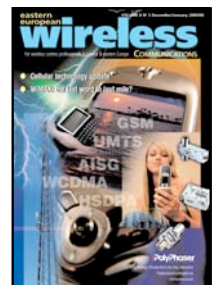
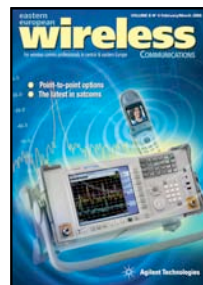
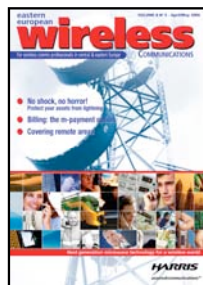
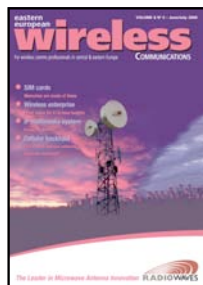
Banking / finance ● Computing / IT ● Energy ● Petrochemical ● Transport ● Construction ● Mining ● Manufacturing ● Service industries ● Medium to large enterprises



GEOGRAPHICAL DISTRIBUTION

Readership distribution by country:

Russian Federation: 22%
 Poland: 19%
 Czech Republic: 15%
 Croatia/Bosnia – Herzegovina/Serbia/
 Federal Republic of Yugoslavia: 8%
 Hungary: 7%
 Bulgaria/Albania/Macedonia: 6%
 Estonia/Latvia/Lithuania: 6%
 Slovenia: 5%
 Romania/Moldova: 5%
 Slovak Republic: 4%
 Belarus/Ukraine: 2%
 Georgia/Kazakhstan/Azerbaijan/Armenia: 1%



Contact Eastern European Wireless Communications on +44 (0) 1932 886 537

ADVERTISING RATES 2009

Display advertisements

| Ad type | Rate | Size (width by height in mm) |
|---------------------------------|-------|----------------------------------|
| > double page spread | £6995 | 420 x 297 (426 x 303 with bleed) |
| > full page | £3695 | 210 x 297 (216 x 303 with bleed) |
| > junior | £2895 | 141 x 200 (147 x 206 with bleed) |
| > half page (horizontal) | £2695 | 190 x 135 (196 x 141 with bleed) |
| > half page (vertical) | £2695 | 93 x 265 (99 x 271 with bleed) |
| > third strip | £2195 | 190 x 85 (196 x 91 with bleed) |
| > quarter page | £1595 | 93 x 135 (99 x 141 with bleed) |

Premium positions

| | |
|------------------------------|---------|
| > outside front cover | £4995 |
| > inside front cover | £4595 |
| > outside back cover | £4595 |
| > inside back cover | £4295 |
| > right-hand page | add 10% |
| > centre spread | add 10% |
| > first spread | add 10% |

Schedule discounts

| | |
|-----------------------|-----|
| > 2 insertions | 2% |
| > 3 insertions | 4% |
| > 4 insertions | 6% |
| > 5 insertions | 8% |
| > 6 insertions | 10% |

Specials

| | |
|--|------|
| > loose inserts | £POA |
| > feature / advertising reprints | £POA |
| > feature / advertising PDF files for web | £POA |
| > annual subscription | £110 |

Artwork specification

| | |
|-------------------------|--|
| Adobe PDF files: | High-res CMYK PDFs centred on page with minimum 3mm bleed all round with all fonts sent separately |
| Source files: | Mac-format Quark, Illustrator or Photoshop files with all assets (images, fonts, colour profiles) sent separately |
| Image files: | EPS, JPG, TIFF files must be hi-res (300dpi minimum, 450 preferred). Convert text to outlines or include fonts if necessary |
| Delivery: | Files up to 4Mb may be emailed to richardl@kadiumpublishing.com – larger files should be uploaded to our FTP server (contact us for details) or sent on CD via special delivery or courier |

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