



northern • african
wireless

For wireless comms professionals in east, west and northern Africa **COMMUNICATIONS**



MEDIA INFORMATION 2010



Northern African Wireless Communications (NAWC) advertisers can be assured that their message will reach a targeted base of potential customers that are technology-aware, business-orientated and actively seeking wireless solutions throughout east, west, north equatorial African.

For almost a decade, NAWC has been providing the key people involved in the whole gamut of wireless industries with the information they need to make the vital decisions that keep their businesses profitable, even during challenging economic conditions.

EDITORIAL INDEPENDENCE IS VITAL

NAWC is an essential read for mobile and wireless communications specialists and business managers anxious to keep up-to-date with this fast-moving industry. Why? NAWC delivers high quality editorial that is

independent, focused and incisive. NAWC offers comprehensive editorial content and provides in-depth coverage of technology issues, applications and developments from throughout the region. Each bi-monthly issue

carries the latest news and reports, product information, authoritative features, technical articles and world news. We also invite your comment through columns, features and articles.

FINELY TARGETED READERSHIP PROFILE

With a minimum circulation of 7000 per issue, NAWC provides a strong marketing platform from which to reach key specifiers of mobile communications and wireless products/systems. A sharp editorial focus maximises 'pass-on' readership. We estimate that over 14,000 professionals – all of which use wireless communications for their business and whose business is wireless

communications – read each issue. NAWC is essentially targeted at management levels in the public sector, private industry, or in the wireless communications industry itself (network operators/service providers, for instance). 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; satellite communications; PMR/PAMR/TETRA; mobile/wireless internet; Broadband Wireless Access; Wireless LANs (Wi-Fi); and free-space optics/microwave.

WHAT OUR READERS DO

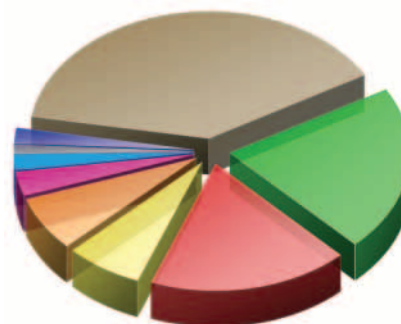
As mobile communications and wireless technologies have penetrated all aspects of government, industry, and commerce, our readers range from senior technical and

engineering professionals, up to key decision makers such as managing or finance directors, CEOs and corporate managers. Job titles and functions vary as

the circulation crosses from public to private sector, thus size of organisation and budget spend are also important readership qualifiers.

Readership by job function:

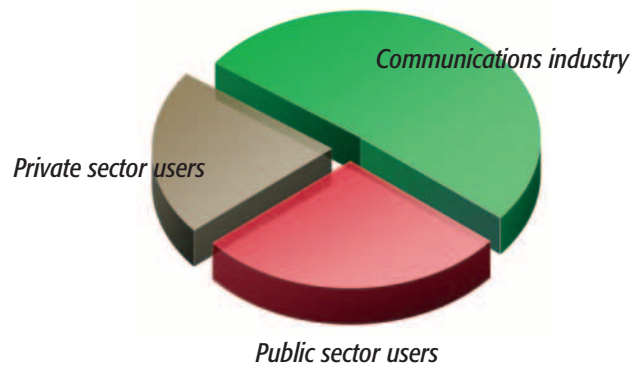
- Corporate/Senior Management: 39%
- General/Ops Management: 21%
- Comms/IT Management: 18%
- Technical/Engineering: 7%
- Government/Military: 7%
- Consulting/Advisory: 3%
- Sales/Marketing: 2%
- Education/Training: 1%
- Other: 2%



WHERE OUR READERS WORK

Readership by industry sector:

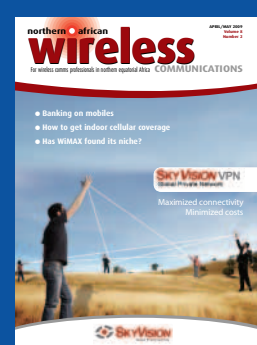
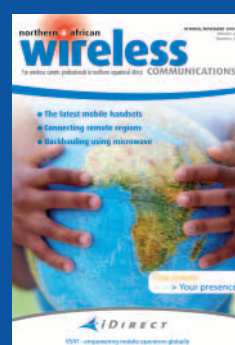
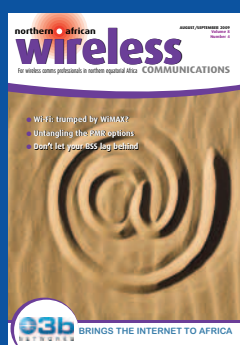
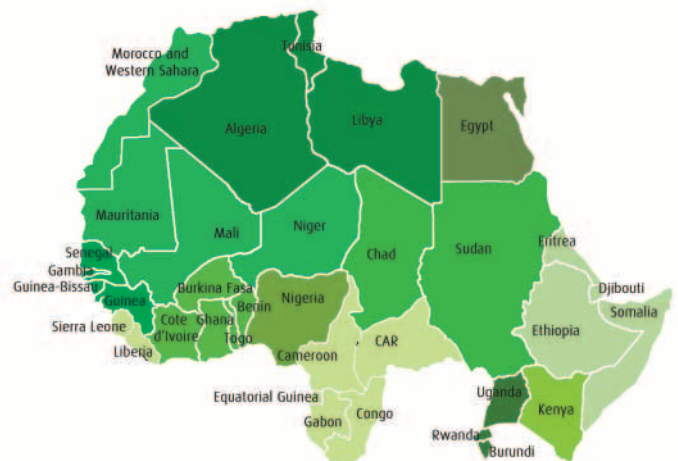
- Communications industry: 51%**
 Independent network operator • Regulatory body • PTT
 • Government communications ministry • Service provider
 • Manufacturer/vendor (mobile comms) • Infrastructure / systems supplier • Systems integrator • Consultant • Importer / agent • Dealer / distributor • Wholesaler
- 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



GEOGRAPHICAL DISTRIBUTION

Readership distribution by country:

- Nigeria: 28%**
- Kenya: 18%**
- Uganda / Rwanda / Burundi: 15%**
- Egypt: 8%**
- Ethiopia / Djibouti / Eritrea / Somalia: 7%**
- Benin / Togo / Côte d'Ivoire / Ghana / Burkina Faso: 6%**
- Cameroon / Central African Republic / Gabon / Congo: 4%**
- Senegal / The Gambia / Guinea Bissau / Guinea / Sierra Leone / Liberia / Cape Verde Islands: 4%**
- Mauritania / Mali / Niger: 3%**
- Morocco: 3%**
- Libya / Tunisia / Algeria: 2%**
- Sudan / Chad: 1%**
- Other: 1%**



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The publisher reserves the right to amend
the information outlined within this
literature without prior notice.

ADVERTISING RATES 2010

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

OTHER TITLES IN OUR PORTFOLIO

Kadium also publishes Southern African Wireless Communications, Easter European Wireless Communications, South Asian Wireless Communications, Networking+ and African Wireless Communications Yearbook. Visit www.kadiumpublishing.com for further details.

