

southern • african

wireless

For wireless comms professionals in southern equatorial Africa **COMMUNICATIONS**

MEDIA INFORMATION 2010



Southern African Wireless Communications (SAWC) is read by those who use wireless communications for business and those whose business is wireless. SAWC is the only publication dedicated to wireless communications throughout east, west and south Africa and provides direct contact with key wireless communications buyers and specifies throughout the region.

Southern African Wireless Communications was launched in 1996 and has rapidly become one of the most respected titles in its sector. Its success lies in its unquestionable editorial independence, comprehensive and in-depth coverage and precisely-targeted readership profile.

EDITORIAL INDEPENDENCE IS VITAL

From Dem Rep Congo to South Africa, SAWC has swiftly gained a reputation for delivering independent editorial across the region. Each bi-monthly issue carries comprehensive coverage of technology issues, applications

and developments, and delivers feedback on new market opportunities. Regular features, product news, world news and industry comment also help ensure that readers are kept informed with local, regional and

international developments. 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.

FINELY TARGETED READERSHIP PROFILE

Our sharp editorial focus maximises and encourages 'pass-on' readership. It is estimated that over 14,000 professionals read each issue from a minimum bi-monthly print run of 7000 copies.

The registration criteria for all SAWC readers are precise. Potential subscribers are vetted according to job function, industry/business sector, and budget spend. Essentially targeted at management levels in the public sector,

private industry, or in the wireless communications industry itself (i.e. network operators/service providers) each reader either influences, specifies or purchases wireless communications equipment and services.

Readers may have either a specialist interest or a broad requirement for sourcing/developing products and services. SAWC's readership also includes those who

are involved with associated consultancies, 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

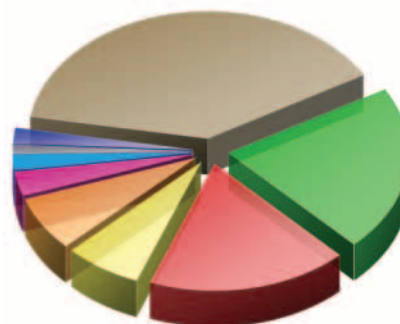
SAWC readers range from senior technical and engineering professionals, up to key decision makers such as MDs, FDs, CEOs and corporate managers. Circulation crosses from public to

private sector, thus size of organisation and budget spend are important readership qualifiers. Readers of SAWC 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:

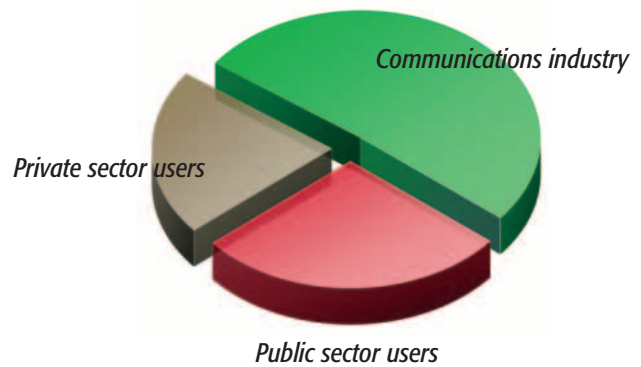
- Corporate/Senior Management: 39%
- General/Ops Management: 21%
- Comms/IT Management: 18%
- Technical/Engineering: 7%
- Government/Military: 7%
- Consulting/Advisory: 3%
- Sales/Marketing: 2%
- Education/Training: 1%
- Other: 2%



WHERE OUR READERS WORK

Readership by industry sector:

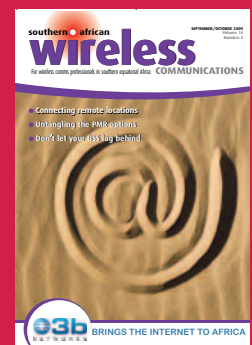
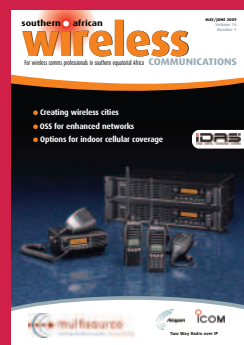
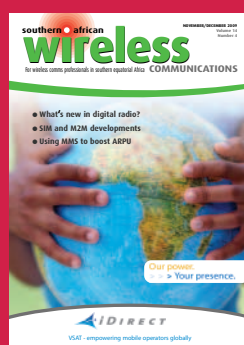
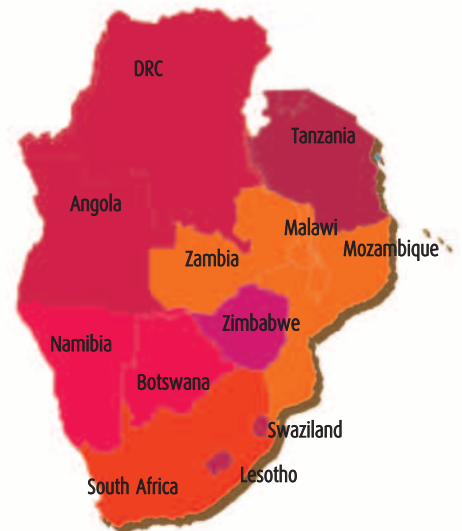
- **Communications industry: 51%**
 Independent network operator • Regulatory body • PT
 • Government communications ministry • Service provider
 • Manufacturer/vendor (mobile comms) • Infrastructure /
 systems supplier • Systems integrator • Consultant • Importer /
 agent • Dealer / distributor • Wholesaler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

- South Africa: 59%
- Botswana: 9%
- Namibia: 9%
- Tanzania: 7%
- Angola: 4%
- DRC: 4%
- Malawi: 3%
- Mozambique: 3%
- Zambia: 3%
- Lesotho: 2%
- Swaziland: 2%
- Zimbabwe: 1%



EDITORIAL CONTACTS

Rahiel Nasir
Group Editor
rahieln@kadiumpublishing.com

Jonathan Howell
Senior Staff Writer
jonh@kadiumpublishing.com

Danuta Niedzielak
Designer
danutan@kadiumpublishing.com

ADVERTISING CONTACTS

Daniel Miller
danielm@kadiumpublishing.com

HEAD OFFICE

Kathy Moynihan
Publishing director
kathym@kadiumpublishing.com

Tel: +44 (0) 1932 886537
Fax: +44 (0) 1932 886539

Kadium Ltd, Brassey House,
New Zealand Avenue,
Walton-on-Thames, Surrey,
KT12 1QD United Kingdom

REGIONAL OFFICE

Yolande Alexander
Regional Representative
kadium@castlegraphics.co.za

Tel: +27 (0) 21 510 0654
Fax: +27 (0) 21 510 0656

Kadium Publishing Pty Limited
Unit 2, Techno Park, Gold Street,
Northgate Estate, Cape Town,
7405 South Africa

PO Box 814, Maitland 7404

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, Eastern European Wireless Communications, South Asian Wireless Communications and Networking+.

Visit www.kadiumpublishing.com for further details.

