

DATAWEEK

ELECTRONICS & COMMUNICATIONS TECHNOLOGY

www.dataweek.co.za

2026

Media Kit

Digital – pdf/e-book

Online

News Briefs

Covering the key areas of electronics and communications technology

Dataweek provides relevant insights into all areas of electronics and communications technology.

- Analogue, mixed signal, LSI
- Circuit & system protection
- Computer/embedded technology
- Design automation
- Electrical
- Electronics technology
- Enclosures, racks, cabinets & panel products
- Industrial electronics
- Interconnection
- Optoelectronics
- Passive components
- Power electronics/management
- Production technology/manufacturing
- Programmable logic
- Switches & relays
- Telecoms, wireless, IoT, RF & microwave
- Test & measurement
- And more ...

about



Editorial content

- Insights into the latest electronics and communications trends
- Expert opinion on industry challenges and developments
- Round-table discussions
- Best practice across products and solutions
- Product editorial
- News, training and events

Our readers

- Engineers
- Research and development
- Quality control
- Executives
- Manufacturing
- Design
- Technical services
- Test and measurement

The Monthly: Dataweek

- 10 issues from February to November
- Reaching in excess of 2 700 specialist readers (excluding pass-along readership)
- ABC certified circulation

Annual: The Electronics Buyers' Guide (EBG)

- South Africa's most comprehensive directory of who's-who in the industry
- Comprehensive directory listing of manufacturers, suppliers and service providers
- Comprehensive listing of manufacturers and brand names, and the South African suppliers thereof
- Product and services tables covering the full spectrum of electronics technologies
- Categorized and indexed for fast, easy reference

Electronics Manufacturing & Production Handbook (EMP)

- South Africa's only publication dedicated to electronics manufacturing
- This handbook is a comprehensive source of specialist information for the rapidly-changing world of electronics and manufacturing

digital publication/electronic media



www.dataweek.co.za

- Every article published since 2000 in easy-to-access categories
- Direct connection to related products and services on www.ebg.co.za
- The website is designed so that each page automatically adjusts to fit the reader's screen, whether it's a smartphone, tablet, laptop or PC
- All content and advertising is accessible and easy to read, no matter when, where or how it is being accessed

www.ebg.co.za

- The ideal place for professionals to begin their search for products and services
- Direct connection to articles and news on www.dataweek.co.za

The digital magazine

- Digital publications are available in digital format (e-book or pdf)
- Accessible wherever and whenever engineers want to read it

The news briefs

- Over 3 800+ professionals have requested to receive our news brief emails
- Sent every Monday and Wednesday
- Keeping readers up to date with the most relevant opinions, news, products, trends and developments

Direct mailers

- 1 800+ readers who have requested electronics and communications technology information from suppliers on events, product specials, seminars, etc.
- We will send your branded mailer to these readers on your behalf

features

Issue Date	Editorial Deadline	Features
30 January	9 January	EMP 2026 – Electronics Manufacturing & Production Handbook
27 February	4 February	Telecommunications, IoT, RF & Microwave, & Real-Time Location Services Power & Energy Test & Measurement, Analysis, Calibration & Compliance Spotlight: Training, Education & Certification
30 March	2 March	Electronics Manufacturing, Services & Equipment Enclosures, Cabinets, Cabling & Panel Products Industrial Electronics, Automation, Computing & Networking Spotlight: Military, Aerospace & Defence
28 April	30 March	Interconnect, Passive & Electromechanical Analogue, Digital & Mixed-Signal Systems Embedded Computing, AI & ML Spotlight: Smart Grid & Renewable Energy
29 May	4 May	Telecommunications, IoT, RF & Microwave, & Real-Time Location Services Optoelectronics, Photonics, Displays & Lighting Spotlight: Material Management including Cold Chain and Warehousing
30 June	1 June	Test & Measurement, Analysis, Calibration & Compliance Enclosures, Cabinets, Cabling & Panel Products Power & Energy Spotlight: Automotive Electronics & Telematics
31 July	6 July	Electronics Manufacturing Services & Equipment Embedded Computing, AI & ML Software & Tools for Design, Modelling, Simulation & Debugging Spotlight: Hobbyists, DIY & Robotics
31 August	3 August	Telecommunications, IoT, RF & Microwave, & Real-Time Location Services Interconnect, Passive & Electromechanical Spotlight: Women, Youth & Social Upliftment
30 September	31 August	Industrial Electronics, Automation, Computing & Networking Surge & Lightning Protection, EMI/EMC Management Enclosures, Cabinets, Cabling & Panel Products Spotlight: Healthcare & Bioelectronics
28 October	28 September	Electronics Manufacturing Services & Equipment Power & Energy Test & Measurement, Analysis, Calibration & Compliance Spotlight: Artificial Intelligence & Machine Learning
27 November	2 November	Telecommunications, IoT, RF & Microwave, & Real-Time Location Services Embedded Computing Interconnect, Passive & Electromechanical Products of the Year 2026 Prospects for 2027 Spotlight: Security, Safety & Access Control

Digital advertising rates

Size	Insertions			
	Casual	4-5	6-9	10+
1/4 A4	R 13 100	R 11 800	R 11 300	R 10 400
1/3 A4	R 16 000	R 14 700	R 13 900	R 12 500
1/2 A4	R 18 900	R 17 000	R 16 000	R 14 500
A4	R 24 900	R 22 800	R 21 600	R 19 500

Special positions

Outside Front Cover.....	*R33 900
Inside Front Cover.....	Rate on request
Inside Back Cover.....	Rate on request
Outside Back Cover.....	Rate on request

*Includes production, cover story, lead editorial and framed poster of the OFC. Design must comply with *Technews'* design policy and the graphic must be exclusive to *Technews*.

Electronic Buyers' Guide (EBG) 2027

A4.....	R 30 100
1/2 A4.....	R 21 100
1/3 A4.....	R 17 900
1/4 A4.....	R 14 900

- Published July 2026
- Also published online – www.ebg.co.za

Special positions: Availability and rates on request

digital rates

Online rates

Homepage	Cost per month			
	Casual	3-5	6-11	12
Leaderboard <i>(includes leaderboard on news brief, one week per month)</i>				R 6 500
Skyscraper	R 5 900	R 5 200	R 4 500	R 3 700
Buttons <i>(serves throughout the site)</i>	R 5 900	R 5 200	R 4 800	R 4 400
180 x 150 left hand banner (x 2)	R 3 900	R 3 100	R 2 400	R 2 000

Category sponsorship	Cost per month			
	Casual	3-5	6-11	12
Leaderboard	R 5 500	R 4 800	R 4 500	R 3 700
Skyscraper	R 4 600	R 4 300	R 3 600	R 3 100

News briefs

Sent every Monday and Wednesday.

	Cost per week (two news briefs per week)		
	Casual	3+	12+
Leaderboard	R 6 100	R 5 000	R 3 500
450 x 75 middle banner	R 4 500	R 4 000	R 2 700
600 x 100 bottom banner	R 4 000	R 3 200	R 2 200

Sponsored content on www.dataweek.co.za

- All supplied content will be edited to *Technews* style and will be marked as 'sponsored content'.
- Eight supplied editorials in a 12-month period (maximum 1000 words per editorial piece, two high-resolution images plus logo).
- Eight 450 x 75 middle banners on news brief, one per month to run with article.
- The articles will be placed in a relevant category on the website and will also be included on a news brief.

Cost: R27 700 excl. VAT

Online advertising rates

The Dataweek (www.dataweek.co.za) and EBG (www.ebg.co.za) websites are able to deliver you to our niche audience in a highly cost-effective and measurable fashion, whether it's through category sponsorships, banner advertising, news briefs or third-party electronic mailers. EBG (www.ebg.co.za) online advertising rates on request.

Direct mailers

- Rates on request.
- Mailer to be supplied as per *Technews* specifications.

Sponsorships

Our online advertising works in terms of sponsorships, which are designed to position the advertiser as a leading player in their particular sectors. We have several sponsorships available.

Notes

- All rates exclusive of VAT.
- Rates quoted are cost per month.
- Online rates exclude banner design, any custom integration of web interactivity and form design.
- Discounts are determined by the number of insertions placed within a 12-month period.
- Advertising placed by overseas advertisers is subject to a 5% service fee, to cover the costs of international money transfer and related bank and administrative charges.
- Online advertising is invoiced in the month prior to the month in which the adverts will be loaded.



Let your product speak for itself – literally.

Dataweek is excited to introduce a powerful new way to launch your products/services to the electronics industry: Dataweeks' **'Unplugged'** Podcast.

In just 15 minutes, you'll connect directly with a highly targeted audience of industry decision-makers and professionals. Harness the power of audio to maximise your brand's reach and influence.

What's Included:

- **Professionally produced podcast:** A 15-minute, expertly hosted episode spotlighting your products, services and expertise.
- **Added visibility:** Coverage and an overview of your podcast will feature in the latest issue of *Dataweek* magazine, on our website and across our social media platforms.
- **Banner promotion:** Your podcast will be promoted via banner ads in three editions of the *Dataweek* News Brief, reaching more than 3 800 engaged subscribers.

Why Choose Podcasting?

- Podcasts are one of the fastest-growing channels for business communication.
- Benefit from direct engagement with a niche technical audience.
- Capture longer attention spans compared to traditional media.
- Establish brand authority through thought leadership and expert insights.

The **'Unplugged'** Podcast provides advertisers with a credible and conversational platform to position their brand as an industry leader, driving genuine engagement and lasting impact.

Cost: R12 800 ex VAT

dataweek unplugged

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