

# DATAWEEK

ELECTRONICS & COMMUNICATIONS TECHNOLOGY

[www.dataweek.co.za](http://www.dataweek.co.za)

 Media Profile 2012



The ONLY electronics & communications technology fortnightly magazine

Dataweek is a fortnightly magazine dedicated to electronics and communications, offering highly informed commentary to engineering and purchasing personnel involved in the design, production and maintenance of electronic equipment.

As the most frequent publication in the market, it keeps pace with a highly innovative industry where continuous technology updates are vital to its readers.

#### Industry Associations

ADEC – Association of Distributors and Manufacturers of Electronic Components

#### Integrated Marketing Solutions

Dataweek is a business-to-business publication offering marketers an integrated, solutions orientated marketing platform. Using any or all of our media outlets – print, on-line or conferences – we'll work with you to develop a customised integrated campaign that will suit your marketing requirements and budget.

##### Print

Dataweek (23 issues)

EBG (Annual)

##### Online

[www.dataweek.co.za](http://www.dataweek.co.za)

23 e-zines

[www.ebg.co.za](http://www.ebg.co.za)

##### Below the Line

Conferences

Webinars

Roundtables

#### Dataweek Audience

Dataweek is ABC audited and reaches in excess of 4 000 (excluding pass-along readership) engineering, research and development, purchasing personnel and business professionals involved in the design, production and maintenance of electronic equipment.

#### Dataweek Content

Dataweek is the premier South African publication in its field due to its solid coverage of the latest developments. Dataweek serves engineers, technicians, R&D and business professionals in southern Africa, covering the full spectrum of electronics and communications in areas such as:

Analogue, mixed signal, LSI

Design automation

Electronics technology

Interconnection

Power electronics / management

Switches & relays

Circuit & system protection

DSP, micros & memory

Enclosures, cabinets, racks, panels

Optoelectronics

Production technology / Manufacturing

Telecoms, datacoms, wireless

Computer/embedded technology

Electrical

Industrial electronics

Passive components

Programmable logic

Test & Measurement & more

#### Reader Demographics

Reader demographics according to the industry sector, designation, company size and geographical breakdown are available on request.

**Circulation (April - June 2011):** 3 880

**Paid / Requested readers:** 2 333

**Total Circulation:** 4 000 (excluding pass-along readership)



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 Features 2012



Dataweek's first-rate content is more likely to be seen, read and actioned

Issue	Deadline	Technology Focus
25 Jan	25 Nov 2011	Telecommunications, Wireless Communications, Mobile, RF & Microwave Test & Measurement, Analysis, Calibration & Compliance Circuit & System Protection
8 Feb	16 Jan 2012	Analog, Digital & Mixed-Signal ICs Power & Energy Software & EDA
22 Feb	30 Jan	Electronics Manufacturing Services & Production Equipment Passive & Electromechanical Components Timing & Synchronisation
7 Mar	13 Feb	Enclosures, Racks, Cabinets & Panel Products Industrial Electronics & Automation
21 Mar	27 Feb	Interconnection, Switches, Relays, Cables & Keypads Industrial & Embedded Computing & Networking
4 Apr	12 Mar	Optoelectronics, Photonics, Displays & Lighting Test & Measurement, Analysis, Calibration & Compliance
18 Apr	22 Mar	Distribution & Supply Chain Management Telecommunications, Wireless Communications, Mobile, RF & Microwave
2 May	5 Apr	Power & Energy Circuit & System Protection
16 May	19 Apr	Electronics Manufacturing Services & Production Equipment Passive & Electromechanical Components
30 May	7 May	Enclosures, Racks, Cabinets & Panel Products Analog, Digital & Mixed-Signal ICs
13 Jun	21 May	Interconnection, Switches, Relays, Cables & Keypads Software & EDA
27 Jun	4 Jun	Industrial Electronics & Automation Industrial & Embedded Computing & Networking
11 Jul	18 Jun	Telecommunications, Wireless Communications, Mobile, RF & Microwave Optoelectronics, Photonics, Displays & Lighting
25 Jul	2 Jul	Test & Measurement, Analysis, Calibration & Compliance Audio & Video Electronics

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22 Aug	30 Jul	Power & Energy Passive & Electromechanical Components
5 Sep	13 Aug	Enclosures, Racks, Cabinets & Panel Products Analog, Digital & Mixed-Signal ICs
19 Sep	27 Aug	Interconnection, Switches, Relays, Cables & Keypads Industrial & Embedded Computing & Networking
3 Oct	10 Sep	Telecommunications, Wireless Communications, Mobile, RF & Microwave Circuit & System Protection
17 Oct	21 Sep	Electronics Manufacturing Services & Production Equipment Industrial Electronics & Automation
31 Oct	8 Oct	Test & Measurement, Analysis, Calibration & Compliance Software & EDA Optoelectronics, Photonics, Displays & Lighting
14 Nov	22 Oct	Power & Energy Products of the Year 2012
28 Nov	5 Nov	Prospects for 2013, Roundup of 2012 Enclosures, Racks, Cabinets & Panel Products Audio & Video Electronics

## News & Events

Every issue will cover news relevant to the sector on:

- Mergers
- Acquisitions
- Vacancies
- New agencies
- Changing of contact details
- Moves to new premises
- New appointments
- Training courses and programmes
- Landing of significant contracts
- Exhibitions / Seminars / Conferences

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## Advertising Rates



### Full-Colour Rates

Size	12-23	6-11	4-5	Casual
85 x 120 (1/4)	R6 000	R6 600	R6 900	R7 700
55 x 260 (1/3)	R7 200	R8 100	R8 500	R9 300
180 x 130 (1/2)	R8 400	R9 300	R9 900	R10 900
A4	R12 000	R13 300	R14 000	R15 400

### Black and White Rates

Size	12-23	6-11	4-5	Casual
85 x 120 (1/4)	R4 100	R4 500	R4 700	R5 200
55 x 260 (1/3)	R5 300	R6 100	R6 400	R7 000
180 x 130 (1/2)	R6 700	R7 400	R7 900	R8 700
A4	R10 400	R11 500	R12 200	R13 400

### Process Colour - Black & White rate plus R1 300 per process colour

### Special Positions

Outside Front Cover	R22 600
<ul style="list-style-type: none"> <li>• Design to Technews Style</li> <li>• 50 word cover story</li> <li>• Lead editorial within publication</li> <li>• Framed A1 poster of the OFC</li> <li>• Technical journalist available on request to interview client / end-user for cover story. Writing services rates on request.</li> </ul>	
Inside Front Cover	R17 700
Inside Back Cover	R15 200
Outside Back Cover	R 18 900

### Loose Inserts

1 Page (2 sides)	R10 300
2 Page (4 sides)	R13 200
Per additional page	R 1 900

### Implement an Integrated Marketing Solution in your campaign including:

Online, Roundtable, Webinars\* & Conferences (rates & details available on request)  
 \* 10+ print adverts entitles you to a 50% discount on a webinar

### Notes:

- All prices exclude VAT
- Rates quoted are per insertion
- Discounts are determined by the number of insertions placed within a 12-month period
- Agency commission: MPSA accredited advertising agencies receive 16.5% commission on payment made within 45 days
- 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.

### Publication Ad/Edit Deadline

25 Jan	25 Nov 2011
8 Feb	16 Jan 2012
22 Feb	30 Jan
7 Mar	13 Feb
21 Mar	27 Feb
4 Apr	12 Mar
18 Apr	22 Mar
2 May	5 Apr
16 May	19 Apr
30 May	7 May
13 Jun	21 May
27 Jun	4 Jun
11 Jul	18 Jun
25 Jul	2 Jul
8 Aug	16 Jul
22 Aug	30 Jul
5 Sep	13 Aug
19 Sep	27 Aug
3 Oct	10 Sep
17 Oct	21 Sep
31 Oct	8 Oct
14 Nov	22 Oct
28 Nov	5 Nov

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