

# DATAWEEK

ELECTRONICS & COMMUNICATIONS TECHNOLOGY

2019  
MEDIA KIT

print  
online  
NEWS BRIEFS



## Covering the key areas of electronics and communications technology

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

- Analog, 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, datacoms, wireless & IoT
- Test & measurement
- And more .....

## 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
- Executive
- Manufacturing
- Design
- Technical services
- Test and measurement

highly  
qualified  
readers



Published in print, online and supported by news briefs

### The monthly magazine

- 11 issues from January to November
- Reaching in excess of 3400 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 Africa suppliers thereof
- Product and services tables covering the full spectrum of electronics technology
- Categorised and indexed for fast, easy reference

11  
issues  
ABC  
certified

## Electronics Manufacturing & Production Handbook (EMP)

- South Africa's only publication dedicated to electronics manufacturing
- This handbook is a complete source of specialist information for the rapidly-changing world of electronics and manufacturing
- Distribution in excess of 3800

distribution  
in excess of  
3800



## Electronic media

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

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

### The digital magazine

- Print publications are available in digital format (e-book or pdf)
- All advertising and editorial in the print issue appears in our digital magazine
- Accessible where and whenever subscribers want to read it

### The news briefs

- Over 3850+ professionals have requested to receive our news brief emails
- Direct to our subscribers' inbox every Monday and Wednesday
- Keeping readers up to date with the most relevant opinions, news, products, trends and developments

### Mobile

- Digital publications, news briefs and website all available in a format to suit your mobile device

### Direct mailers

- 1400+ 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

3850+  
news brief  
subscribers

1400+  
direct  
mailers



## Regular content

### Electronics News Digest

A snapshot of the latest news around the industry, covering snippets of local and foreign developments, financial results, mergers and acquisitions, industry analysis and technological advances.

### News

Comprehensive coverage of the latest and most important happenings, with a particular emphasis on the local electronic engineering sector. Views and opinions from industry leaders in their respective fields.

### Events

A synopsis of upcoming seminars, exhibitions and related events taking place in the near future, both home and abroad.

### Systems, Components, Design

The latest and greatest test equipment, development kits, software, cutting-edge components and modules, and in-depth technical design advice.

### General

Here we put the spotlight on those products that tend not to grab the headlines, but are essential for any electronic design: passive and electromechanical components, connectors, tools and production equipment, protection devices, enclosures, etc.

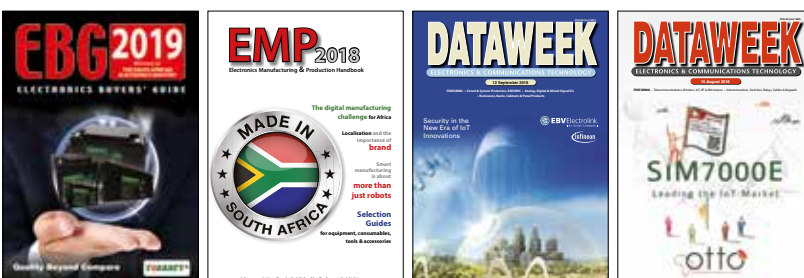
### Company profiles

An in-depth look behind the scenes at companies shaping the present and future of the local market, exploring their history, composition and vision.

### Literature Showcase

An opportunity to highlight resources that are useful to those working in the industry, such as catalogues, authored books, and design and selection guides.

Regulars +  
monthly  
features





## 2019 Features

| Issue date          | Deadline     | Features  |
|---------------------|--------------|---|
| <b>30 January</b>   | 7 January    | Telecommunications, Wireless, IoT, RF & Microwave<br>Surge & Lightning Protection, EMI/EMC Management<br>Analog, Digital & Mixed-Signal ICs<br>Optoelectronics, Photonics, Displays & Lighting<br><b>Electronics Manufacturing &amp; Production Handbook – EMP 2019</b> |
| <b>27 February</b>  | 4 February   | Power & Energy<br>Test & Measurement, Analysis, Calibration & Compliance<br>Passive Components<br>Industrial & Embedded Computing & Networking  |
| <b>27 March</b>     | 4 March      | Electronics Manufacturing Services & Equipment<br>Industrial/Automotive Electronics & Automation<br>Enclosures, Racks, Cabinets & Panel Products<br>Wearable & Printed Electronics, 3D Printing   |
| <b>30 April</b>     | 5 April      | Interconnection, Switches, Relays, Cables & Keypads<br>Embedded Programming Tools & Techniques<br>Software & Tools for Design, Modelling, Simulation & Debugging<br><b>Sector Focus: Distribution &amp; Supply Chain</b>  |
| <b>29 May</b>       | 6 May        | Telecommunications, Wireless, IoT, RF & Microwave<br>Analog, Digital & Mixed-Signal ICs<br>Optoelectronics, Photonics, Displays & Lighting<br><b>Sector Focus: Military, Aerospace &amp; Defence</b>  |
| <b>26 June</b>      | 3 June       | Power & Energy<br>Test & Measurement, Analysis, Calibration & Compliance<br>Enclosures, Racks, Cabinets & Panel Products<br>Surge & Lightning Protection, EMI/EMC Management  |
| <b>31 July</b>      | 8 July       | Electronics Manufacturing Services & Equipment<br>Industrial & Embedded Computing & Networking<br>Software & Tools for Design, Modelling, Simulation & Debugging<br>Wearable & Printed Electronics, 3D Printing   |
| <b>28 August</b>    | 2 August     | Telecommunications, Wireless, IoT, RF & Microwave<br>Optoelectronics, Photonics, Displays & Lighting<br>Interconnection, Switches, Relays, Cables & Keypads<br>Passive Components   |
| <b>25 September</b> | 2 September  | Surge & Lightning Protection, EMI/EMC Management<br>Analog, Digital & Mixed-Signal ICs<br>Industrial/Automotive Electronics & Automation<br>Enclosures, Racks, Cabinets & Panel Products<br><b>Sector Focus: Security, Safety &amp; Access Control</b>                  |
| <b>23 October</b>   | 30 September | Electronics Manufacturing Services & Equipment<br>Power & Energy<br>Test & Measurement, Analysis, Calibration & Compliance<br>Embedded Programming Tools & Techniques<br>Wearable & Printed Electronics, 3D Printing  |
| <b>25 November</b>  | 4 November   | Telecommunications, Wireless, IoT, RF & Microwave<br>Products of the Year 2019<br>Industrial & Embedded Computing & Networking<br>Prospects for 2020  |

## Print advertising rates

### Dataweek

| Full colour | Insertions |         |         |         |
|-------------|------------|---------|---------|---------|
| Size        | Casual     | 4-5     | 6-9     | 10+     |
| 1/4 A4      | R11 700    | R10 500 | R10 100 | R9 200  |
| 1/3 A4      | R14 200    | R13 100 | R12 400 | R11 100 |
| 1/2 A4      | R16 800    | R15 100 | R14 200 | R12 900 |
| A4          | R23 500    | R21 500 | R20 400 | R18 400 |

| Special positions                            | Loose inserts                  |
|--|--------------------------------|
| Outside Front Cover .....*R34 500            | 1 page (2 sides).....R16 300   |
| Inside Front Cover ..... contract rate + 10% | 2 pages (4 sides).....R20 300  |
| Inside Back Cover ..... contract rate        | per page thereafter.....R1 900 |
| Outside Back Cover ..... contract rate + 15% |                                |

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

## The Annual Electronics Buyers' Guide (EBG) 2020

- Published July 2019 • Also published online – [www.ebg.co.za](http://www.ebg.co.za)

| Size   | Full colour |
|--------|-------------|
| A4     | R22 800     |
| 1/2 A4 | R15 900     |
| 1/3 A4 | R13 500     |
| 1/4 A4 | R11 200     |

Special positions: Availability and rates on request



### Notes:

- All rates exclude VAT
- Print rates quoted are cost per insertion
- 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 rates

The Dataweek ([www.dataweek.co.za](http://www.dataweek.co.za)) and EBG ([www.ebg.co.za](http://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.

## 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 a number of sponsorships available.

| Homepage   | Cost per month |        |        |        |
|--|----------------|--------|--------|--------|
|  | Casual         | 3-5    | 6-11   | 12     |
| Leaderboard<br><i>(includes leaderboard on news brief, one week per month)</i> |                |        |        | R4 700 |
| Skyscraper   | R4 600         | R4 100 | R3 500 | R2 900 |
| Buttons <i>(serves throughout the site)</i>                                    | R4 600         | R4 100 | R3 700 | R3 400 |
| 180 x150 left hand banner (x2)   | R3 000         | R2 400 | R1 900 | R1 600 |

| Category sponsorship | Cost per month |        |        |        |
|----------------------|----------------|--------|--------|--------|
|                      | Casual         | 3-5    | 6-11   | 12     |
| Leaderboard          | R4 300         | R3 800 | R3 500 | R2 900 |
| Skyscraper           | R3 600         | R3 300 | R2 800 | R2 400 |

## Direct mailers

1400+ subscribers who have requested receiving information from suppliers. Rates on request.

## News Briefs

Sent to our readers' inbox every Monday and Wednesday.

|                            | Cost per week (two news briefs per week) |        |        |        |
|----------------------------|--|--------|--------|--------|
|                            | Casual                                   | 3+     | 12+    | 24+    |
| Leaderboard                | R4 200                                   | R3 800 | R3 300 | R2 300 |
| 180 x150 right hand banner | R2 800                                   | R2 400 | R2 200 | R1 800 |
| 728 x 90 bottom banner     | R3 200                                   | R3 000 | R2 300 | R1 800 |

### Notes:

- All rates exclusive of VAT.
- Rates quoted are cost per month.
- Online rates are exclusive of 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.

Editor: **Brett van den Bosch**,  
+27 11 543 5817, [brett@technews.co.za](mailto:brett@technews.co.za)

Business manager: **Malckey Tehini**,  
+27 11 543 5808, [malckey@technews.co.za](mailto:malckey@technews.co.za)

Media consultant: **Tracy Wolter**,  
+27 11 543 5811, [tracy@technews.co.za](mailto:tracy@technews.co.za)