

# DATAWEEK



ELECTRONICS & COMMUNICATIONS TECHNOLOGY

# 2025

## Media Kit

Print | Online | News Briefs

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



# ABOUT

## 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 ...

## 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



# PRINT MEDIA

## The monthly magazine

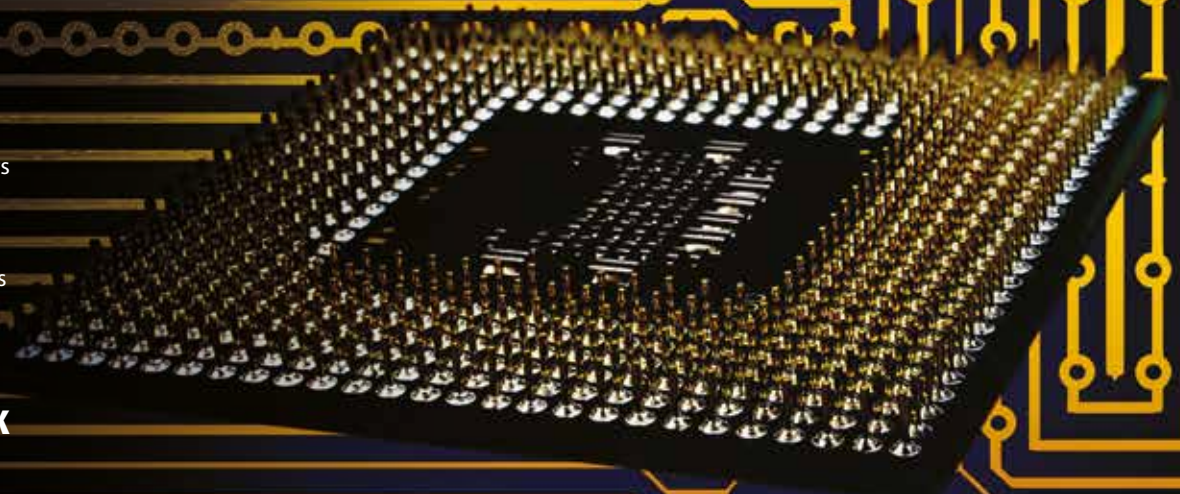
- 10 issues from February to November
- Reaching in excess of 2 900 specialist readers (excluding pass-along readership)
- ABC certified circulation

## 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
- Categorised 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
- EMP distribution in excess of 3 000







# 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)**
- 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](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)**

## **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 wherever and whenever engineers want to read it

## **News briefs**

- Over 3 900+ 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 2025

Issue Date	Editorial Deadline	Features
31 January	8 January	<b>EMP 2025 – Electronics Manufacturing &amp; Production Handbook</b>
28 February	3 February	Telecommunications, IoT, RF & Microwave, & Real-Time Location Services Power & Energy Test & Measurement, Analysis, Calibration & Compliance Spotlight: Training, Education & Certification
28 March	3 March	Electronics Manufacturing, Services & Equipment Enclosures, Cabinets, Cabling & Panel Products Industrial Electronics, Automation, Computing & Networking Spotlight: Military, Aerospace & Defence
30 April	4 April	Interconnect, Passive & Electromechanical Analogue, Digital & Mixed-Signal Systems Embedded Computing, AI & ML Spotlight: Smart Grid & Renewable Energy
30 May	5 May	Telecommunications, IoT, RF & Microwave, & Real-Time Location Services Optoelectronics, Photonics, Displays & Lighting Spotlight: Material Management including Cold Chain and Warehousing
30 June	2 June	Test & Measurement, Analysis, Calibration & Compliance Enclosures, Cabinets, Cabling & Panel Products Power & Energy Spotlight: Automotive Electronics & Telematics



# FEATURES 2025

Issue Date	Editorial Deadline	Features
31 July	7 July	Electronics Manufacturing Services & Equipment Embedded Computing, AI & ML Software & Tools for Design, Modelling, Simulation & Debugging Spotlight: Hobbyists, DIY & Robotics
29 August	4 August	Telecommunications, IoT, RF & Microwave, & Real-Time Location Services Interconnect, Passive & Electromechanical Spotlight: Women, Youth & Social Upliftment
26 September	1 September	Industrial Electronics, Automation, Computing & Networking Surge & Lightning Protection, EMI/EMC Management Enclosures, Cabinets, Cabling & Panel Products Spotlight: Healthcare & Bioelectronics
31 October	6 October	Electronics Manufacturing Services & Equipment Power & Energy Test & Measurement, Analysis, Calibration & Compliance Spotlight: Artificial Intelligence & Machine Learning
27 November	3 November	Telecommunications, IoT, RF & Microwave, & Real-Time Location Services Embedded Computing Interconnect, Passive & Electromechanical Products of the Year 2025 Prospects for 2026 Spotlight: Security, Safety & Access Control



# PRINT RATES 2025

## Advertising rates and sizes

Datweek

Full colour	Insertions			
Size	Casual	4-5	6-9	10+
1/4 A4	R14 900	R13 500	R12 000	R11 900
1/3 A4	R18 300	R16 800	R15 900	R14 300
1/2 A4	R21 600	R19 400	R18 300	R16 600
A4	R28 400	R26 100	R24 700	R22 300

Special positions	Loose inserts
Outside Front Cover ..... *R43 900	1 page (2 sides).....R16 300
Inside Front Cover .....Rate on request	2 pages (4 sides).....R20 300
Inside Back Cover .....Rate on request	per page thereafter.....R1900
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*.

## Electronics Buyers' Guide (EBG) 2026

- Published July 2025
- Also published online – [www.ebg.co.za](http://www.ebg.co.za)

Size	Full colour
A4	R28 700
1/2 A4	R20 100
1/3 A4	R17 100
1/4 A4	R14 200

*Special positions: Availability and rates on request*



# DIGITAL RATES 2025

## Digital/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 measureable fashion, whether it's through category sponsorships, banner advertising, news briefs or third-party electronic mailers. EBG ([www.ebg.co.za](http://www.ebg.co.za)) online advertising rates on request.

## 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.

Homepage	Cost per month			
	Casual	3-5	6-11	12
Leaderboard <i>(includes leaderboard on news brief, one week per month)</i>				R6 500
Skyscraper	R5 900	R5 200	R4 500	R3 700
Buttons <i>(serves throughout the site)</i>	R5 900	R5 200	R4 800	R4 400
180 x 150 left hand banner (x 2)	R3 900	R3 100	R2 400	2 000

Categories sponsorships	Cost per month			
	Casual	3-5	6-11	12
Leaderboard	R5 500	R4 800	R4 500	R3 700
Skyscraper	R4 600	R4 300	R3 600	R3 100

## Sponsored content

Sponsored content on [www.dataweek.co.za](http://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: R26 400 excl. VAT



# DIGITAL RATES 2025

## Direct mailers

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

## News briefs

Sent every Monday and Wednesday.

	Cost per week (two news briefs per week)			
	Casual	3+	12+	24+
Leaderboard	R5 900	R5 100	R4 600	R3 300
450 x 75 middle banner	R4 100	R3 500	R3 200	R2 700
600 x 100 bottom banner	R4 500	R4 200	R3 100	R2 500

**Across print, digital and online, we provide buying decision makers in the South African electronics engineering industry with the information they need to select and buy products and services that address today's challenges.**

## 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.

## Contacts:

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