



# DATAWEEK

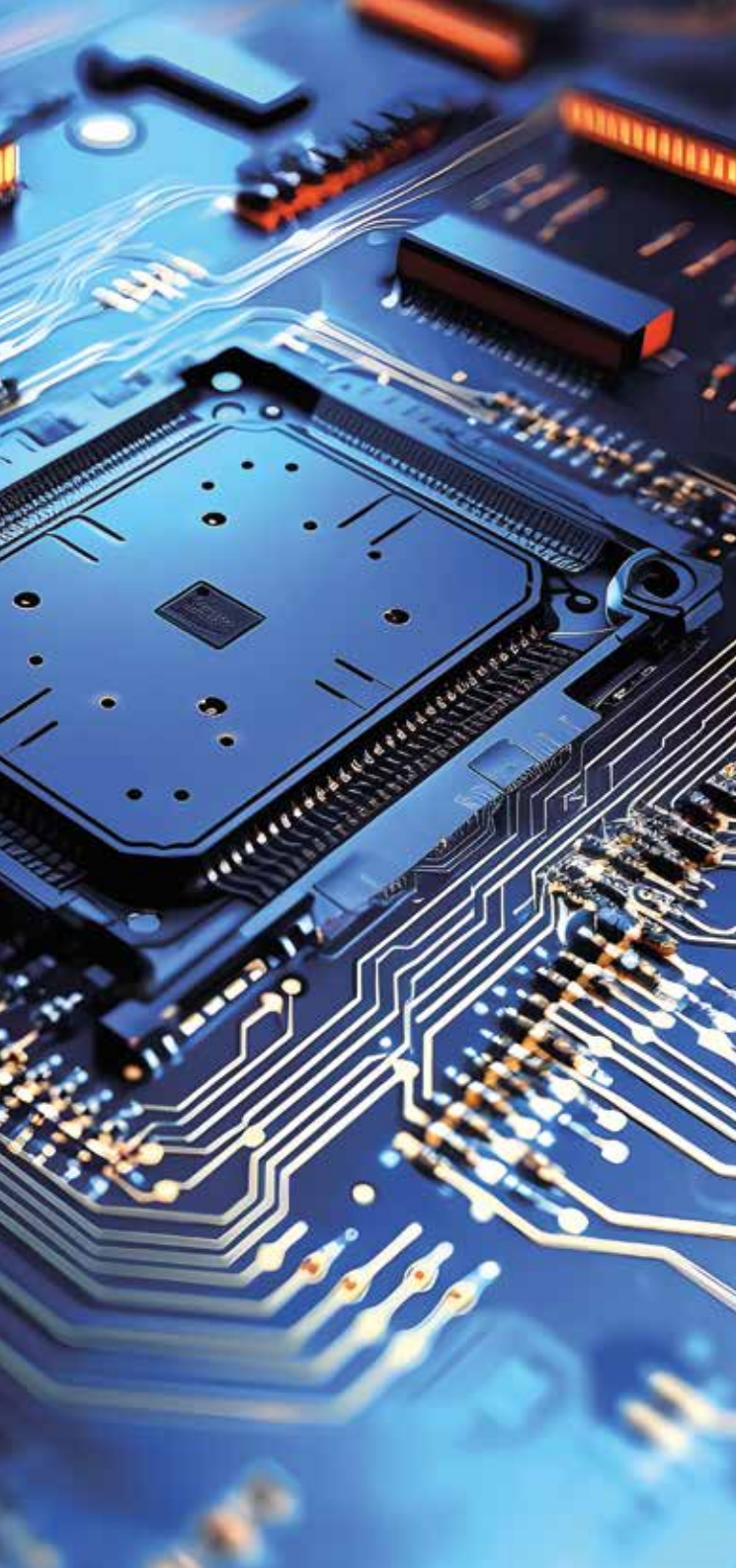
ELECTRONICS & COMMUNICATIONS TECHNOLOGY

Print | Online | News Briefs

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

## 2024 Media Kit





# 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

A large satellite dish antenna is shown in the foreground, pointing towards a starry night sky. The dish is metallic and has a complex, segmented structure. The background is a deep blue night sky filled with numerous stars. The overall scene is illuminated by a soft, blue light, giving it a futuristic and technological feel.

# 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 3 800+ 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

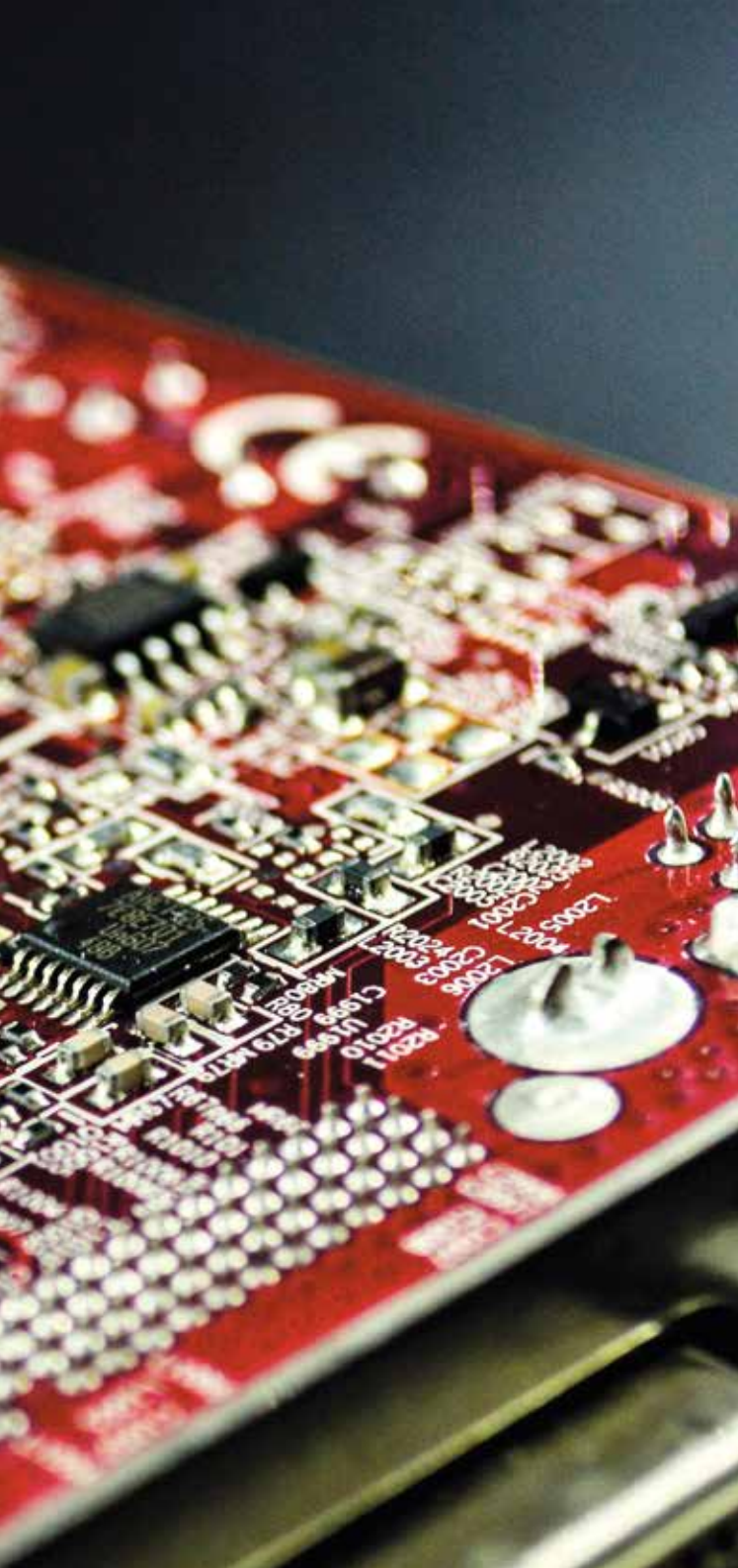
## **Direct mailers**

- 1 700+ 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 2024

Issue Date	Editorial Deadline	Features
January	12 January	<b>EMP 2024 – Electronics Manufacturing &amp; Production Handbook</b>
29 February	5 February	Telecommunications, Wireless, IoT, RF & Microwave Power & Energy Test & Measurement, Analysis, Calibration & Compliance Spotlight: Training, Education & Certification
28 March	4 March	Electronics Manufacturing, Services & Equipment Enclosures, Cabinets, Cabling & Panel Products Industrial Electronics, Automation, Computing & Networking Spotlight: Military, Aerospace & Defence
30 April	2 April	Interconnect, Passive & Electromechanical Embedded Computing, AI & ML Spotlight: Smart Grid & Renewable Energy
31 May	6 May	Wireless: <ul style="list-style-type: none"><li>• Telecommunications, IoT, RF &amp; Microwave</li><li>• Real-Time Location Services &amp; Geo-Positioning</li></ul> Optoelectronics, Photonics, Displays & Lighting Spotlight: Digital Supply Chain Monitoring
28 June	3 June	Test & Measurement, Analysis, Calibration & Compliance Enclosures, Cabinets, Cabling & Panel Products Power & Energy Spotlight: Automotive Electronics & Telematics



# FEATURES 2024

Issue Date	Editorial Deadline	Features
31 July	8 July	Electronics Manufacturing Services & Equipment Embedded Computing, AI & ML Spotlight: Hobbyists, DIY & Robotics
30 August	5 August	Wireless: <ul style="list-style-type: none"><li>• Telecommunications, IoT, RF &amp; Microwave</li><li>• Real-Time Location Services &amp; Geo-Positioning</li></ul> Interconnect, Passive & Electromechanical Spotlight: Women, Youth & Social Upliftment
30 September	9 September	Industrial Electronics, Automation, Computing & Networking Enclosures, Cabinets, Cabling & Panel Products Spotlight: Healthcare & Bioelectronics
31 October	7 October	Electronics Manufacturing Services & Equipment Power & Energy Test & Measurement, Analysis, Calibration & Compliance Spotlight: Artificial Intelligence
29 November	4 November	Telecommunications, Wireless, IoT, RF & Microwave Embedded Computing Interconnect, Passive & Electromechanical Products of the Year 2024 Prospects for 2025 Spotlight: Security, Safety & Access Control



# PRINT RATES 2024

## Advertising rates and sizes

Dataweek

Full colour	Insertions			
Size	Casual	4-5	6-9	10+
1/4 A4	R14 000	R12 600	R12 100	R11 100
1/3 A4	R17 100	R15 700	R14 900	R13 400
1/2 A4	R20 200	R18 200	R17 100	R15 500
A4	R26 600	R24 400	R23 100	R20 900

Special positions	Loose inserts
Outside Front Cover .....*R41 900	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.....R1900
Outside Back Cover.....contract rate + 15%	

*\*Includes production, cover story, lead editorial, an A4 advert and a framed poster of the OFC.  
The design must comply with Technews' design policy. Graphic must be exclusive to Technews Publishing.*

## Electronics Buyers' Guide (EBG) 2025

- Published July 2024
- 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 2024

## 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 a number of 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 100
Skyscraper	R5 600	R4 900	R4 200	R3 500
Buttons <i>(serves throughout the site)</i>	R5 600	R4 900	R4 500	R4 100
180 x 150 left hand banner (x 2)	R3 600	R2 900	R2 200	R1 900

Category sponsorship	Cost per month			
	Casual	3-5	6-11	12
Leaderboard	R5 200	R4 500	R4 200	R3 500
Skyscraper	R4 300	R4 000	R3 400	R2 900

### 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: R24 700 excl. VAT





# DIGITAL RATES 2024

## 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 500	R4 800	R4 300	R3 100
450 x 75 middle banner	R3 800	R3 300	R3 000	R2 500
600 x 100 bottom banner	R4 200	R3 900	R2 900	R2 300

**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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