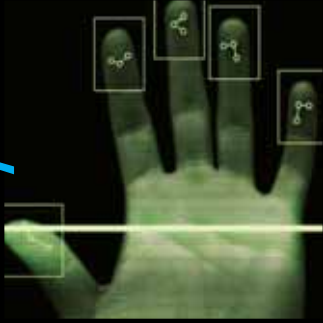




MEDIA PROFILE 2009

bringing you the power of business-to-business

Technews – your media partner



Your media partner

As marketing budgets shrink and the demands on marketers to produce more with less increase, the question of where to place marketing spend for maximum effect is, quite literally, the million-dollar question.

Technews is your partner of choice for solutions marketing in the technology sector. A company with a 25-year track record, Technews is the de facto market leader in the niche markets in which it operates. Whether it's electronic engineering, process control and factory automation, corporate security or IT business solutions, Technews owns the market with *Dataweek*, *SA Instrumentation and Control*, *Motion Control*, *Hi-Tech Security Solutions*, and *net.work*.

Solutions marketing with measurable returns

Solutions marketing is our strength and our titles are well placed, highly regarded with the unmatched credibility of years of providing quality editorial, delivering value to readers as well as a reliable, trusted platform for marketers. And as an owner-driven concern, value and credibility are our core values and key strengths in the market.

Quality through specialisation

The credibility of the Technews stable is in no small way directly derived from the quality of its editors. Every one of Technews' editors has a graduate degree as well as hands-on experience working in their respective fields. This means editorial is relevant to the real needs readers face every day. And as every marketer knows,

ABC audited

A dedicated circulation department ensures that only qualified and appropriate readers are targeted and that ABC circulation requirements are met on an ongoing and sustainable basis. All this to ensure your communicated message reaches the precise audience you require.

"Technews understands, produces print, e-mail newsletters, directories, events, roundtables, research, custom reprints and rich media online services (video, audio, text, user generated content and more)."

The Power of B2B

The most efficient, effective way to reach 30 000+ technology experts, as a group or by technology focus.

The *Technews* stable of technology publications provides marketers with a cohesive, integrated way to connect with crucial technology decision-makers at different points in their organisations, and at different stages of the purchasing process.

Each publication reaches a specific audience of technology-charged individuals – from the people who are held accountable for all technology purchases across their organisations, to those who focus specifically on the architecture of their applications or business infrastructure, to those who have an even deeper objective to manage, protect, communicate and deliver the critical information assets of their business.

So now you can precisely reach the decision-makers who are your best prospects, from technology specialists, electronics and communications professionals, to automation and control specialists, security professionals, general ICT professionals and business executives. And more.

All through one, powerful media group.

“The greatest breadth and depth in technology decision-makers offered by any technology media group in South Africa.”

“Technews operates in a multitude of industries, including engineering, manufacturing, security and IT, which collectively comprise a substantial portion of SA GDP.”

“Technews has the broadest audience across these sectors, of some 30 000 readers/monthly (print) and nearly 100 000 readers monthly (online).”

a focused readership means a more targeted audience with an expressed interest in the subject matter of the publication. As opposed to blasting your message to a large, diverse and dispersed audience and hoping to land a few catches, targeted marketing always delivers a greater return on each advertising Rand spent.

The power of print

Print advertising works. It promotes awareness, sparks interest, delivers sales leads, increases sales, builds market share and improves the bottom line. Used effectively specialised business publication advertising will help marketers successfully launch new products and breathe new life into established ones.

One advertisement can effectively make thousands of sales calls at once and substantially reduce the cost of selling. A properly executed advertising campaign can be the best investment you will ever make in the future of your product and your company.

The power of online advertising

Internet online advertising is an essential component of any marketing campaign. It is immediate, maximises visibility, drives traffic to the company's website, increases sales and builds a solid brand in the process. Online advertising carries the added benefit of being measurable as it's easy to track which methods are working and which ones aren't, thus allowing you to modify your campaign accordingly to get optimum results.

The power of integrated marketing

In addition to its industry-sector lead-

ing print titles, *Technews* offers cross-media solutions incorporating its Internet and e-mail publications in support of print. Annual directories complement this marketing mix offering the best print and online industry products available in South Africa. We are experienced in supporting advertising partners in above-, below- and through-the-line marketing, ensuring your advertising is not simply a budget that needs spending, but an active, profitable part of your business process. Additional services on offer include a full production and advertising design facility, which operates in tandem with *Technews'* editorial services that have become the staple diet in the industries it serves.

The right marketing plan?

When it comes to business-to-business (B2B) marketing in the technical arena, the *Technews* team has years of experience helping its clients succeed and grow their brands and market share. Our product management team is ready to assist you in designing the right marketing plan to deliver measurable returns. Marketing budgets are under pressure and delivering a return on investment is the only way to ensure maximum returns on every Rand spent. *Technews* has the experience, the reach and the tools to take your message to the people you need to reach in a format that they want to read.

For the best returns on each marketing Rand spent, make *Technews* your solutions marketing partner. It works.

The power of integrated media

Technews' websites are able to deliver you to their niche audiences, in a highly cost-effective, measurable fashion, whether it be through banner advertising, e-mail alerts or online sponsorships. Through a combination of these marketing media, Technews' online resources act as an excellent response vehicle, and can add value to your brand-building exercises through sponsorships of our categories which give you 'ownership' of select niches during the contracted sponsorship period.

Why advertise online?

- Targeted exposure
- Cost effective
- Measurable
- Global reach
- Online ads enable direct response
- Reinforcement – repetition increases awareness

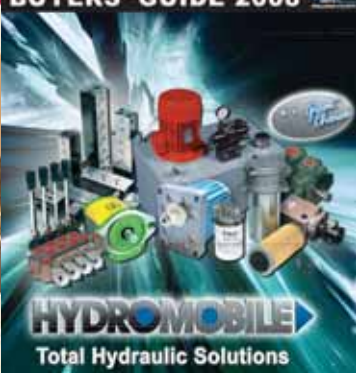
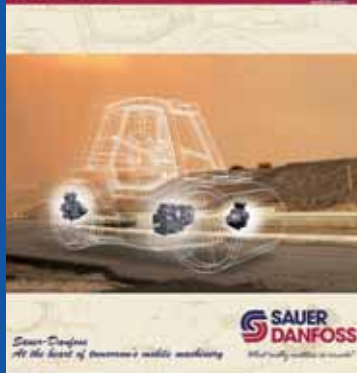
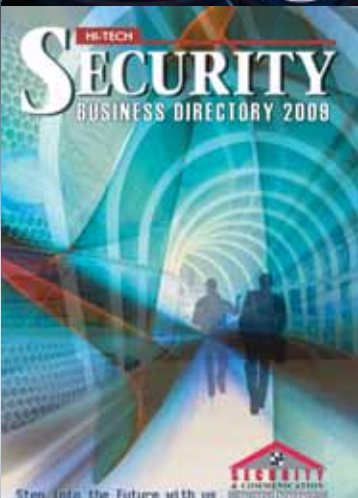
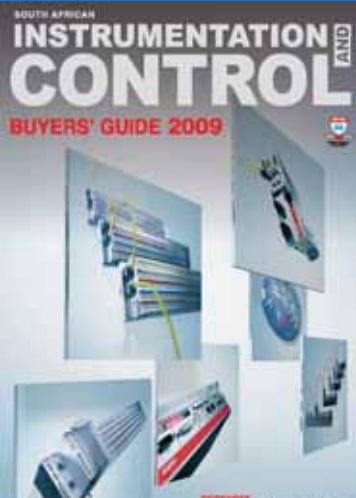
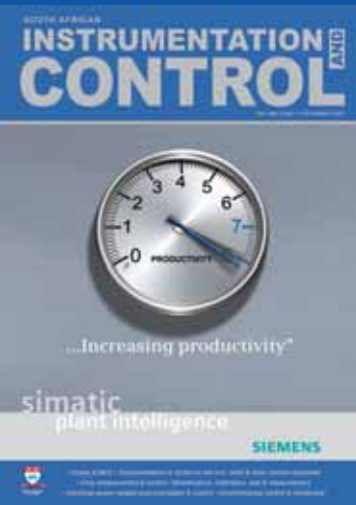
www.technews.co.za

Combined stats – for all major titles plus business directories/buyers' guides.

1 September 2007 – 31 August 2008

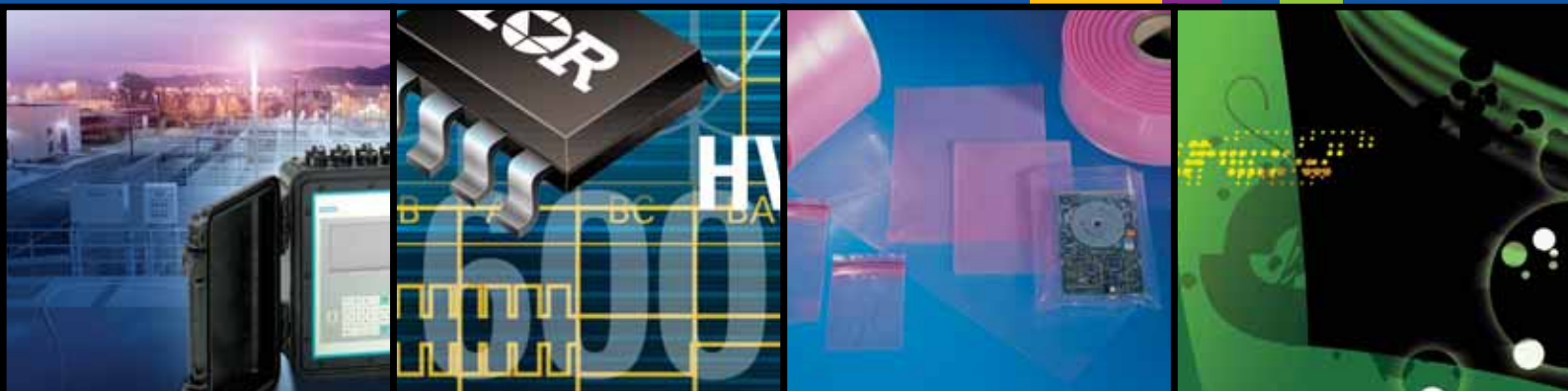
Pageviews	1 858 632
Visits	814 909
AdViews	10 423 324
AdClicks	79 949

Contact your sales rep for the perfect integrated media package to suite your company's needs!



Technews – publications overview

Publication	Frequency	Audience	Circulation	Print	Web	eZine	PAGES
Dataweek	Fortnightly	Electronics and communications professionals	3901	•	•	•	6-12
Electronic Buyers' Guide	Annually	Electronics and communications buyers	3395	•	•		13
SA Instrumentation and Control	Monthly	Automation and control professionals	5298	•	•	•	14-20
SA Instrumentation and Control Buyers' Guide	Annually	Automation and control buyers	4800	•	•		21
Motion Control	Quarterly	Hydraulics, pneumatic and fluid power professionals	3517	•	•	•	22-26
Motion Control Buyers' Guide	Annually	Hydraulics, pneumatic and fluid power buyers	3000	•	•		27
Hi-Tech Security Solutions	Monthly	Security professionals	4899	•	•	•	28-34
Hi-Tech Security Business Directory	Annually	Security buyers	4600	•	•		35
The ICT Directory	Annually	ICT buyers	4700	•	•		Published Separately
Online	24/7	All of the above		•	•	•	Published Separately





DATAWEEK

ELECTRONICS & COMMUNICATIONS TECHNOLOGY

*Managing Editor, Graeme Bell
Editor, Brett van den Bosch*



SOUTH AFRICAN
INSTRUMENTATION AND CONTROL

*Managing Editor, Graeme Bell
Editor, Steven Meyer
Features Editor, Andrew Ashton*



HI-TECH
SECURITY
SOLUTIONS

THE INDUSTRY JOURNAL FOR SECURITY AND BUSINESS PROFESSIONALS

*Managing Editor, Graeme Bell
Editor, Andrew Seldon
Contributing Editor, Dr Craig Donald*



THE JOURNAL OF CONTROLLED MECHANICAL POWER
MOTION CONTROL
IN SOUTHERN AFRICA

*Managing Editor, Graeme Bell
Editor, Andrew Ashton*

Technews Editorial Team



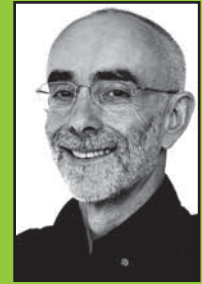
Graeme Bell

Graeme Bell, brings a unique blend of technical, business and publishing insight to the editorial team. His experience in hands-on engineering, technical sales management and as a technical editor, backed up by a Higher Diploma in Electronic Engineering and MBA, reflect in publications that speak the right language to the readers.



Steven Meyer

Steven Meyer, with some 20 years of related working experience, holds a BSc. (Elec Eng) from the University of Cape Town, and a Post Graduate Diploma in Marketing Management from Unisa. Steven's interest and knowledge in all aspects of marketing and communication, complemented by his technical insight, is evident in a magazine that has earned the respect of the industry that it serves.



Andrew Ashton

Andrew Ashton, has earned his spurs in a professional career spanning over 25 years in engineering and business pursuits. He holds a NHD qualification in electrical engineering, and has edited SA Instrumentation and Control since 2007, and is primarily responsible for the analytical depth and credibility of its sector and technology features.



Brett van den Bosch

Brett van den Bosch, is a qualified graduate engineer, and has years of experience in the field of electronic engineering, in design, support, sales and marketing roles. His technical insight is evident in a market-leading magazine that has earned the respect of the industry that it addresses.



Andrew Seldon

Andrew Seldon, is a qualified computer science graduate, and has more than 10 years of journalistic experience in the field of technical publishing.



Dr Craig Donald

Dr Craig Donald, an industrial psychologist, provides unique insight into the human mind and the psychological aspects of selecting effective security personnel, with particular focus on the human factors in CCTV and control room monitoring. His commentary on leadership and management issues are important editorial contributions to an industry striving to embrace professional and technological change.

The *Jim Pinto* Column is written by the Technology Futurist, Speaker, Writer, Industrial Automation Commentator, Analyst & Consultant, of the same name. He was founder and former President and CEO of Action Instruments. His popular JimPinto.com eNews is a widely read resource, (direct circulation about 7000, web-readership 2-3 times that number).

Paul Booth, has more than 30 years' experience, both in the UK and South Africa, in positions across the board, including sales, sales management, consulting, marketing and executive management. His interest in and insight into the worldwide and local IT industries makes for compelling and engaging reading.