

MEDIA INFORMATION

The African Wireless Communications Yearbook is now firmly positioned as a 'must-have' reference tool for the African wireless and mobile communications operator, integrator, service provider, distributor, dealer, and volume user.

Completing our African Wireless Communications portfolio made up of Southern African Wireless Communications, Northern African Wireless Communications, and their supporting web sites the Yearbook also provides focused and independent information for this marketplace.

The 2011 version is further defining the wireless arena and responding to the needs of our readers by focusing the content on 'Building the Network'; 'Running the Network'; 'Maximising Revenue'; along with the usual breadth of information vital to all those in the wireless communications marketplace, including news reviews, industry statistics, case studies, and the latest on the regulatory issues in the region for cellular, satcoms, wireless broadband, Wi-Fi, WiMAX, P2P and mission critical communications (TETRA/PMR/DMR).

The size of the continent, the diversity of the landscape, a dispersed population, plus the sheer complexity of the geography, culture, economics, and user needs make wireless connectivity an essential part of the communications solution. The continent also has the world's lowest cellular penetration at 45.86 per cent and only 6.8 per cent of the almost one billion population have access to broadband. These untapped markets are demonstrating massive growth. Both Zimbabwe and Rwanda showed increases in cellular subscribers of 29.2 and 22.6 per cent in Q3 09 that put them third and seventh in the world respectively.

Broadband penetration is three times lower than the next market, Asia, and a variety of technologies including 3G, satellite, Wi-Fi, WiMAX are all finding an abundant wealth of interested customers. 2010 to 2011 will see a spike in demand for satcoms, says NSR, with an average revenue growth of 4.2 per cent for the satellite capacity leasing market up until 2018. In these tough economic times Africa really is the land of opportunity.

The opportunity to boost subscriber numbers, improve and diversify user services, and maximise revenues make Africa one of the most explosive and alluring wireless markets, key for any wireless supplier. The African Wireless Communications Yearbook 2010 will put your company in the mind of buyers and specifiers when they first receive their new copy and when they refer to the chapters and guides during the year ahead - a 'must-have' part of any marketing campaign in the African wireless communications arena.

Circulation 2011

With a circulation of 5000, the **African Wireless Communications Yearbook 2011** will be posted free of charge to key buyers, specifiers and market influencers within the communications industry, public sector user groups and large private organisations.

■ The communications industry - 71%

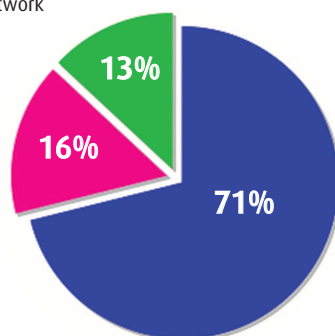
- Regulatory bodies ● PTT ● Communications ministry
- Service providers ● Independent trunked network operators ● Systems integrators
- Technical consultants

■ Large public sector - 16%

- National government ● Municipal authorities ● Public utilities
- Emergency services ● Public services

■ Large private users - 13%

- Banking/finance ● Oil/gas/coal ● Transport
- Mining ● Construction ● Service industries
- Commercial enterprises



Proposed Events 2011

The Yearbook will be marketed continually throughout 2011 in **Southern African Wireless Communications** and **Northern African Wireless Communications** and their supporting websites and be profiled at the key wireless events across Africa in 2011 and, in many cases, it will be distributed to delegates free of charge.

Satcoms Africa

Africa Com

East Africa Com

West Africa Com

North Africa Com

W'Afritel

Nigeria Com

Aitec Africa Events

PLUS OTHER EVENTS TO BE CONFIRMED

Proposed Chapter Content 2011

Chapter 1 - BUILDING THE NETWORKS

- Access - hardware
- Backhaul - point-to-point options
- Installation hardware
- Training for staff
- Power/UPS/solar/lightning protection

Chapter 2 - RUNNING THE NETWORK

- Maintaining the network - test and measurement
- OSS
- Remote management
- The way forward - 4G

Chapter 3 - MAXIMISING REVENUE

- Value added services
- Mobile TV
- Mobile banking
- SIM card services
- Broadband
- BSS - realtime tariffs and billing + customer care

Chapter 4 - THE NETWORKS:

4.1 Cellular

- News review
- Case studies
- Terminals/handsets/hardware
- Data

4.2 Mission critical comms (TETRA/PMR)

- News review
- Case studies
- Terminals/handsets/hardware
- Data

4.3 Satcoms

- News review
- Case studies
- Terminals/handsets
- Coverage footprints

4.4 Wireless broadband (Wi-Fi/WiMAX)

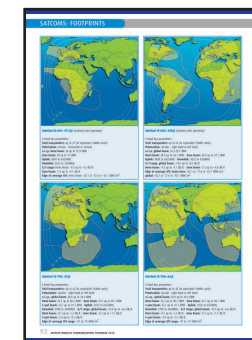
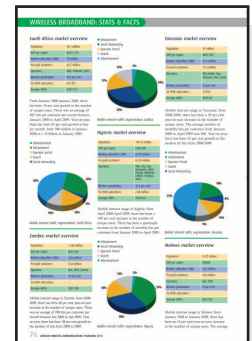
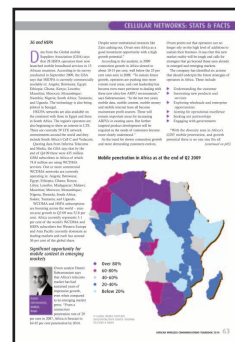
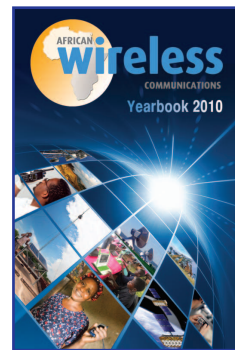
- News review
- Case studies
- Devices and hardware

Chapter 5 - REGULATIONS

Issues for operators - staying within the regulations
The regulatory landscape
Regulatory bodies

Chapter 6 - BUYER'S GUIDE

From cellular & satcoms to system integration & SIMs
- our easy guide to who does what



Advertising/Sponsorship options 2011

Standard on-the-page advertisements

Ad type	Rate (GBP/ZAR)	Size (width by height in mm)
● double page spread	£7995 / R98,945	420 x 297 (426 x 303 with bleed)
● full page	£4550 / R50,050	210 x 297 (216 x 303 with bleed)
● junior	£2680 / R29,480	141 x 200 (147 x 206 with bleed)
● half page (horizontal)	£2475 / R27,225	190 x 135 (196 x 141 with bleed)
● half page (vertical)	£2475 / R27,225	93 x 265 (99 x 271 with bleed)
● quarter page	£1365 / R10,015	93 x 135 (99 x 141 with bleed)

Premium positions

Ad type	Rate (GBP/ZAR)
● outside back cover	£6995 / R76,945
● inside front cover	£6995 / R76,945
● inside back cover	£5995 / R65,945
● guaranteed right-hand page add 10%	

Company profile

To complete each chapter, there will be a limited number of paid-for company profiles in which your company or network can outline its activities or solutions for Africa. Using text and visuals supplied by your company, the following two options can be set to your approval:

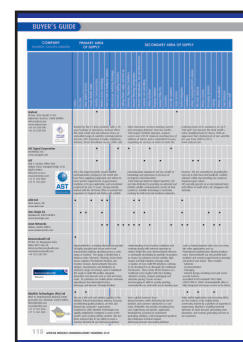
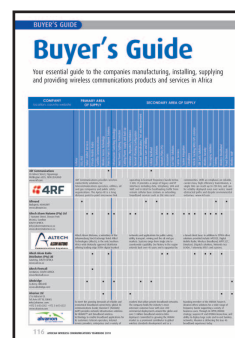
- **one-page company profile:** 800 words, 2 visuals, contact info, logo £5995 / R65,945
- **two-page company profile:** 1500 words, 3-4 visuals, contact info, logo £8995 / R98,945

Buyer's Guide

There will be an A-Z directory of suppliers within the marketplace drawn from the records of Southern African Wireless Communications and Northern African Wireless Communications. This basic listing will include information about primary and secondary area of supply, company name and contact details.

You can enhance the above listing with our **Extended Listing Options** which include:

- **additional basic listing:** for regional offices etc £50 / R550
- **company summary:** 200 words £350 / R3850
- **company logo:** 4-colour £95 / R1045



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The publisher reserves the right to amend the information outlined within this literature without prior notice

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