

For communications professionals in the southern Asian region

# SOUTH ASIAN WIRELESS COMMUNICATIONS

## Media Information 2018

### Introduction

Unlike many other business publications that often have too broad a remit, *South Asian Wireless Communications* prides itself on offering independent editorial that is tightly focused on the technologies and business of developing wireless communications networks in the region.

Since 2008, *South Asian Wireless Communications* has proved to be an invaluable reference tool for all those involved in the region's wireless communications industries.

Each issue has a minimum print circulation of 7,000 and the digital version is received by over 5,500 ICT professionals. These targeted readers include management level professionals in the public sector, private industry or in the wireless communications industry itself (such as MNOs and CSPs).

Each reader either influences, specifies or purchases wireless communications equipment, services and infrastructure – including associated consultancy, systems integration, as well as test, measurement and maintenance equipment.

As a result, advertisers can rest assured that their message will reach a targeted base of potential customers who are technology-aware, business-oriented and actively seeking wireless solutions throughout North, East, West and Central Africa.

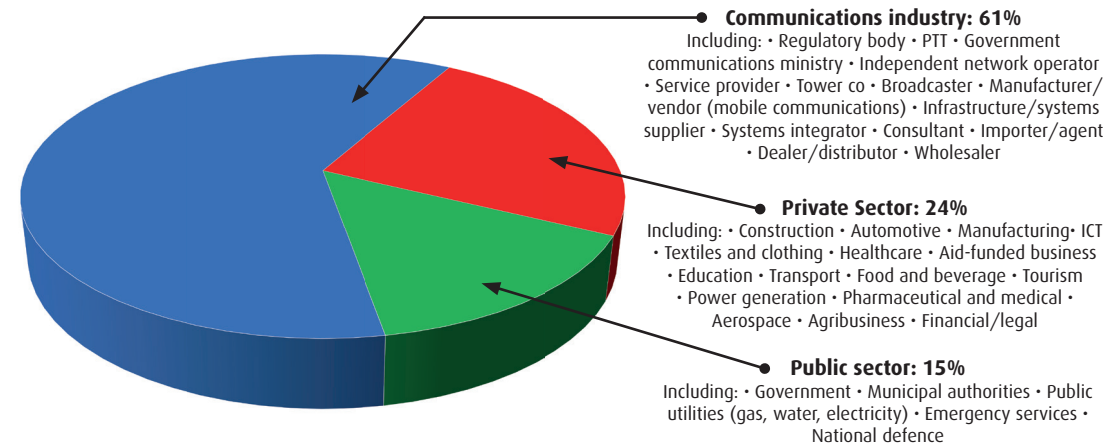
### Core subject areas in 2018:

- Cellular
- Satellite
- Fixed Wireless Access
- Critical communications
- Fibre
- RAN
- Backhaul
- Microwave systems
- In-building systems (DAS; femtocells; etc.)
- HetNets & small cells
- BSTs/masts/towers
- Antennas
- Power/power efficiency
- Cables & cabling accessories
- OSS/BSS
- Security
- Test & measurement
- Network monitoring & optimisation
- Network analysis & Big Data
- Broadband/internet
- Internet of Things/smart cities/M2M
- Remote & rural connectivity
- Cloud (VNF/SDN/XaaS); data centres; IPXs
- Enterprise network services
- MFS & VAS (including mHealth: mCommerce; mLearning; apps; etc.)
- Messaging & voice services
- OTT
- Broadcast/DTH

### Also in 2018:

A regular look at how wireless technologies are connecting users in the following industry sectors: utilities; education; oil & gas; maritime & transportation; banking & financial; health.

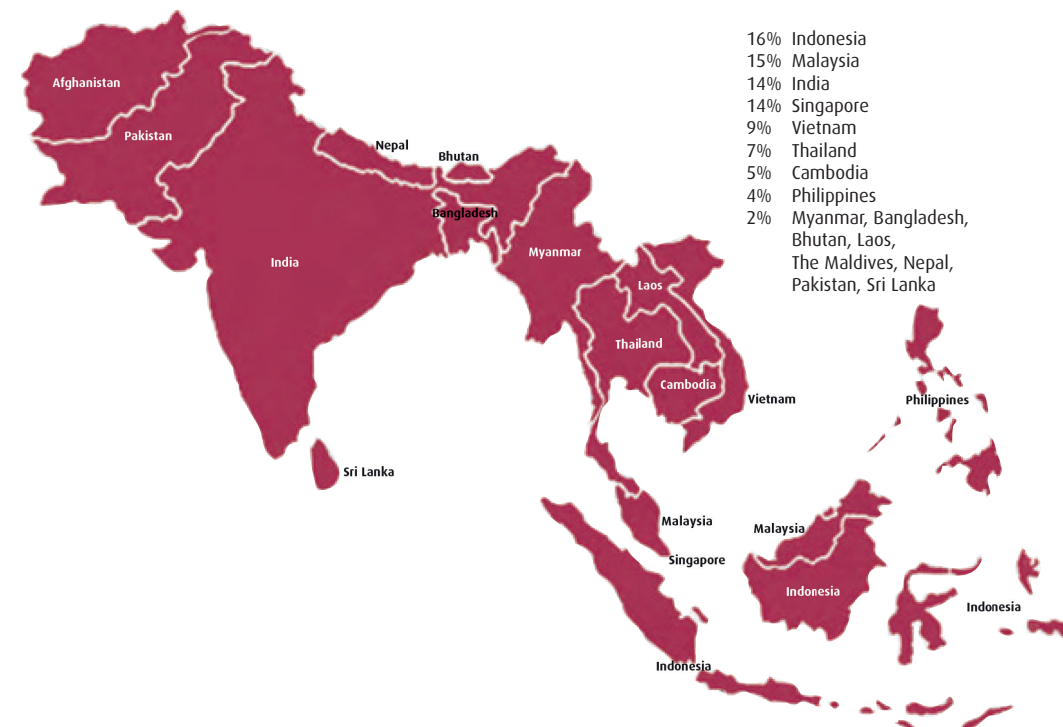
### Readership by industry sector



### Readership by job function

Corporate/Senior Management: 48%	regulatory authorities: 7%
General/operations management: 23%	Sales/marketing/business development: 2%
Senior technical/engineering, R&D, applications: 11%	Education/Training: 1%
Government/military/public sector: 6%	Other: 2%
Consulting/advisory/standards/	

### Readership by geography



Developed during the last 5 years, *South Asian Wireless Communications* now extends the impact of any advertisement via its digital issue distribution of over 5,500. Each issue is dispatched at least twice during the issue shelf-life and carries an embedded link on every advertisement.

It is also possible to move your digital issue position, include a different advertisement or increase the number of pages!

## FRONT COVER FOCUS

Each of the 4 issues of *South Asian Wireless Communications* per year carries a sponsoring company on its front cover giving a high impact profile. This sponsorship includes presence on the cover, the contents page and through a full-page advertorial within the issue itself – see below.

### FRONT COVER

**How South Asia is leading the world in LTE Industry 4.0: welcome to the fourth industrial revolution**

- Should telcos adopt open source solutions?

Digitata focuses on delivering intelligence in the mobile telecommunications and digital media sectors, employing Machine Learning (ML) and AI. New offerings include:

- Smart bundles offers to a segment of one
- Near real-time offers triggered "on the edge"
- Unique customer interaction with mobile gamification
- Subscriber-centric view of operator network performance

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### ADVERTORIAL

**digitata**

Digital intelligence is the key to success in the digital age. Digitata provides a comprehensive range of digital intelligence solutions, including:

- Mobile analytics
- Mobile marketing
- Mobile security
- Mobile support
- Mobile training
- Mobile development
- Mobile testing
- Mobile deployment
- Mobile maintenance
- Mobile optimization
- Mobile integration
- Mobile customization
- Mobile personalization
- Mobile localization
- Mobile globalization
- Mobile socialization
- Mobile collaboration
- Mobile communication
- Mobile interaction
- Mobile engagement
- Mobile participation
- Mobile contribution
- Mobile creation
- Mobile innovation
- Mobile entrepreneurship
- Mobile leadership
- Mobile management
- Mobile organization
- Mobile structure
- Mobile culture
- Mobile values
- Mobile mission
- Mobile vision
- Mobile strategy
- Mobile tactics
- Mobile operations
- Mobile processes
- Mobile systems
- Mobile tools
- Mobile technology
- Mobile innovation
- Mobile entrepreneurship
- Mobile leadership
- Mobile management
- Mobile organization
- Mobile structure
- Mobile culture
- Mobile values
- Mobile mission
- Mobile vision
- Mobile strategy
- Mobile tactics
- Mobile operations
- Mobile processes
- Mobile systems
- Mobile tools
- Mobile technology

We design all three elements of the cover package to your approval from the raw material you provide – this is what we need:

### FRONT COVER

1. A high resolution visual – 300dpi at A4 size
2. A high resolution logo – 300dpi
3. A slogan/catchphrase

### CONTENTS PAGE

1. 100 – 150 words of text about the company
2. Contact details – address, tel, fax and/or web address

### ADVERTORIAL

1. A maximum of 750 words of text plus a headline
2. Up to 2 visuals to support this text – 300dpi
3. A high resolution logo – 300dpi
4. Contact details – address, tel, fax and/or web address

Add to your digital profile through a banner on the magazine home page, driving our visitors to connect with your company directly.

**COMING IN 2018:** We will be extending the way we communicate with our readers through an e-newsletter and any advertiser within *South Asian Wireless Communications* will appear within some of the 2018 editions completely free of charge!

## Display advertisements

Ad type	Rate	Size (width by height in mm)
Double page spread	£6995	420 x 297 (426 x 303 with bleed)
Full page	£3695	210 x 297 (216 x 303 with bleed)
Junior	£2895	141 x 200 (147 x 206 with bleed)
Half page (horizontal)	£2695	190 x 135 (196 x 141 with bleed)
Half page (vertical)	£2695	93 x 255 (99 x 261 with bleed)
Third strip	£2195	190 x 85 (196 x 91 with bleed)
Quarter page	£1595	93 x 135 (99 x 141 with bleed)

## Premium positions

Front cover focus	£5995
Inside front cover	£4595
Outside back cover	£4595
Inside back cover	£4295
Right-hand page	add 10%
Centre spread	add 10%
First spread	add 10%

## Banner advertising costs

Roof Banner	£495 per week
Wall paper	£995 per week
Side Tower	£295 per week
Strip Banner	£195 per week
Digital issue embedded link	£195 per week

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