



TechSmart Business Media Kit 2013

In today's cut-throat business environment, being on the cutting edge of technology is no longer an elective, it is an imperative. TechSmart Business brings you all the latest comment from market leaders and industry pundits, news, reviews and everything in between, to ensure you have the right information to make informed decisions about your infrastructure.

TechSmart Business is the logical extension to industry leading consumer electronics title, TechSmart. For over 10 years TechSmart has been the first choice for advertisers looking to reach a broad and extensive demographic, with 262 500 readers in the 7-10 LSM bracket.

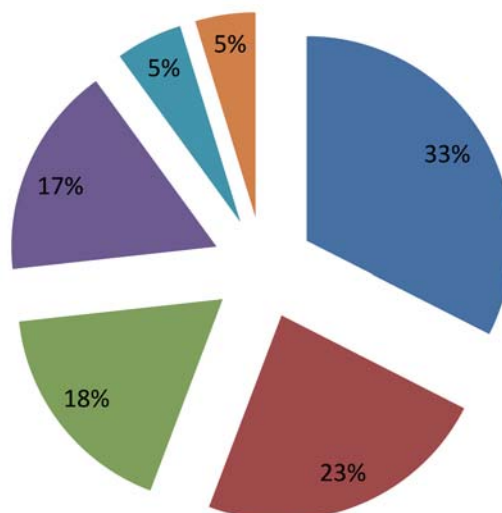
TechSmart Business is the one-stop resource for top executives, decision makers and anyone with a stake in improving efficiency, efficacy, and productivity in the 21st century business environment. This provides the perfect channel for suppliers, vendors and service

providers to showcase their products and expertise to carefully chosen corporate and business sectors.

2013 will see a number of special features, value-add supplements and exclusive editorial. Coupled to that, there will be regular features on hardware, software, telephony and environmental issues to name but a few. Details of upcoming features will be included in our regular newsletter or you can contact one of our sales executives should you have something special in mind.

At a glance

- Print run 10 000
- 60 pages minimum, perfect bound
- Tailor-made packages to suit your marketing needs and budget
- Niche market of decision makers
- Local and international opinion and editorial
- News, product reviews, happenings
- Corporate profiles
- Case studies



Distribution

- IT
- Financial and Legal institutions
- Retail
- Lifestyle (education, health and entertainment)
- Automotive
- Telecoms

(Rates exclude VAT and Agency Fees)

Advertising rates **TechSmart Business**

Headline Package (only one package per issue)

R58 500.00

- Cover Photo
- Full Page Advert
- DPS Article
- DPS Case Study
- Full Page in TechSmart

Combo Package

R29 900.00

- Full Page Advertorial
- Full Page Advert
- Full Page in TechSmart

Advertorial

- Full page Advertorial **R20 500.00**
- DPS Advertorial **R33 500.00**
- 4 x Full Pages Advertorial **R49 950.00**
- 8 x Full Pages Advertorial **R69 925.00**

Advertisements

- DPS* **R30 000.00**
- Inside Front Cover* **R22 500.00**
- Inside Back Cover* **R22 500.00**
- Outside Back Cover* **R26 000.00**
- Full Page* **R16 500.00**
- Half Page **R8 900.00**
- Third Page **R7 500.00**

*Each of these adverts includes one FREE full page advert/advertorial in one issue of TechSmart magazine:

- April 2013 ~ TechSmart 115 ~ The IT Training Issue
- June 2013 ~ TechSmart 117 ~ Tech Professional Issue
- August 2013 ~ TechSmart 119 ~ The Education Issue
- November 2013 ~ TechSmart 122 ~ The Internet Issue

2013 TechSmart Business Dates of Publication

Issue	Booking	Material	Distribution
1	23 March 2013	10 April 2013	18 April 2013
2	31 May 2013	13 June 2013	20 June 2013
3	31 July 2013	12 August 2013	19 August 2013
4	27 September 2013	17 October 2013	01 November 2013

