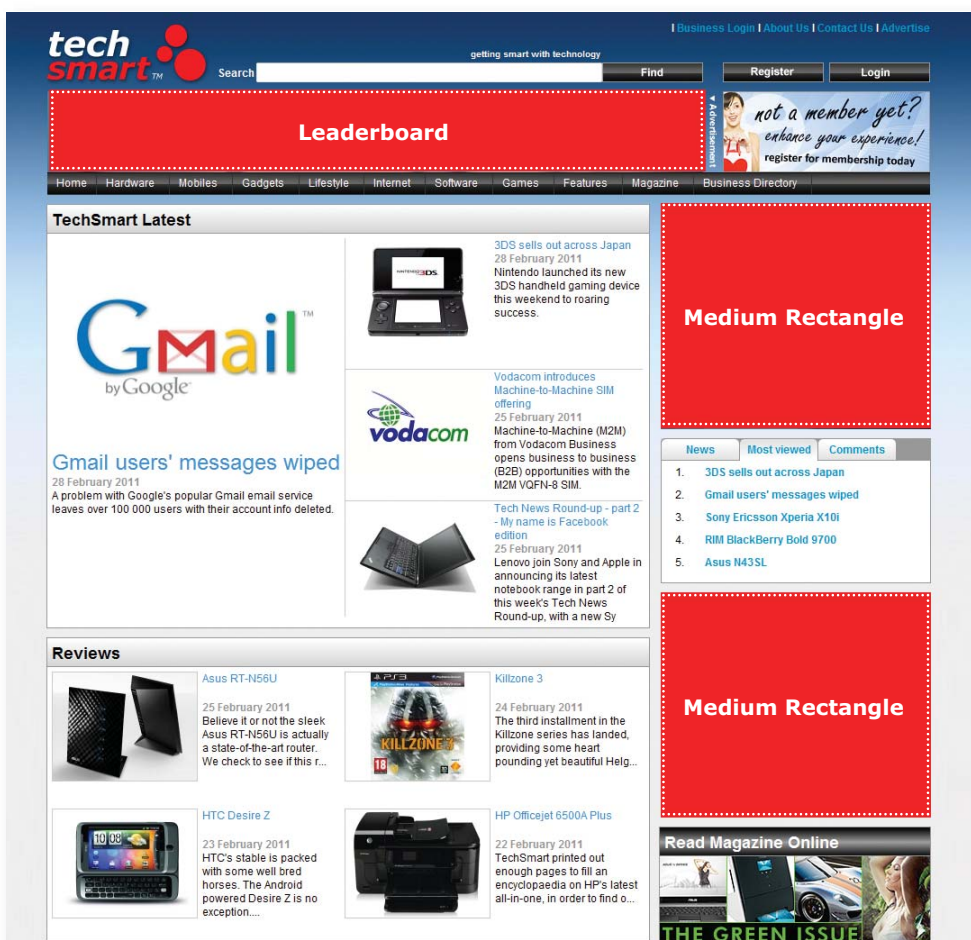




TechSmart.co.za is the online arm of TechSmart magazine, South Africa's largest consumer tech publication. We deliver daily tech news, reviews and features that are locally relevant giving advertisers the ability to market products and brands to a highly targeted, niche audience.



Our online adverts are sold in bundles of 10 000 impressions (or page loads) which are usually spread over 30 days. **The leaderboard and medium rectangle** positions are run of site (displayed on every page), and ads in these positions roll-over when the page is refreshed. Our rates include Agency Fees, but exclude VAT.

Ad Opportunities

Leaderboard:

728 x 90 pixels
Run of Site
10 000 impressions R3 500

Medium Rectangle:

300 x 250 pixels
Run of Site
10 000 impressions R3 200

Non-standard Creatives

Page Skins:

Dimensions on request
Sectional or Run of Site
10 000 impressions R5 000

Roadblocks, banners on the monthly TechSmart newsletter, section sponsorships, sponsored links and sponsored buttons are available.

Technical Contact

Sandra-Lee van Rooyen
Smart Publishing
Digital accounts executive
Tel: +27(0)12-342-5141
Cell: +27(0)79-515-8493
Email: sandra-lee@smartpublishing.co.za

Please Note: We make use of DoubleClick to deliver all ADs.

SMARTPUBLISHING
MASS MEDIA SPECIALISTS



Audience profile

TechSmart.co.za's niche audience consists of consumers who are tech-savvy prosumers and business decision-makers. Launched in May 2009 the website has achieved significant growth to date.

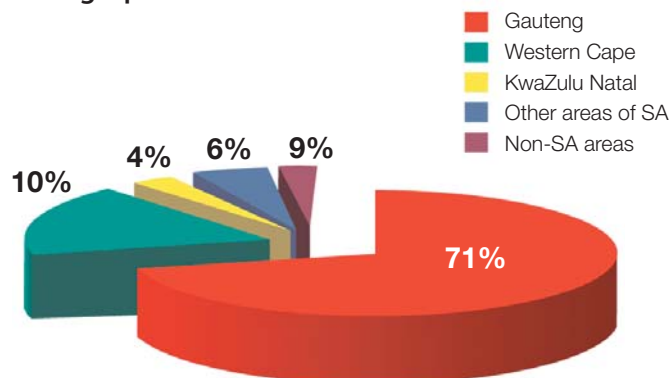
Registered Member Audience Profile

Male: 85% • Female: 15%
Average user age: 32 years (16 – 65)

Geographic Locations

98.1% South African user base
Affluent/high LSM (8-10) and near urban areas.

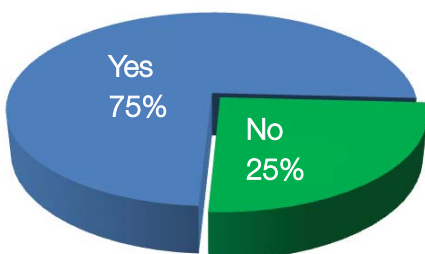
Geographic locations



Purchasing and decision making

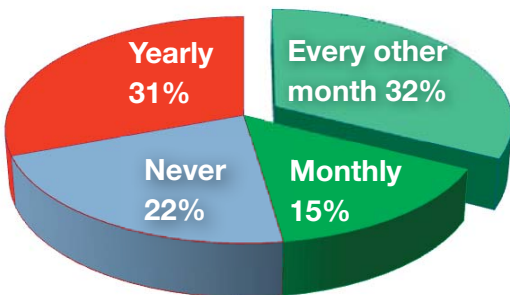
Has TechSmart influenced a purchasing decision made by yourself?

[From 2010 TechSmart reader survey]



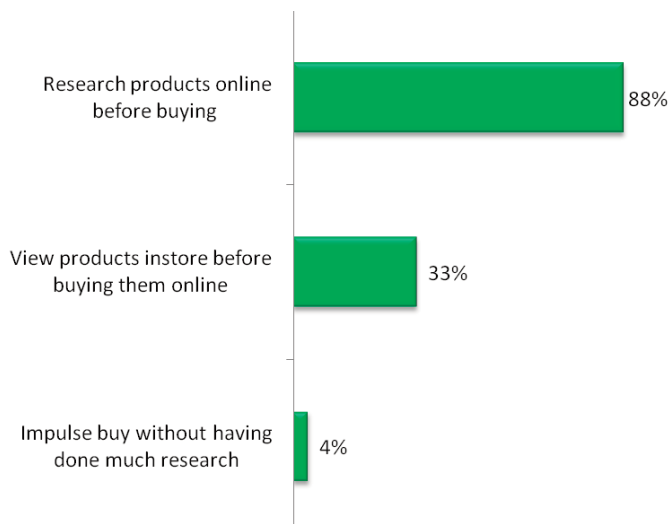
How often do you make purchases online?

[From 2010 TechSmart reader survey]



When purchasing online, do you tend to...?

[From 2010 TechSmart reader survey]



Facebook

1755 Likes

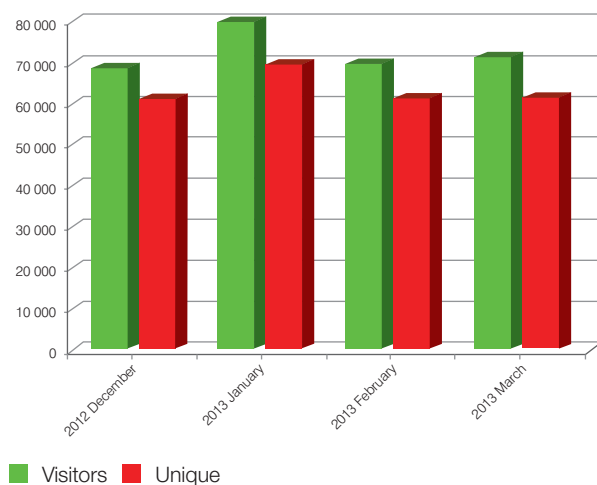


Twitter

3476 Followers

TechSmart.co.za monthly visitors

Month	Visitors	Unique	Page Views
Dec 2012	68 548	60 878	108 021
Jan 2013	79 372	69 861	123 636
Feb 2013	69 125	60 452	110 198
Mar 2013	71 442	62 126	115 645



We make use of Google Analytics to gather all website demographics and statistics.

How often do you visit TechSmart.co.za?

[From 2010 TechSmart reader survey]

