



TECHSMART 2013/14 MEDIA KIT

- ⊙ SA's only free consumer technology magazine
- ⊙ Locally conceptualised and produced – content is relevant to SA
- ⊙ Specialised business and consumer distribution networks
- ⊙ Affluent readership (LSM 7-10)
- ⊙ Published monthly since 2003
- ⊙ Supported by daily news and reviews on www.techsmart.co.za



OUR READERS



84%
of audience are male

3.5
readers per copy

The right age
75%
18-44 years old

Educated
76%
Post-matric qualified

Decision-makers
38%
In managerial positions

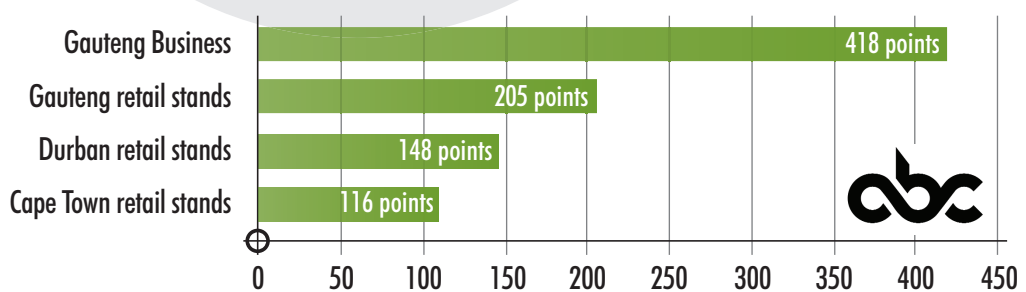
Tech-spenders
42%
Spent R10 000–R25 000
on technology in 2012

Affluent
30% Earn R10 000 – R19 000 pm
36% Earn R20 000 – R30 000+ pm

OUR CONTENT

- ⊙ Feature articles on interesting consumer tech trends
- ⊙ Reviews of the hottest products
- ⊙ Product comparisons with our advice on what to buy
- ⊙ Interesting snippets on technology news, new products, cool apps, tweets and more

OUR DISTRIBUTION (40 000 COPIES PER MONTH)



We are currently expanding our retail stand footprint to include the capital cities in all the other provinces.

WHO ADVERTISED WITH TECHSMART IN 2012?



TECHSMART 2013/14 RATES – 40 000 COPIES MONTHLY

MAIN BODY ADVERTISEMENTS

Price per insert (Prices include agency commission and exclude VAT)

	1 insert
Double page spread ad	R37 000
Full page ad	R22 000
Half page ad	R12 000

EDITORIAL

Price per insert (Prices include agency commission and exclude VAT)

	1 insert
Double page spread editorial	R30 000
Full page editorial	R19 000

20% DISCOUNT

Discount of up to 20% will be given for more than three insertions

SPECIAL POSITION ADVERTISEMENTS

Price per insert (Prices include agency commission and exclude VAT)

	1 insert
IFC double page spread ad	R36 000
IBC full page ad	R25 000
OBC full page ad	R27 000

Standard Page Size

Page Size
210 x 275 mm

Bleed (5 mm)
220 x 285 mm

DIRECTORY ADVERTISEMENTS

Price per insert (Prices exclude agency commission and exclude VAT)

	1 insert	3 inserts	6 inserts	12 inserts
Full page ad	R8 500	R7 700	R6 900	R6 500
Half page ad	R4 400	R3 950	R3 700	R3 400
Quarter page ad	R2 600	R2 300	R2 000	R1 800
Eighth page ad	R1 750	R1 300	R1 100	R900

TECHSMART 2013/14 FEATURES & DEADLINES

Month	Focus	Issue	Booking	Material
Jun 2013	Tech Professional	117	10 May	15 May
Jul 2013	Tech Lifestyle	118	10 Jun	15 Jun
Aug 2013	Education	119	10 Jul	15 Jul
Sep 2013	Notebooks and Ultrabooks	120	10 Aug	15 Aug
Oct 2013	Security	121	10 Sept	10 Sept
Nov 2013	Internet	122	10 Oct	15 Oct
Dec 2013	Best Buys	123	5 Nov	10 Nov
Jan 2014	Trends for 2014	124	5 Dec	10 Dec
Feb 2014	Tech Savvy	125	10 Jan	15 Jan
Mar 2014	Business	126	10 Feb	15 Feb
Apr 2014	IT Training	127	10 Mar	15 Mar
May 2014	Smartphones and Tablets	128	10 Apr	15 Apr

