

tech smart®

getting smart with technology



Media kit 2011/12

SA's LARGEST TECH MAGAZINE



Where do thousands of consumers turn when looking for information on notebooks, smartphones, the internet, gadgets and other tech products? The answer is quite simple: TechSmart magazine, South Africa's largest technology magazine. TechSmart is a FREE monthly magazine published by Smart Publishing. We print and distribute 75 000 magazines monthly, targeting LSM 9-10 readers in Gauteng, KwaZulu-Natal and the Western Cape.

Why should you advertise with TechSmart?

- Your product/service will receive exposure in 75 000 magazines monthly – that's mass media!
- TechSmart magazine has a monthly readership of 262 500 and a yearly readership of over 3 million.
- We influence purchasing decisions of 75% of our readers.
- 7 in 10 readers have bought something for their homes.
- 1 in 2 business owners have bought something they read about in TechSmart for their businesses.
- TechSmart is distributed to 474 business points in Gauteng.

What our advertisers say

“ My company cannot afford NOT to advertise in the TechSmart as it is like having 'additional' sales people without the hassle of employing extra people to do the job. ”

Sean Owen-Jones, CEO of NCSolutions

“ XDSL has been fortunate to advertise in the TechSmart for an extended period of time. We have found your magazine to be a great tool for us to reach the IT decision makers. Your readers are knowledgeable and understand the products we offer. ”

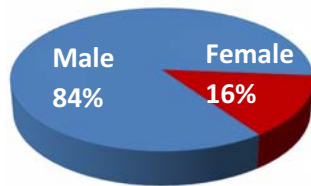
Martin van Dyk, Director of XDSL

TechSmart reader profile

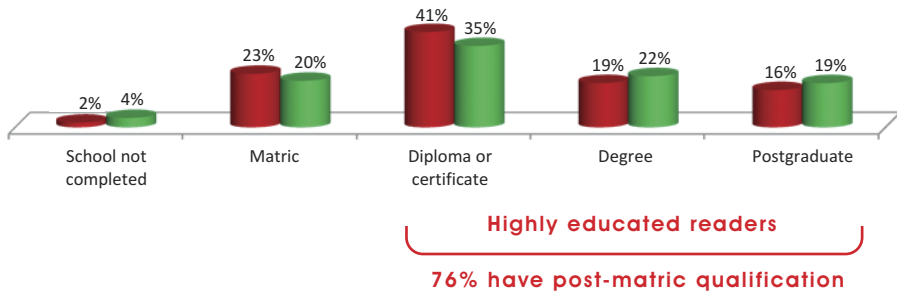
Statistics from TechSmart reader surveys 2006, 2008, 2010

The demographic profile of readers has remained fairly consistent over the last few years. TechSmart's 2006, 2008 and 2010 surveys all indicate that readers are mostly males between the ages of 18 to 45, with a high level of education and earning upper level salaries. 76% of survey respondents have some form of post-matric qualification, with 36% earning more than R20 000 per month.

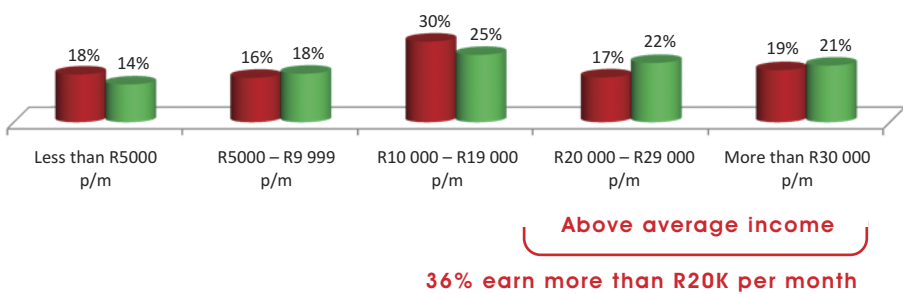
Gender



Education



Income

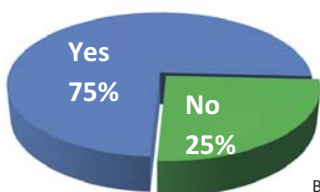


Almost 40% of respondents have some management responsibility and most seem to work in IT / Telecoms, followed by the engineering (10%) and financial industries (8%). The 2010 survey does show a small shift in terms of the home language of readers, with more readers now indicating that they speak an African language than in 2008.

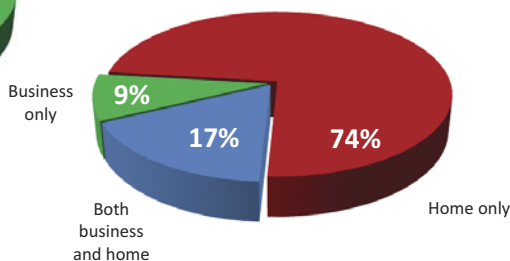
The magazine also plays an important part in influencing purchasing decisions through its reviews and advertisements. 75% of readers admit that TechSmart has influenced a purchasing decision in the past (compared to 64% in 2008). While most purchases are for the home, 54% of business owners have purchased for their businesses.

Purchasing behaviour

Has TechSmart influenced a purchasing decision made by yourself?

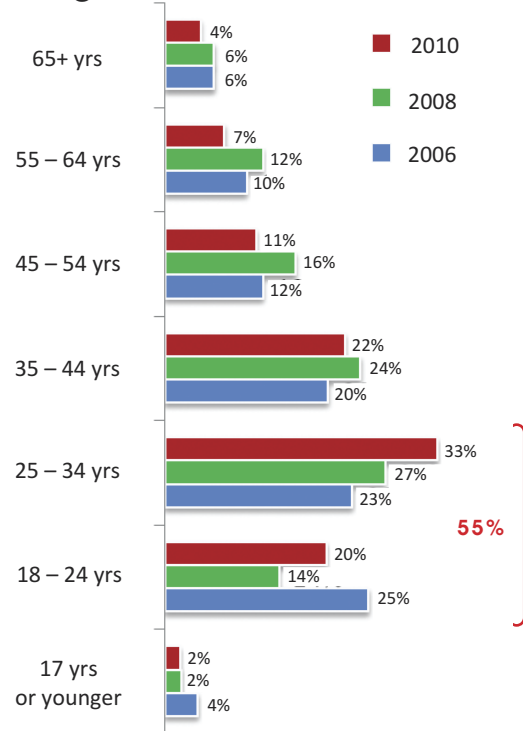


If so, have you bought something for your home, business or both?



7 in 10 bought for their homes and 1 in 2 business owners bought for their businesses.

Age

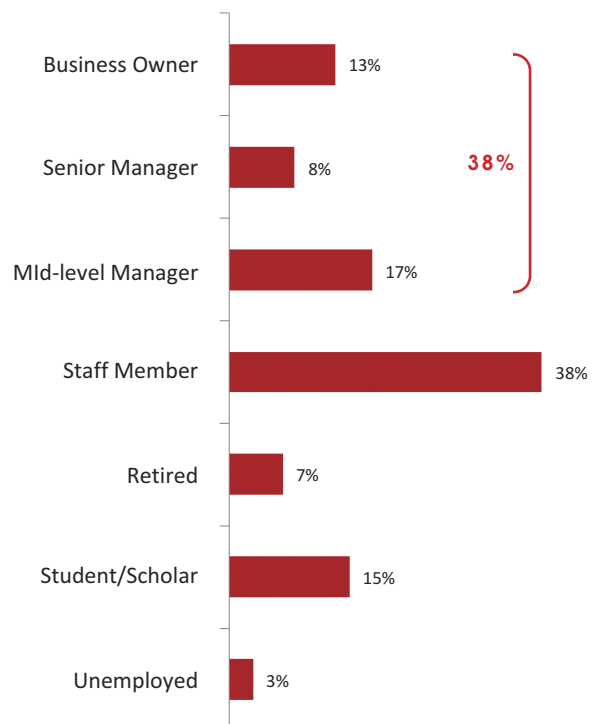


Industry

39% of TechSmart readers are in the IT or Telecoms industries.

61% work in other industries indicating TechSmart's broad reach.

Designation



TechSmart distribution and readership

Effective distribution is something we pay a lot of attention to. Our distribution is evaluated on a monthly basis and constantly improved.

75 000 copies are distributed monthly in the following way:

GAUTENG (799 points)

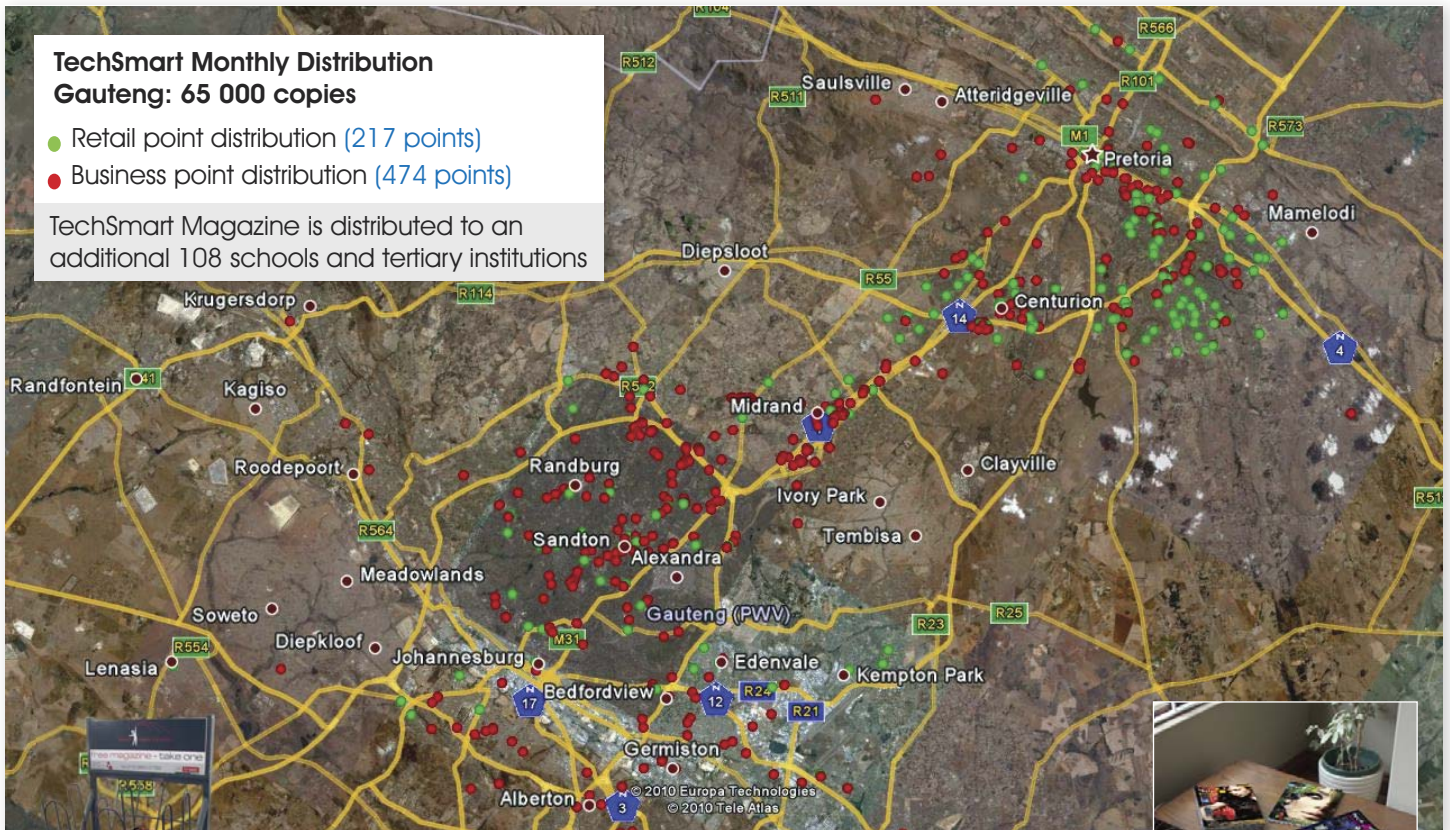
- 25 000 to stands at Pretoria retail points (consumers)
- 17 000 to stands at Johannesburg retail points (consumers)
- 4 500 to Gauteng schools (consumers)
- 1 500 to Gauteng tertiary institutions (consumers)
- 5 000 to TechSmart Distribution partners (businesses)
- 12 000 to Gauteng businesses and office parks (businesses)

KWAZULU-NATAL (180 points)

- 5 000 to stands at KZN retail points (consumers)

WESTERN CAPE (189 points)

- 5 000 to stands at Western Cape retail points (consumers)



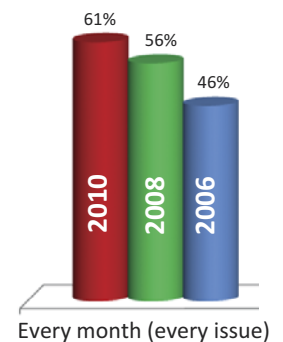
The retail point stands are located at carefully chosen shopping centres to reflect TechSmart's reader demographic of LSM 9-10. Both destination and convenience centres are included.



TechSmart's Business distribution network has been developed over the last eight years. We distribute to major companies like ABSA, Sasol and Cell C and corporate office parks in Gauteng.

We find our readers are becoming increasingly loyal with 61% of respondents reading every issue of TechSmart. Since the distribution strategy has remained fairly consistent over the past few years, an increase in loyalty might be contributed to improved content and brand loyalty. Indeed the magazine is highly regarded and valued by its readers with 100% of readers agreeing to this statement. Furthermore, 50% of TechSmart's readers read the magazine from cover to cover, without any particular preference to certain sections.

In regards to readership, 85% of TechSmart readers claim that other people also peruse their TechSmart copy. On average 3.5 people read each magazine, which equates to a monthly readership of 262 500 and a massive yearly readership of over 3 million.





TechSmart 2011/12 rates – 75 000 copies printed monthly

Special exposure opportunities

Product on cover + full page article	R27 000	★
Product on cover + full page advert	R25 000	
Full page product review/feature + full page advert	R30 000	
Full page product review/feature + double page advert (DPS)	R45 000	

Special advertising positions

Inside front cover DPS	R42 000
Outside back cover	R25 000
Inside back cover	R21 600

Special advertising opportunities

Supplements (8/16/32), false covers, gate folds, bellybands, bookmarks, calendars, etc.
Pricing available on request.

Main body advertisements

Double page spread	R34 980
Full page ad	R19 980
Half page ad	R10 980

Main body articles/product reviews/features

Double page spread	R35 980
Full page	R20 980
Half page	R11 980

Inserts

Loose inserts	< 20 000	R360/1000
	> 20 000	R320/1000
Bagging		R180/1000

Rates exclude VAT but include agency fees.
Discounts available on volume and frequency.

TechSmart 2011/12 themes & deadlines

Month	Issue	Theme	Booking	Material
Jul 2011	TechSmart 94	Tech Lifestyle	10 Jun 2011	15 Jun 2011
Aug 2011	TechSmart 95	Education	10 Jul 2011	15 Jul 2011
Sep 2011	TechSmart 96	Technology Outdoors	10 Aug 2011	15 Aug 2011
Oct 2011	TechSmart 97	Security	10 Sept 2011	15 Sept 2011
Nov 2011	TechSmart 98	Internet	10 Oct 2011	15 Oct 2011
Dec 2011	TechSmart 99	Holiday Best Buys	5 Nov 2011	10 Nov 2011
Jan 2012	TechSmart 100	Trends for 2012	5 Dec 2011	10 Dec 2011
Feb 2012	TechSmart 101	Green	10 Jan 2012	15 Jan 2012
Mar 2012	TechSmart 102	Business	10 Feb 2012	15 Feb 2012
Apr 2012	TechSmart 103	Mobility	10 Mar 2012	15 Mar 2012
May 2012	TechSmart 104	Digital Imaging	10 Apr 2012	15 Apr 2012
Jun 2012	TechSmart 105	Fun and Entertainment	10 May 2012	15 May 2012