



The background of the slide is a collage of several overlapping covers of the 'Southern Asian Wireless Communications' magazine. The covers are in shades of grey and white, with the title 'SOUTHERN ASIAN WIRELESS COMMUNICATIONS' prominently displayed in large, bold letters. Below the title, there are bullet points and a 'TRIPP-LITE' logo. The covers are arranged in a way that creates a sense of depth and repetition.

SOUTHERN ASIAN WIRELESS COMMUNICATIONS

MEDIA INFORMATION 2025

www.asianwirelesscomms.com

INTRODUCTION

Unlike many other business publications with too broad a remit, Southern Asian Wireless Communications offers independent editorial that is tightly focused on the technologies and business of developing wireless communications networks in the region.

Now in its 16th year, Southern Asian Wireless Communications offers a valuable reference tool for those involved in the region's wireless communications industries.

Over 7000 managers, directors, engineers and technicians within the operator, integrator, service provider, towerco, broadcaster, regulator, consultancy, distributor and public and private sector user arena, are regular readers.

Each member of this community influences, specifies or purchases wireless communications equipment, services, software, infrastructure and consultancy. 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 Southern Asia.



CORE SUBJECT AREAS IN 2025:

- Cellular
- Satellite
- Fixed Wireless Access
- Critical communications
- Disaster recovery
- Fibre
- RAN
- Backhaul
- BSTs/masts/towers
- Antennas
- Power
- Sustainability/ESG
- OSS/BSS
- Security
- Test & measurement
- Network monitoring & optimisation
- Tower Technology
- Network analysis & Big Data
- Broadband/internet
- Internet of Things/M2M
- Smart cities/buildings/vehicles
- Remote & rural connectivity
- Cloud (VNF/SDN/XaaS); IPXs
- Enterprise network services
- VAS (including mobile money; mobile financial services; mGaming; mHealth: mCommerce; mLearning)
- Messaging & voice services
- OTT
- Broadcast/DTH
- Data centres
- AI/ML
- Network planning
- AI & automation

ALSO IN 2025:

A regular look at how wireless technologies are connecting users in mining; military; utilities; education; oil & gas; maritime & transportation; banking & financial; health and other key user sectors.



AUDIENCES

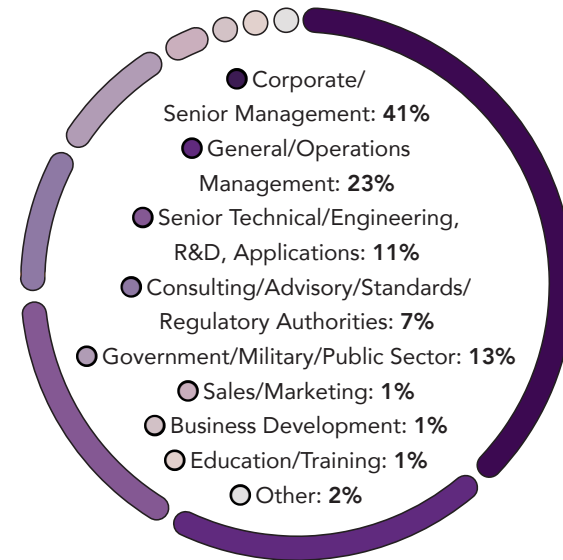
READERSHIP BY INDUSTRY SECTOR

Communications Industry: 54%
 Regulatory Body • PTT • Government Communications Ministry • Independent Network Operator • Service Provider • Tower Co • Broadcaster • Manufacturer/ Vendor (mobile communications) • Infrastructure/Systems Supplier • Systems Integrator • Consultant • Importer/Agent • Dealer/Distributor • Wholesaler

Private Sector: 27%
 Construction • Automotive • Manufacturing • ICT • Textiles/ Clothing • Healthcare • Aid-Funded Business • Education • Transport • Food/Beverage • Tourism • Power Generator • Pharmaceutical/Medical • Aerospace • Agribusiness • Financial/Legal

Public Sector: 19%
 Government • Municipal Authorities • Public Utilities • Emergency Services • National Defence

READERSHIP BY JOB FUNCTION



READERSHIP BY GEOGRAPHY



DIGITAL ISSUE

Each issue is dispatched twice with an embedded link on every advertisement and, once launched, will also be included within the e-newsletter circulating up to three additional times during the publication shelf-life.

WEBSITE

Add to your digital profile through banners and content on www.asianwirelesscomms.com and drive visitors to connect with your company directly – once the site is live, any advertiser will secure this profile free of charge during 2025!

E-NEWSLETTER

Every advertiser in Southern Asian Wireless Communications will secure profile in the Asian Wireless Communications e-newsletter. A 'New this Month' content piece or a solus banner at the top of the e-newsletter, pending the advertising package agreed.

SOCIAL

We'll take your messages and success stories out to our social communities through regular posts throughout the length of your campaign.

FRONT COVER FOCUS

Each of the 4 issues of Southern Asian Wireless Communications per year carries a sponsoring company on it's 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.

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

- A high resolution visual - 300dpi at A4 size
- A high resolution logo - 300dpi
- A slogan/catchphrase

CONTENTS PAGE

- 100-150 words of text about the company
- Contact details - address, tel, email fax and/or web address

ADVERTORIAL

- A maximum of 750 words of text plus a headline
- Up to 2 visuals to support this text - 300dpi
- A high resolution logo - 300dpi

Contact details - address, tel, email, fax and/or web address



ADVERTISING RATES

DISPLAY ADVERTISEMENTS

AD TYPE	RATE	SIZE (WxHmm)
Double Page Spread	£6,995	420 x 297 (426 x 303)
Full Page	£3,695	210 x 297 (216 x 303)
Junior	£2,895	141 x 200 (147 x 206)
Half Page (H)	£2,695	190 x 135 (196 x 141)
Half Page (V)	£2,695	93 x 225 (99 x 261)
Third Strip	£2,195	190 x 85 (196 x 91)
Quarter Page	£1,595	93 x 135 (99 x 141)

PREMIUM POSITIONS

AD TYPE	RATE
Front Cover Focus	£5,995
Inside Front Cover	£4,595
Outside Back Cover	£4,595
Inside Back Cover	£4,295
Right-Hand Page	+ 10%
Centre Spread	+ 10%
First Spread	+ 10%

BANNER ADVERTISING COSTS

AD TYPE	RATE
Roof Banner	£495 p/week
Leader Board	£395 p/week
Leader Button	£295 p/week
Block Banner	£295 p/week
Mid Banner	£195 p/week

NOTE: US\$, ZAR AND EURO INVOICING IS AVAILABLE

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