



OA TechMag is creating systematic technological
change in business culture and government institutions

OA TECHMAG MEDIA KIT 2023

OA
TECH MAG

LET'S ENGAGE WITH YOUR STAKEHOLDERS

Opportunities Realised



OAO TechMag helps the African audience to better understand the African technology landscape. We are creating awareness at the executive suite level to make informed purchasing decisions.

The magazine aims to have the executive suite, IT decision-makers and tech enthusiasts rely on our information to make decisions that will aid them in their institutions. Bringing you stories relevant to the African continent that is not covered by local media.

Mariam Hoosen - Editor

Audience



COSTS INVOLVED

Advertising Options

Print

OAO
TECH MAG

FRONT COVER PROFILE

Picture of CEO, caption, featured in contents pages	R 1 500 000
1 X A4 full colour page advertisement	
3 X A4 full colour pages interview	
Thought Leadership video – online corporate profile	

SIZE

Premium branding page (next to contents and index)	R 60 000
DPS	R 70 000
Full Page	R 40 000
1 /2 Page	R 25 000
1 /4 Page	R 17 000

COVER POSITIONS

Outside back cover	R 115 000
Inside front cover (double page spread)	R 100 000
Inside back cover (single A4 page)	R 90 000

COMPANY PROFILE

1 X A4 full colour page advertisement	R 95 000
2 X A4 full colour page advertorials	

WOMEN IN TECH PROFILE

1 X A4 full colour page advertisement	R 95 000
2 X A4 full colour page interview	
30second video interview	

All advertising material to be sent digitally to advertising@oaoinvestments.com

Please ensure 'black' text is made up of 100% K (black) and NOT 4 colours (CMYK). No Pantone or RGB colours accepted on artwork.

NB! If a correct proof (chromalin or matchprint), is not supplied, colour quality cannot be guaranteed.

If you are unable to supply finished artwork, an advert can be designed for you at an additional charge.

DIGITAL PACKAGES – WEBSITE

BANNER ADVERTS

Leaderboard

Homepage (300w x 600h)px

Section – Under your industry sector

Leaderboard on each page

GIF BANNERS

300w x 600h px

600x 900h px

INTERACTIVE BANNERS

30 second video

2 x Corporate profile with 30second video

Revolving Banner

ONLINE CORPORATE PROFILE

Online corporate profile

1 X A4 full colour page advertisement

30sec company profile video

Thought leadership video

Bespoke digital packages can also be discussed, should you wish to tailor make your package.

DISTRIBUTION OF OAO TechMag

OAO TechMag is a free distribution magazine that is distributed digitally and print. OAO TechMag prints 1000 copies quarterly and distributed to the audience that matters. We reach the people that count and not count the people we reach.

- C-Suite executives of Top 500 JSE listed companies
- Chief Information Officers & Chief Technology Officers nationally and internationally of Private Companies and State Owned Entities
- Government Departments
- Exhibitions and conferences

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OVO
TECHMAG

MISSION: TO ACCELERATE THE ADOPTION
OF NEW TECHNOLOGIES IN AFRICA

OAO PUBLISHING

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