

Demographics

Brainstorm magazine, published by ITWeb, is a monthly IT magazine for decision-makers and other intelligent people. Brainstorm offers content on burning business issues that is fresh, controversial, independent and valuable. It's a local publication, focused on the South African market, produced by local people. A staff of experienced editors and journalists bring readers world-class analytical reporting on topical issues focusing on the people, issues, trends and technologies shaping South African business and its ICT industries.

In a heavily contested print market, Brainstorm differentiates itself through its combination of top-drawer photography, classy design, hard-hitting journalism and entertaining writing. It covers the people behind technology, and takes a particular interest in the business leaders, thinkers and entrepreneurs that make the South African IT market tick.

Brainstorm goes beyond the traditional IT publishing ambit to offer a credible, interesting, entertaining and wholly South African look at the people, companies, strategies, policies and trends that shape and capture the soul of the South African ICT industry.

Target Audience

Brainstorm reaches an audience of top decision makers, CEOs, CIOs, managing directors, buyers, sellers and users of technology, as well as industry analysts. The magazine appeals to ICT and other business professionals interested in technology. Of equal value in the boardroom or even as a leisure read, Brainstorm is at the top of executives' must-read lists.

Brainstorm believes that it's essential to cover the local ICT sector in completely original articles written by commissioned journalists on relevant subject matter. Brainstorm does not publish press releases and no copy contained in the main body is licensed from international publications. Brainstorm is all local, all original.



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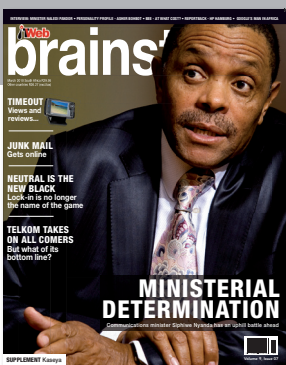
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➔ Advertising rates



		Inserts	
DPS Inside Front	R 48,000.00	1 x A4 (2 sides)	R 10,500.00
		2 x A4 (4 sides)	R 14,000.00
DPS	R 40,000.00	Thereafter R 1,900 per page	
1/2 Page DPS	R 26,000.00	Advertorial	
Inside Front	R 27,500.00		
Inside Back	R 27,500.00	1 x A4 page	R 21,500.00
Back Page	R 31,000.00	Production	R 4,000.00
Full Page	R 21,500.00	4 x A4 pages	R 75,000.00
Full Page - opp contents	R 26,500.00	Production	R 12,000.00
Half Page	R 13,500.00	8 x A4 pages	R 122,000.00
1/3 Page	R 9,500.00	Production	R 24,000.00


➔ Brainstorm material requirements



	Full Page	Full DPS	1/2 pg vertical	1/3 page vertical	1/2 pg horizontal
Print Area:		275 x 220	440 x 275	110 x 275	73 x 275 220 x 137
Type Area:		190 x 245	410 x 245	90 x 245	60 x 245 190 x 107
Bleed:		5 mm	5 mm	5 mm	5 mm 5 mm

Material to be supplied on a CD in PDF format together with a colour print of advert.

➔ Circulation information

ABC Certified for the period: Jan to March 2010		
Net Sales:	6 775	
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Total:	8 635	

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