QUANTUM

The Specialist Journal for Electronics and Communications Professionals

Features 2012

January, May & September

CONNECTIVITY
Active & passive cabling, aerials, antennas, Bluetooth, BNC, backhaul, broadband, broadcasting, cabling, components, connectors, cabling solutions, convergence, DSTV/mobile, fibre optics, ICT, installation, IR links, ISPs, IT security, LAN technology & systems, M2M, maintenance, military applications, military ICT, mobile cloud, networking infrastructure & management solutions, power, protection, radar, RF connectors, routers, satellite, sensors, service providers, smart phones, switches, T & M, unified communications, video conferencing, VoIP, VSAT, wireless, wireless Ethernet.

µPROCESSORS, µCONTROLLERS & DSP
Amplifiers, analogue conditioning, ASICs, automotive applications, automotive computing, automotive batteries, DSPs, biometric processing (security), cabling, components, data acquisition, digital design, displays, DSPs, embedded systems, enclosures, FPGAs, image processing, interfacing, DSPs, memory devices, military applications, packaging/injection moulding, PICs, power, protection, sensors, signal conditioning, switches, video capture, virtualisation.

ELECTRONIC MANUFACTURING & PRODUCTION
Automation, automatic test equipment (ATE), automotive applications, bed-of-nails, cabling, CAD, components, enclosures, ergonomics, Ethernet, packaging, PCB design, pick & place, prototyping, quality control, simulation software, soldering, surface mount devices (SMD), SMT, T & M, tools, quality control, security applications, ultrasonics, web-based telecoms.

February, June & October

COMMUNICATIONS: Amplifiers, antennas, automotive applications, backhaul, broadband, cabling, convergence, DSP, digital TV, defence, enterprise, fibre optics, GPS, GSM, ICT, lasers, local design/ development, mains borne signals, manufacture, mobile & cellular technologies, networking, opto-electronics, oscillators, PABXs, power, protection, RFID, satellite, sensors, smart phones, software, solar, switches, T & M, telecoms, telemetry, ultrasonics, unified communications, video conferencing, VoIP, VSAT, web-based telecoms, wireless, wireless Ethernet.

EMBEDDED SYSTEMS
Android systems, amplifiers, autotronics, batteries, components, DSPs, digital signal controllers, displays, enclosures, hardware, image processing, interfacing DSPs, I/O devices, M2M, MCUs, memory devices, µProcessors hardware, mobile cloud, packaging, power, protection, sensors, signal conditioning, smart phones, switches, video capture.

SECURITY & PROTECTION
Access control, anechoic chambers, automotive applications, biometrics, CCTV, cabling, clamping circuits, cloud storage, compliance testing, components, communications, connectors, data monitoring, data security, decoders, design, EMC shielding, enclosures, environmental energy, Ethernet, facial recognition, fibre-optics, filters, GPRS, gaskets, generators, identification, IP surveillance, IT, security, lightning/surge protection, multiplexers, optical character recognition, PCB design, power, protection circuits, RF, RFID, security, security cameras, sensors, shielding materials, simulation, smart cards, software, solar, standards, suppression devices, surveillance, switches, T & M, UPSs, Web-based access, wireless.

March, July & November

POWER & AUTOTRONICS
Access control, automotive applications, autotronics, batteries, Bluetooth, body & convenience, bus systems, cabling, circuits, chargers, components, crowbars/protection, DC/DC convertors, DC supplies, design, diagnostic systems, driver information, electronic ballasts, EMC/EMI, energy management, environmental energy, fans, filters, generators, GPS, heat simulation, sinks, ICs, in-car entertainment, military, power, power train, regulators, safety & vehicle dynamics, security, solar, supplies, surge protection, switch modes, T & M, transformers, UPSs, wind energy.

NETWORKING & DATABUSES
Antennas, automotive applications, biometrics, broadband, broadcasting, cables, cellular technologies, components, convergence, databuses, design, DSTV/Mobile, electronics, EMC/EMI, Ethernet, firewire, IEEE 1394, GPSs, ICT, Internet, integrated management/solutions, integrated IP solutions, IP telephony, IR links, ISDN, ISPs, IT security, local design/development, military applications, military ICT, mobile cloud, optical fibre, power, protection, protocols, RFID, smart cards, software, TCP/IP, T & M, unified communications, USB, video conferencing, VoIP, VSAT networking, Web-based telecoms, virtualisation, wireless power.

TELECOMMUNICATIONS, MANUFACTURING AND AUTOMATION
Access control, antennas, amplifiers, biometrics, Bluetooth, cabling, cellular, components, control, convergence, Ethernet, GIS, GPS, GPRS, GSM, ICT, industrial IT, industrial networks, lasers, M2M, mobile, optical fibre, opto-electronics, oscillators, power, protection, protocols, RFID, SCADA, security, sensors, TCP/IP, tactical communications, telemetry, web based telecoms, wireless Ethernet, wireless and satellite technologies.

April, August & December

TEST AND MEASUREMENT
Cable/LAN testers, calibration, DMMs, DSP, installation, instruments, logic probes, maintenance, network / spectrum analysers, network testing, optical fibre, opto-electronics, oscilloscopes, pulse and calibration generators, sensors, signal analysers, signal conditioning , standards, switches, test beds, thermography, transducers, troubleshooting.

WIRELESS SYSTEMS (Military ICT August issue)
Amplifiers, antennas, automotive applications, backhaul, Bluetooth, broadband, broadcasting, BWA, components, convergance, DSTV/mobile, femto-cells, fibre optics, GPS, GPRS, ICT, infrared, ISPs, lasers, LTE, M2M, military applications, military ICT, mobile & cellular technologies, mobile cloud, opto electronics, PLLs, power, protection, radar, remote key entry (RKE), RF, RFID, satellite, sensors, smart phones, software, solar, switches, test & measurement, telecoms, telemetry, unified communications, VoIP, VSAT, Web-based telecoms, wireless Ethernet, wireless LANs, WLL.

DESIGN & SOFTWARE: Apple computing, bread boards, CAD, data acquisition, data processing, data protection, development, design, embedded systems, encryption, engineering software, EMC, emulation, ergonomics, IC design, local design/ development, PCB design, PCB design software, power systems, SaaS (software as a service), security, simulation, software tools, solar, standards, system design, tools,virtualisation.

2012

WEB CALENDAR 2013
We will be publishing 4000 copies of our annual web calendar which will be distributed with the December issue of Quantum. This includes your company logo, a short slogan, your web address and your email address. The cost is R4000 ex vat and includes 12 rimmed copies of the calendar for each advertiser.

Feature articles by arrangement with the editor

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Rates 2012

PUBLISHER
Jenny Warwick

EDITOR
Pierre van Rhyn

ADVERTISING
Val Gill

TECHNICAL CONSULTANT
Prof. Ian Jandrell

Quantum is a quality business to business journal that covers the full spectrum of electronic and telecommunication technologies. Quantum's main purpose is to report on all available research, development and product achievements. The journal is published monthly and specifically targets CEOs, COOs, CTOs, CFOs, CCOs, directors, managers, consultants, engineers, designers, technologists, and technicians.

Our main focus for 2010 is to emphasize all aspects of electronic and wireless solutions that enable companies to work more efficiently, in a secure environment, thereby controlling expenditure, optimizing productivity and providing a competitive advantage. Although primarily focused on South African business, Quantum reaches many African countries through it's conference distribution program and via its database. With wireless merging into many different areas and with the advent of ICT, we have found ourselves moving across into the IT industry.

Quantum is an accredited publication for the RSA Technikons and is used by the South African Universities for reference purposes.

Readers visiting www.crown.co.za/quantum.htm can catch up with the latest issues of Quantum online. These issues are available for download as an application for iPad and other smart mobile devices. In addition to our regular circulation, the conference distribution and the multimedia version will broaden Quantum's visibility globally.

QUANTUM READERSHIP PROFILE

Academics/Educational 107, Automotive 166, Computer/networking 122, Consultants 56, Eskom/Local Authorities 118, Electronic Manufacturing 1505 (made up of Consumer 208, Industrial 582, Medical 45, Military 199, General 471), Financial 46, Libraries 40, Mines 175, Media/Promotion 162, Security 232, Subscribers 26, Telecommunications 848, Wholesale/Retail 397

Printed copies 4000 - ABC 3777 (2nd quarter 2011) - Readership est 28 000

ABC figures April - June 2011: Paid circulation - 25; Free circulation - 3752; Total - 3777

SURVEY - The results of 13,4% replies from Quantum's circulation show the number of readers at 6.72 per copy, giving us a readership of approximately 28 000. The survey was assessed firstly under Readership and then reassessed under Industry:

READERSHIP

Buyers/Accountants 1%, Academics 2%, Consulting engineers 2%, Technicians 5%, Marketing/Strategic Planning 8%, Electronics/Other Engineers 13%, Managers 25% Directors/Technical Directors 44%

INDUSTRY

Maintenance Engineers 2%, R & D Higher Education 3%, IT Professionals 7%, Strategic Planning 7%, Security 8%, Telecommunications 13%, Electronic/Electrical engineers 20%, Manufacturing 44%

SUBSCRIPTIONS: R330-00 (including VAT @ 14% and postage within the RSA). Overseas subscriptions contact Wendy Charles.

2012 FULL COLOUR ADVERTISING RATES per insertion ex vat (A4 format)

	Casual	3 Insertions	6 Insertions	12 Insertions
A4	R12 930	R12 200	R11 700	R11 300
1/2 A4	R 10 600	R 9 970	R 9 500	R 9 200
1/3 A4	R 8 950	R 8 250	R 7 950	R 7 650
1/4 A4	R 8 400	R 7 900	R 7 600	R 7 200

Cover Positions & Inserts: on request

**Contract rates available*

For alternative colours, subtract the following:
Process colour: - 5%; Non Process colour: -10%
Black/White: -20%

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A4	Type area	260mm deep x 180mm wide
	Trimmed	297mm deep x 210mm wide
	Bleed	303mm deep x 216mm wide
1/2 A4	Vertical	260mm deep x 100mm wide
	Horizontal	130mm deep x 180mm wide
1/3 A4	Vertical	260mm deep x 65 mm wide
	Horizontal	90 mm deep x 180mm wide
1/4 A4	Vertical	130mm deep x 100 mm wide
	Horizontal	70 mm deep x 180mm wide
1/8 A4	Horizontal	35 mm deep x 180mm wide

DEADLINES

Articles - **8 weeks** preceeding the lst of the month of publication.
Advertising - **6 weeks** preceeding the 1st of the month of publication.
Material - **4 weeks** preceeding the 1st of the month of publication.

PRINT MATERIALS

- Print optimised PDF
- CMYK
- Minimum 300 dpi
- Centred, with bleed

Terms of acceptance:

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Contact: Editor - Pierre van Rhyn; **Advertising** - Val Gill
Telephone: 27 11 622 4770; **Facsimile:** 27 11 615 6108
E-mail: quantum@crown.co.za; **www.crown.co.za/quantum.htm**

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