

# Domestic technology magazines hit Uganda shelves



By [Walter Wafula](#)

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In line with the digital times, Uganda's publishers have added two technology magazines to their market venturing into a niche that had remained untapped for a long time.

*PC Tech Magazine* which is published by PC Tech Communications was unveiled last month while *Techzine*, which hit the market at the end of 2009, is published by Coldev Uganda. The magazine mainly focuses on ICT news, features, reviews and how-tos to inform their readers.

Commenting on his inaugural 44-page issue, Joshua Twinamasiko, the editor of *PC Tech* said the magazine will seek to inform Ugandans in a simple way, the latest advancements in technology and use.

"To know for example that you don't have to call your IT support team when there is paper jam in your printer - that was the primary drive to publishing this magazine," Twinamasiko said. The publication is positioned as source of basic technology information, a reference point for IT decision-makers, a discussion forum for the computer geeks, and a guide for individuals shopping for personal gadgets.

*PC Magazine's* first cover-story tackles the 64-bit revolution, powered by Microsoft's new operating system Windows 7. The operating system was unveiled by the US company last October.

In addition to publishing hard copies of the magazines, the two publishers are using websites to reach their target markets. *PC Tech* is on the domain [www.pctechmagazine.com](http://www.pctechmagazine.com) while *Techzine* magazine is hosted at [www.techzine.co.ug](http://www.techzine.co.ug). While they cost between UGX3,000 (*PC*) and UGX5,000 (*Techzine*), on the internet access to their content is free.

## ABOUT WALTER WAFULA

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