Domestic technology magazines hit Uganda shelves

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.

By Walter Wafula 24 Mar 2010

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 your 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 while *Techzine* magazine is hosted at www.techzine.co.ug. While the cost between UGX3,000 (*PC*) and UGX5,000 (*Techzine*), on the internet access to their content is free.

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