ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>FULL PAGE RHP</th>
<th>DOUBLE PAGE SPREAD (DPS)</th>
<th>HALF PAGE HORIZONTAL/VERTICAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R23 750</td>
<td>R25 000</td>
<td>R44 000</td>
<td>R13 000</td>
</tr>
</tbody>
</table>

RATES excluding agency commission and VAT

SPECIAL POSITIONS

<table>
<thead>
<tr>
<th>INSIDE BACK COVER (IBC)</th>
<th>INSIDE FRONT COVER (DFC)</th>
<th>SECOND DPS</th>
<th>OUTSIDE BACK COVER (OBC)</th>
<th>OPPOSITE CREDITS/CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>R26 500</td>
<td>R60 000</td>
<td>R49 900</td>
<td>R30 500</td>
<td>R25 000</td>
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</tbody>
</table>

CORPORATE PROFILES | ADVERTORIALS | SPONSORSHIP PACKAGES

- **3-PAGE PROFILE**: R63 500
- **4-PAGE PROFILE**: R82 000

- **PLATINUM SPONSOR**
  - Cover Logo + 200 word bio on the sponsor's page + 4 page profile + DPS + Banner on BMM R130 000

- **GOLD SPONSOR**
  - Cover Logo + 200 word bio on the sponsor's page + 4 page profile + Banner on BMM R100 000

- **SILVER SPONSOR**
  - Cover Logo + 200 word bio on the sponsor's page + 2 page profile + Banner on BMM R85 000

*Special positions include: Banner ADVERT and link activation on the Business Media Live website + 50 copies of the magazine*

**Pricing on request**

**COVER BRANDING, SPECIAL EXECUTIONS, PROFILE**

<table>
<thead>
<tr>
<th>PACKAGES AND SPONSORSHIPS</th>
<th>RUN-ON COPIES</th>
<th>COVER BRANDING</th>
<th>CREATIVE EXECUTIONS</th>
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</thead>
<tbody>
<tr>
<td>Pricing on request.</td>
<td>Pricing on request.</td>
<td><em>Centre spread on heavier GSM gloss; and + 4, 6 and 8 page sections on heavier GSM gloss.</em></td>
<td></td>
</tr>
</tbody>
</table>

*Pricing on request*

**ADVERTISING AND BOOKING INFORMATION**

**TOTAL PRINT RUN**

40 000

**SKILLS DEVELOPMENT**

**DISTRIBUTED TO SELECTED SUNDAY TIMES SUBSCRIBERS NATIONALLY**

**PUBLICATION**

28 June 2020

**2020**

**EDUCATION | TRAINING | FUNDING | HUMAN RESOURCES**

**ADVERTISING AND BOOKING INFORMATION**

**MATERIAL SPECIFICATIONS**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>TRIM</th>
<th>BLEED</th>
<th>SAFE TYPE AREA</th>
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<tbody>
<tr>
<td>DPS</td>
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<td>474mm x 307mm</td>
<td>434mm x 267mm</td>
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<tr>
<td>FCIP</td>
<td>232mm x 297mm</td>
<td>242mm x 307mm</td>
<td>206.6mm x 272.6mm</td>
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<tr>
<td>HALF PAGE HORIZONTAL</td>
<td>216mm x 138mm</td>
<td>NO BLEED</td>
<td></td>
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<tr>
<td>HALF PAGE VERTICAL</td>
<td>105mm x 282mm</td>
<td>NO BLEED</td>
<td>102mm x 282mm</td>
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</table>

A digital replica will be available on our website www.businessmediamags.co.za
INTRODUCTION
In 2014, South Africa adopted the Medium Term Strategic Plan (MTSF) 2014-2019 as the first programme to help implement the National Development Plan (NDP). The MTSF identifies the important actions required to implement the aspects of the NDP for which government is responsible over the next five years. The MTSF is structured around 14 priority outcomes, of which a skilled and capable workforce to support an inclusive growth path is integral. With this in mind, the Sunday Times Skills Development magazine will tackle the innovative strategies that the public and private sector have in place to aid the goals of government’s NDP.

OUR CORE FOCUS AREAS:
> Innovation in development
> Research and insights on entrepreneurship, HR strategies, management and leadership
> The impact of the hastag campaigns
> Funding, training and Education
> Trends in the graduate labour market
> SETA successes
> Ready-to-Work campaigns