

SKILLS DEVELOPMENT



EDUCATION | TRAINING | FUNDING | HUMAN RESOURCES

TOTAL PRINT RUN
40 000

SKILLS DEVELOPMENT

DISTRIBUTED TO SELECTED SUNDAY TIMES SUBSCRIBERS NATIONALLY

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ADVERTISING AND BOOKING INFORMATION

ADVERTISING RATES

| FULL PAGE | FULL PAGE RHP | DOUBLE PAGE SPREAD (DPS) | HALF PAGE HORIZONTAL/VERTICAL |
|-----------|---------------|--------------------------|-------------------------------|
| R23 750 | R25 000 | R44 000 | R13 000 |

RATES: excluding agency commission and VAT

SPECIAL POSITIONS

| INSIDE BACK COVER (IBC) | INSIDE FRONT COVER (DPS) | SECOND DPS | OUTSIDE BACK COVER (OBC) | OPPOSITE CREDITS/CONTENTS |
|-------------------------|--------------------------|------------|--------------------------|---------------------------|
| R26 500 | R60 000 | R49 900 | R30 500 | R25 000 |

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MATERIAL SPECIFICATIONS

| SIZE | TRIM | BLEED | SAFE TYPE AREA |
|----------------------|---------------|---------------|-------------------|
| DPS | 464mm x 297mm | 474mm x 307mm | 434mm x 267mm |
| FCP | 232mm x 297mm | 242mm x 307mm | 206.6mm X 272.6mm |
| HALF PAGE HORIZONTAL | 216mm x 138mm | NO BLEED | 220mm x 84mm |
| HALF PAGE VERTICAL | 105mm x 282mm | NO BLEED | 102mm x 282mm |

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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 hashtag campaigns
- > Funding, training and Education
- > Trends in the graduate labour market
- > SETA successes
- > Ready-to-Work campaigns



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