

# SKILLS DEVELOPMENT



EDUCATION | TRAINING | FUNDING | HUMAN RESOURCES

TOTAL PRINT RUN  
**20 000**

## SKILLS DEVELOPMENT

DISTRIBUTED TO SELECTED SUNDAY TIMES SUBSCRIBERS NATIONALLY

The Sunday Times Skills Development digimag will also be promoted and previewed for a week on [www.sundaytimes.co.za](http://www.sundaytimes.co.za)

[www.sundaytimes.co.za](http://www.sundaytimes.co.za) stats Source: Narrative (SA audience data), social media

Unique browsers: 1 784 707  
Page views: 3 494 592  
Facebook: 164 525  
Twitter: 508 925  
Instagram: 16 454

PUBLICATION  
**JULY 2021**

### 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

### DIGITAL

4 PAGE DIGIMAG (CONTENT AND PICTURES SUPPLIED BY CLIENT)	R5 500
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Customised digimag are for clients own distribution network	

### CORPORATE PROFILES | ADVERTORIALS | SPONSORSHIP PACKAGES

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### COVER BRANDING, SPECIAL EXECUTIONS, PROFILE

PACKAGES AND SPONSORSHIPS	RUN-ON COPIES	COVER BRANDING	CREATIVE EXECUTIONS
Pricing on request.	Additional copies will be offered to organisations wishing to make use of this publication for internal distribution. *Pricing on request	Pricing on request.	<ul style="list-style-type: none"> <li>Centre spread on heavier GSM gloss; and</li> <li>4, 6 and 8 page sections on heavier GSM gloss.</li> </ul> *Pricing on request

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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

A digital replica will be available on our website [www.businessmediamags.co.za](http://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 hashtag campaigns
- > Funding, training and education
- > Trends in the graduate labour market
- > SETA successes
- > Ready-to-Work campaigns



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## ADVERTISING CONTACT

JEANETTE NICHOLSON  
Sales Project Manager  
Tel: +27(0) 21 469 2566  
Cell: 073 179 2196  
Email: [jeanetten@picasso.co.za](mailto:jeanetten@picasso.co.za)

## VISIT OUR WEBSITE

Sunday Times Skills Development will be available on the Business Media Mags website for 12 months [www.businessmediamags.co.za](http://www.businessmediamags.co.za)



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