

SKILLS DEVELOPMENT



EDUCATION | TRAINING | FUNDING | HUMAN RESOURCES

TOTAL PRINT RUN
20 000
SKILLS DEVELOPMENT

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

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ADVERTISING RATES

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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
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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 COREFOCUS AREAS:

- > Innovation in development: 4th Industrial Revolution and beyond
- > Research and insights on entrepreneurship, Management and Leadership, shift in HR Strategies specifically around remote working
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- > The NDP: Pipedream or Reality: How Covid has affected the plan, specifically considering the economic drain
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- > Education and Training and access to Funding: The Free Education Dilemma
- > SETAs: Facing the challenges of the new normal. Do virtual workshops work?
- > How Ready Are You To Work? Acing the Interview



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ADVERTISING CONTACT

Jerome van der Merwe
Sales Project Manager
Switchboard (021) 469 2400
Direct (021) 469 2485
Cellphone 082 668 1496
Website www.picasso.co.za

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