

SKILLS DEVELOPMENT

RATE CARD 2022

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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
- Youth Development in the Green Environment
- The NDP: Pipedream or Reality: How Covid has affected the plan, specifically considering the economic drain
- Internships: Cheap labour or cohesive benefit to both Employer and Employee? Academia vs Experience
- 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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Source: Narrative (SA audience data), social media

DIGITAL
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Sunday Times

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FULL PAGE



DPS



HALF PAGE AD

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R58 675

4 Page Profile including
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ADVERTISING RATES

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SECOND DPS	R37 550
HALF PAGE	R12 250
OPP CONT/EDS NOTE	R22 200

MATERIAL SPECIFICATIONS

	DPS	FCP	1/2 Page Horizontal	1/2 page Vertical
Trim	464 x 297mm	232 x 297mm	225 x 138mm	107mm x 287mm
Bleed	480 x 307mm	245 x 307mm	No bleed	No bleed
Safe type area	430 x 215mm	215 x 277mm	217mm x 130mm	99 x 279mm

All finished advertising material to be supplied as CMYK PDF in PDF/X-1. (This format is standard for magazine web printing.) Resolution must be 300dpi and maximum total ink to be 270%.



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