

Sunday Times

SKILLS DEVELOPMENT

RATE CARD 2023

PUBLICATION DATE:
JULY 2023

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.



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- 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

TOTAL PRINT RUN
17 500
DISTRIBUTED TO SELECTED
Sunday Times subscribers

DIGITAL DITRIBUTION

Skills Development will be available on Business Media Mags
www.businessmediamags.co.za
as a replica e-zine for 12 months.

Skills Development e-zine will also be showcased on TimesLIVE and SowetanLIVE for 7 days after publication date.

Skills Development e-zine will be sent directly to Pressreader subscribers.

STATS

www.businessmediamags.co.za

Direct page views **25,021**

Unique website views **20,272**

Facebook

33,219 Likes

33,501 Followers

176,269 Reach

12,872 Engaged

Twitter

1,347 Followers

Instagram: **387** Followers

LinkedIn: **486** Followers

TimesLIVE

Unique browsers **4 914 864**

Page views **21 098 812**

Social Media

Facebook **1 385 406**

Twitter **508 925**

Instagram **16 454**

SowetanLIVE

Unique browsers: **8 115 583**

Facebook: **810 205**

Source: Narrative (SA audience data)

Pressreader subscribers

Sunday Times: **8 447**

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ADVERTISING CONTACT

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ADVERTISING RATES

All rates exclude VAT and agency commission.

FP	R23 750
FP RHP	R25 000
DPS	R44 000
IFC DPS	R60 000
IBC	R26 500
OBC	R30 500
SECOND DPS	R49 900
HALF PAGE	R13 000
OPP CONT/EDS NOTE	R25 000

MATERIAL SPECIFICATIONS

	DPS	FCP	1/2 Page Horizontal	1/2 page Vertical
Trim	470 x 297mm	235 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%.

PROFILE PACKAGES

3 Pages **R63 500**

4 Pages **R82 000**



FULL PAGE



DPS



HALF PAGE AD



PUBLISHER

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