

HUMAN RESOURCES RATE CARD 2022

**PUBLICATION DATE:
NOVEMBER 2022**

EDITORIAL THEMES:

The Human Resources magazine will focus on gaining valuable insight from HR practitioners around:

- Transformation and how HR plays a key role in developing, reinforcing and changing the culture of an organisation.
- Increasing productivity and impacting on the knowledge economy and improved competitiveness.
- Recruitment, retention and remuneration policies for growth and performance.
- Compliance - managing company risk
- Occupational health and safety

Additional topics will include:

- Payroll technology and software
- Performance management training and development



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DISTRIBUTION

Print distribution

DISTRIBUTED WITH THE FULL RUN OF BUSINESS DAY

Digital distribution

Human Resources e-zine will be available on www.businessmediamags.co.za for 12 months from publication

Human Resources e-zine will be promoted and previewed for one week on

www.businesslive.co.za and www.timeslive.co.za

Human Resources e-zine will be sent directly to all Business Day pressreader subscribers.

**A LARGE FORMAT
PUBLICATION IN PRINT
AND DIGITAL**

STATS

www.businessday.co.za

Unique browsers **2 714 075**

Page views **7 636 356**

Facebook **126 636**

Twitter **295 86**

www.timeslive.co.za

Unique browsers **4 914 864**

Page views **21 098 812**

Social Media

Facebook **1 385 406**

Twitter **508 925**

Instagram **16 454**

Source: Narrative (SA audience data)

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.

Press reader

Business Day subscribers: **4 439**

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ADVERTISING RATES

All rates exclude VAT and agency commission.

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	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%.



FULL PAGE



DPS



HALF PAGE AD



PUBLISHER

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