BusinessDav

HUMAN RESOURCES RATE CARD 2022

PUBLICATION DATE: NOVEMBER 2022

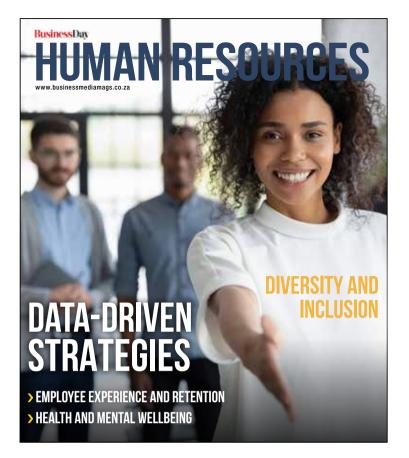
EDITORIAL THEMES:

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

HUMAN RESOURCES RATE CARD 2022

ADVERTISING CONTACT

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ADVERTISING RATES

All rates exclude VAT and agency commission.

FULL PAGE R18 500
DOUBLE PAGE SPREAD R32 500
INSIDE FRONT COVER DPS R41 000
OUTSIDE BACK COVER R26 500
FULL PAGE +

FULL PAGE +

COVER LOGO (LIMITED) R26 650
HALF PAGE R10 250

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1/2 Page

1/2 page





DPS



FULL PAGE





MATERIAL SPECIFICATIONS

DPS **FCP** Horizontal Vertical 470 x 297mm 107mm x 287mm Trim 235 x 297mm 225 x 138mm 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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