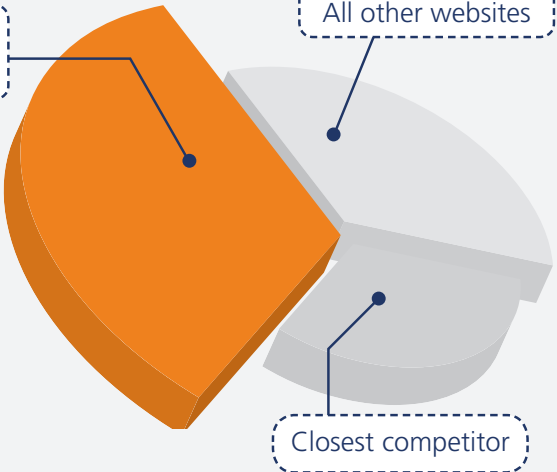


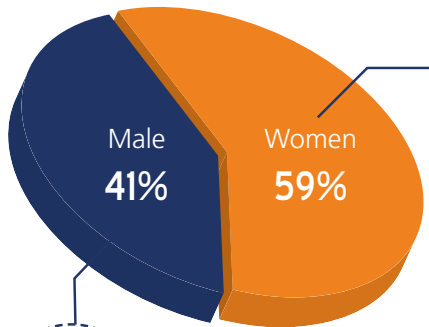
HR & Training Marketshare

We enjoy a niche market within South Africa, targeting users wishing to further their careers through our services providers; this in-turn produces better results. Over 140 000 unique visitors a month and over 70 000 newsletter subscribers ensures you are exposed to right market, while the right tools ensure the best exposure for your brand.

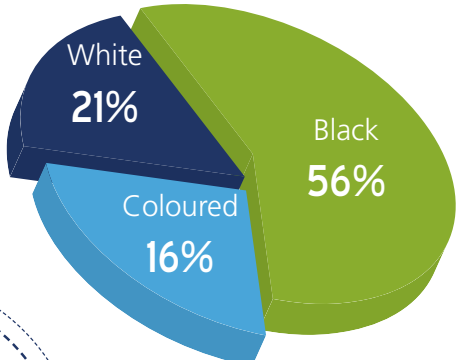
the skillsportal



A recent survey was conducted on our Skills Portal, these are our findings:



Age:
21 - 29
38%



Age:
30 - 50
62%



Noteworthy stats: All

82% had received a National Diploma or higher.

60% earned a salary of R15 000 to R70 000 per month.

42% used the internet for shopping.

38% were owners of their own home, while 36% were renting.

30% of our visitors are business owners.

BANKING

58%

of our visitors indicated they use the internet regularly for banking.

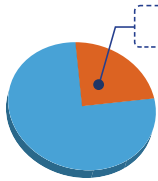
40%

Owned a Credit card

34%

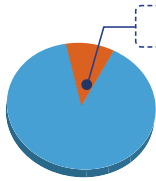
have a credit limit of R20 000 – R100 000.

Which of these products or services do you currently use/have?



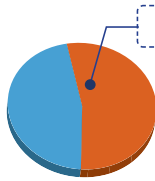
23%

Auto/car loan (financed by a bank)



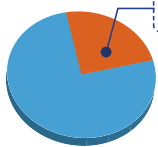
10%

Children's account /Head start



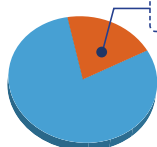
53%

Current cheque account



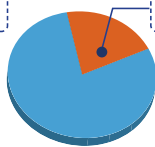
24%

Investment services (Mutual funds or share)



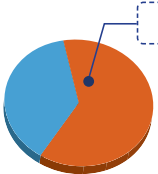
20%

Mortgage or home loan



21%

Personal loan



62%

Savings account



ADVERTISING RATES

PLACEMENT	AD PLACEMENT	SIZE	CPM RATE
Home Page & ROS Banners	Top Right	300 x 250	R 250
	Top Across	728 x 90	R 250
	Mobile Placements	300 x 50	R 250
	Right Middle Banner	320 x 600	R 300
News Letters	75 000 subscribers	HTML	R 9 000
Site Take Overs	Advertiser Site Skin	1200 x 600	R7500 per day
Social Media	Value Adds	Value Adds	Value Adds
Advertorials	Value Adds	Value Adds	Value Adds

ADVERTISING OPTIONS

Anywhere, anytime



Banner Advertising Web & Mobile



Email Marketing



Social Networking



Press Offices

CONTACT

the **skillsportal**
skills for success

Leigh-Ann Geydien

Digital Marketing Manager

T: 0861 11 22 18

E: leigh-ann@portalpublishing.net



www.skillsportal.co.za