

Sunday Times

CSI

COLLABORATION • ENGAGEMENT • IMPACT

DISTRIBUTION
October 2018

Distributed with **50 000 SUNDAY TIMES**
subscriber copies

 **PICASSO
HEADLINE**
Excellence in niche publishing

**tiso blackstar
group.**

CORPORATE SOCIAL INVESTMENT



ADVERTISING RATES 2018 (Excluding agency commission and VAT)

Corporate Social Investment (CSI) encompasses projects that are external to the normal business activities of a company. Social investment (responsibility) programmes have a strong developmental approach and utilises company resources to benefit and uplift communities.

During the past decade CSI spend has taken on many new interpretations and companies are now aligning programmes with Broad-Based Black Economic Empowerment (B-BBEE) codes.

There are areas of change and positive impact in the social responsibility arena as government, private companies and corporates come together to create pockets of excellence in communities, often with the emphasis on innovative, collaborative and sustainable ways to work together and create a legacy of upliftment and goodwill throughout SA.

The conversation is no longer about where – or on whom the money should be spent – but rather how to support projects and with whom to collaborate.

The October 2017 issue of the *Sunday Times CSI* will focus on collaborative programmes and creative innovations, as well as interventions that are building more meaningful and sustainable impact.

Core focus areas include public-private partnerships and sustainable collaborative interventions in the areas of:

- education;
- mining, construction and agriculture;
- access to health and welfare; and
- job creation and training.

ONLINE PRESENCE

Business Media Mags: www.businessmediamags.co.za

SIZE	RATE
Full page	R28 500
Double-page spread (DPS)	R50 600
Inside front cover (IFC) DPS	R65 000
Second DPS	R54 890
Inside back cover (IBC)	R34 270
Outside back cover (OBC)	R39 760
Opposite credits/editor's note and contents	R30 925
Right-hand page (RHP) SOLUS	R29 500
Half page	R14 250

CORPORATE PROFILES AND SPONSORSHIP PACKAGES

3-PAGE PROFILE	R75 000
4-PAGE PROFILE	R100 000
PLATINUM SPONSOR: COVER LOGO + 6 PAGES	R186 000
GOLD SPONSOR: COVER LOGO + 4 PAGES	R129 000
SILVER SPONSOR: COVER LOGO + 2 PAGES	R72 000
* Sponsorship packages include a banner advert and a link activation on www.businessmediamags.co.za plus 50 copies of the magazine	

MATERIAL REQUIREMENTS

SIZE	TRIM	BLEED	SAFE TYPE AREA
DPS	297 x 470mm	303 x 476mm	215 x 430mm
Full Page	235 x 297mm	241 x 303mm	215 x 277mm
1/2 Page – H	138 x 225mm	no bleed	134 x 221mm
1/2 Page – V	109 x 289mm	no bleed	97 x 277mm
1/4 Page	138 x 107mm	no bleed	128 x 97mm
Format: CMYK PDF (Compliant PDF/x – 1a standard for mag web printing)			
Resolution: 300dpi			
Max Total Ink: 270%			

ADVERTISING CONTACT

Project Manager: Jeanette Nicholson

Direct tel: +27 21 469 2566 | Switchboard: +27 21 469 2400

Email: jeanetten@picasso.co.za