

# CSI

Sunday Times



INSERT DATE: November 2021

Total print run **20 000** distributed to selected  
**SUNDAY TIMES** subscribers

# CORPORATE SOCIAL INVESTMENT



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 create ‘shared-value’.

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, sustainable collaborative interventions and shared-value in the areas of:

- Education
- Youth and Sport Development
- Funding
- Bursaries/Scholarships
- Access to Health and Welfare
- Job Creation and Training
- Skills Development

The *Sunday Times* CSI digimag will also be promoted and previewed for a week on [www.sundaytimes.co.za](http://www.sundaytimes.co.za)

[www.sundaytimes.co.za](http://www.sundaytimes.co.za) stats,

Source: Narrative (SA audience data)

## SOCIAL MEDIA

Unique browsers: 1 784 707

Page views: 3 494 592

Facebook: 164 525

Twitter: 508 925

Instagram: 16 454

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## ONLINE PRESENCE

Business Media Mags:

[www.businessmediamags.co.za](http://www.businessmediamags.co.za)



## ADVERTISING RATES (Excluding agency commission and VAT)

SIZE	RATE
Full page	R18 500
Double-page spread (DPS)	R35 420
Inside front cover (IFC) DPS	R48 650
Second DPS	R46 550
Inside back cover (IBC)	R26 950
Outside back cover (OBC)	R26 950
Opposite credits/editor's note and contents	R30 925
Right-hand page (RHP) SOLUS	R29 500
Half page	R12 250
Quarter page	R11 500

## DIGITAL

4-Page Digimag: R5000 (Client to supply content and images to design. Customised client digimags are for the clients own distribution network.)

8-Page Digimag: R10 000 (Client to supply content and images to design. Customised client digimags are for the clients own distribution network.)

## INNOVATIVE ADS

Triangle (right or left corner)	R10 850
Island	R10 850
DPS Wrap around border	R17 150

## 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

## MATERIAL REQUIREMENTS

SIZE	TRIM (H X W)	BLEED	SAFE TYPE AREA
DPS	297 x 464mm	307 x 474mm	253 x 420mm
Full Page	297 x 232mm	307 x 242mm	253 x 210mm
1/2 Page – H	138 x 222mm	no bleed	134 x 218mm
1/2 Page – V	287 x 104mm	no bleed	283 x 100mm
1/4 Page	138 x 104mm	no bleed	134 x 100mm

**Format:** CMYK PDF (Compliant PDF/x – 1a standard for mag web printing)

**Resolution:** 300dpi

**Max Total Ink:** 270%

## ADVERTISING CONTACT

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