

Sunday Times

CSI

RATE CARD 2022

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19 JUNE 2022**

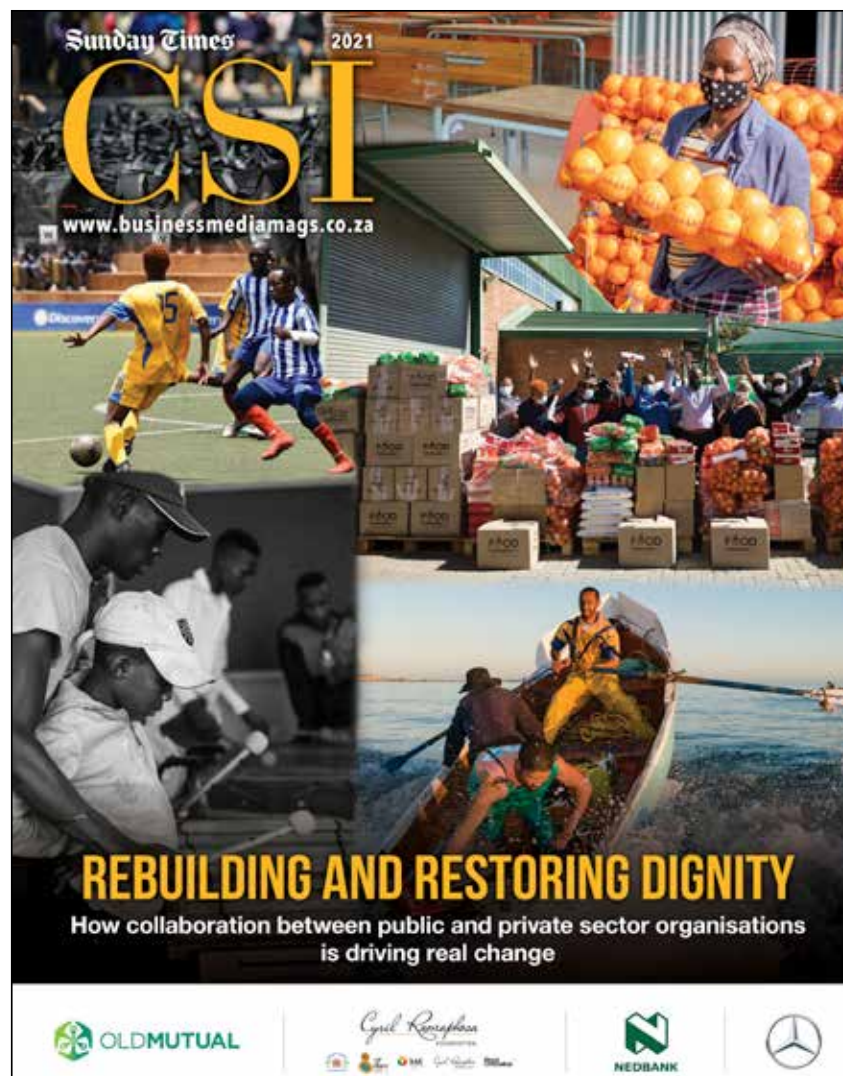
Corporate Social Investment (CSI) encompasses projects that are external to the normal business activities of a company. Social Investment (responsibility) programmes have a strong developmental approach and utilises company resources to benefit and uplift communities. During the past decade CSI spend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

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



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TOTAL PRINT RUN

20 000

DISTRIBUTED TO SELECTED
Sunday Times subscribers

Sunday Times CSI is an annual large-format print and digital publication. Distributed to selected Sunday Times subscribers.

CSI will be available on Business Media Media Mags

businessmediamags.co.za

as a replica e-zine for 12 months CSI will also be showcased on

Sundaytimes.co.za

for 7 days from publication date.

CSI e-zine will be sent directly to all press reader subscribers.

www.sundaytimes.co.za stats:

Unique browsers **1 784 707**

Page views **3 494 592**

Facebook **164 525**

Twitter **508 925**

Instagram **16 454**

Press reader subscribers stats

Sunday Times: **8200**

Source: Narrative (SA audience data), social media

DIGITAL

CSI IS AVAILABLE ON

**[https://businessmediamags.co.za/
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ADVERTISING CONTACT

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ADVERTISING RATES

All rates exclude VAT and agency commission.

FULL PAGE	R18 500
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SECOND DPS	R46 550
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OUTSIDE BACK COVER	R26 950
OPPOSITE CREDITS /EDITOR'S NOTE AND CONTENTS	R30 925
RIGHT-HAND PAGE (RHP) SOLUS	R29 500
HALF PAGE	R12 250

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CORPORATE PROFILES

3 PAGES	R50 000
4 PAGES	R65 000

MATERIAL SPECIFICATIONS

	DPS	FCP	1/2 Page Horizontal	1/2 page Vertical
Trim	464 x 297mm	232 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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