

Sunday Times
CSI
RATE CARD 2022

**DISTRIBUTION DATE:
NOVEMBER 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

Sunday Times 2022
CSI
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Growing our economy by supporting the upliftment of our communities

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Unique browsers **1 784 707**
Page views **3 494 592**
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Source: Narrative (SA audience data), social media

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ADVERTISING CONTACT

TARIN-LEE WATTS

Sales Project Manager

Tel: +27(0) 87 379 7119

Cell: +27(0) 79 504 7729

Email: wattst@picasso.co.za



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Safe type area	430 x 215mm	215 x 277mm	217mm x 130mm	99 x 279mm

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FULL PAGE



DPS



HALF PAGE AD



PUBLISHER

PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS

Hill on Empire 16 Empire Road (cnr Hillside Road), Parktown, Johannesburg

Postal Address: PO Box 12500, Mill Street, Cape Town, 8001