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PRIMEDIA PUBLISHING

One of the country's leading specialist publishers, Primedia Publishing have 17 titles in its stable in areas of interest ranging from financial, media and marketing, industrial, gardening, home and decor, pharmaceutical and information technology.



CSI INITIATIVES

Advertising space

The following titles donated advertising space to various charities:

- SA Gardening and Tuin Paleis, to the Cancer Association of South Africa (CANSA)
- Advantage, to the Advertising Media Association of Southern Africa (AMASA)

Advertising space was also donated to the Ackerman Pick n Pay Foundation. In return computers were given to the Alexander Motswedi centre, the home of Primedia Skills Development. Advertisements were also given to the Pick n Pay Foundation to show its support for the Men on the Side of the Road, another project of Primedia Skills Development.

Other organisations that were donated space included the Endangered Wildlife Trust, The SA Gardening Green Trust Eco-Gardener of the Month Award, the SPCA and the South African Guide Dogs Association.

Reading materials

Several of the company's titles were given to non-profit organisations. This included free copies, subscriptions and back issues. SA Gardening and Tuin Paleis in particular donated subscriptions as well as SA Gardening Cookbooks to a number of organisations such as a Cerebral Palsy organisation in Pinetown, the Jong Dames Dinamiek and CANSA.

CANSA

A donation was made to CANSA in partnership with the Garden Pavilion garden centre group.

Offices for Life College

A non-profit organisation offering life skills programmes to under privileged youths, Life College has been donated office space and IT support from Primedia Publishing. This support is estimated to be R180 000.00 per annum in value.

Presents for Chance

New clothes, toys and party packs were purchased by the company, its staff and their family and friends for the children of Chance Children's Home in Springs. Staff members also delivered the gifts, spending time with the children and babies.

Primedia Publishing's total CSI contribution for the FY2007/08 is R748 900.00.



CSI POLICY

Primedia Publishing strives to give worthy causes a platform through its many publications to raise awareness and encourage donations.

INTERESTING FACTS AND FIGURES

Head: Jacques Breytenbach – Divisional CEO
Employees nos: 32 permanent and 21 freelance staff
BEE Credentials: Pending

