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While the lion's share of the company's CSI contribution is made through the donation of advertising space, the company and its staff have also been involved in several other corporate social investment initiatives, ranging from going on clothing shopping sprees for needy children, to providing office space for an educational institution.

Donating advertising space

Primedia Publishing's gardening titles, *SA Gardening* and *Tuin Paleis*, donated R272 800 worth of advertising space to the Cancer Association of South Africa (CANSAs).

Advantage magazine, Primedia Publishing's advertising, marketing and media magazine, donated a third of a page advert each month to the Advertising Media Association of Southern Africa (AMASA). AMASA is a non-profit organisation, which, amongst its many other roles, has made a number of bursaries available to deserving students. The value of the advertising space was R58 800.

The company donated two full pages of advertising, valued at R34 100, across two magazines, to the Ackerman Pick 'n Pay Foundation, in return for computers for the Alexandra Motswedi Centre, the home of Primedia Skills Development.

A full page advertisement, valued at R19 600, was placed in *SA Gardening*, which focused on the Ackerman Pick 'n Pay Foundation's support of Men on the Side of the Road, a project which aims to train and organise unemployed people who look for casual work on street corners, to improve their chances of finding employment.

Advertising space was also donated to the following causes:

- Endangered Wildlife Trust (valued at R112 500);
- The *SA Gardening* Green Trust Eco-Gardener of the Month Award (R48 800)
- SPCA (R137 200 worth of ad space)
- South African Guide-Dogs Association (R80 700)

Reading material

Free copies, subscriptions and back issues of various Primedia Publishing titles were given to several non-profit organisations.

SA Gardening cookbooks and *Tuin Paleis* and *SA Gardening* subscriptions donated through the year amounted to R1 792.

Two *SA Gardening* cookbooks and an *SA Gardening* subscription were given to a cerebral palsy organisation in Pinetown for a fundraising event, while two *Tuin Paleis* subscriptions and three *SA Gardening* cookbooks were given to the *Jong Dames Dinamiek* (Young Women's Dynamic) for its congress in January 2007. CANSAs was given three *SA Gardening* cookbooks, and a subscription to both *Tuin Paleis*

Primedia Publishing

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About the company: Primedia Publishing is one of the country's leading specialist publishers with 14 titles in its stable. Primary areas of interest are financial, media and marketing, industrial, gardening, home and décor, pharmaceutical and information technology.

The company's titles service niche areas, communicating with highly targeted groups of readers ranging from engineers to gardening enthusiasts, financial advisers to architects and pharmacy assistants.

Primedia Publishing's mission is to provide winning integrated marketing communication solutions for its clients, thereby maximising brand value and wealth creation for all partners.

Number of employees: 26 permanent and 18 freelance employees

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and *SA Gardening*, for the opening of the CANSA/SANLAM Golf Challenge.

CANSA was also given 120 back issues of *Tuin Paleis* and *SA Gardening* for the same event, and a further 1 200 back issues of various titles for other CANSA functions.

Donation to CANSA

Primedia Publishing donated R100 000 to CANSA, in partnership with the Garden Pavilion garden centre group.

Offices for Life College

Primedia Publishing helps further education in South Africa by offering office space and IT support to the South African Life College, a non-profit organisation which offers life skills programmes to underprivileged youths.

Support offered by Primedia Publishing during the 2006/7 fiscal is estimated at R64 000.

New clothes for Forest Town

The staff of Primedia Publishing made a united decision to utilise part of the funds allocated to the company's financial

year-end function, to buy much-needed clothes for those children of Forest Town School who are indigent. The children suffer from cerebral palsy and various learning disorders.

Primedia Publishing staff members took the children shopping and helped them fit on Christmas clothes and school clothes. Ackermans gave the company a 5% discount on all the clothes purchased, and Kentucky rounded off the day by giving the children free ice creams.

R10 000 was spent on the children's new clothes.

Presents for Chance

To celebrate Christmas, Primedia Publishing's staff and their families and friends got together and bought the children of Chance Children's Home in Springs new clothes, toys and party packs. Staff members helped deliver the gifts and spent the afternoon playing with the children and babies. Chance cares for destitute, abused, neglected and abandoned children.

The CSI bottom line

Primedia Publishing estimates its total contribution to CSI, for the 2006/7 financial year, was R940 292.



Neetu Moodley of Primedia Publishing accompanies children of Forest Town School on a clothing shopping spree.



There's nothing like some retail therapy to kick off the start of the festive season.



Primedia Publishing brings Christmas presents for the children of Chance Children's Home.



Christmas is a lot brighter when new clothes, toys and party packs are under the tree.