



About CSR NEWS

CSR NEWS is one of the worldwide leading internet platforms about Corporate Social Responsibility. On CSR NEWS you will find all that is done, thought and planned in the field of "social responsibility of companies". The company CSR NEWS GmbH is fully owned by the non-profit-making "Corporate Responsibility Foundation". CSR NEWS is neutral and independent.

CSR NEWS offers a platform to its members with a far reaching recognition. With about 100.000 visitors per month it is one of the most popular platforms about corporate responsibility worldwide.

CSR NEWS is...

... a **leading news service** about corporate responsibility: up-to-date, multisided, scientific and professional.

... an **international platform for dialogue** with articles in five different languages, partners worldwide and a journalistically moderated dialogue.

... an **essential tool** for every body in charge of CSR or interested in that, with a data base for literature, a worldwide map about CSR and special search tools.

... a **think tank for CSR** with meetings and communications, the latest trends and high quality subjects and information.

... a **Good Corporate Citizen** and fully owned by the non-profit-making "Corporate Responsibility Foundation" (in the course of incorporation).

... the platform for **open minded, ambitious, and communicative** readers.

CSR NEWS offers:

- **csr-news.net:** With our flagship we report up-to-date, comprehensive and at the same time well arranged on issues in corporate responsibility—from companies, NGOs, science and politics.
- **csr-jobs.net:** the job portal in the field of corporate social responsibility.
- **csr-reporting.net:** the full and clearly structured directory on CSR reporting including performances in relevant rankings .
- **csr-directory.net:** The most comprehensive classified directory worldwide about CSR with more than 5,000 entries.
- **csr-literature** is an online bibliography with more than 10,000 entries regarding CSR – always up to date.
- **csr-local.net** offers information about CSR on both global and local level.
- **csr-search.net:** our special search engine for corporate social responsibility.
- **csr-professional.net:** background information for CSR-professionals and decision-makers in economy and society

Very important to us: CSR NEWS is a **network**. Please play your part by contributing your ideas, your suggestions, your critical remarks, your topics and events.

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Become a member of CSR NEWS

You reach an interesting and interested readership worldwide.

CSR NEWS is within German-speaking regions the renowned and highly frequented website and counts itself also worldwide to the leading information platforms on the topic of CSR. In addition to that, as a news service, CSR NEWS serves other media up-to-date, scientifically and professionally with information all about corporate responsibility.

Your news pieces will find optimal spread on CSR NEWS at csr-news.net, csr-jobs.net or csr-reporting.net .

Your dialogue on CSR will be stimulated and professionally moderated: Members and readers all around the world and from all parts of society use CSR NEWS. You can activate a commentary function to your press releases (optional) and we look after the fairness of the commentaries.

You are part of a CSR think tank: The data base csr-literature.net is available for your research work as well as the worldwide CSR map csr-local.net. And you will be identified to others as a member in the csr-directory.net, csr-reporting.net, and in csr-search.net – with your contributions on the news platform.

You secure and show your CSR quality: Media coverage with a professional journalistic and scientific standard, transparency and a lively dialogue secure the quality of your CSR concepts. Via csr-professional.net you will have access to background information on selected edited articles concerning corporate responsibility.

Dialogue is our strength: The editors of CSR NEWS will keep in touch with you and are available as your contact person. Use the opportunity for meetings and exchanges on our CSR events.

Media data

Visitors on CSR NEWS

(Average in 2009, based on: logfile analysis)

	<u>per month</u>	<u>per year</u>
Number of visitors	97,000	1,164,000
„unique“ IPs	25,000	190,000
Page view	1,100,000	13,200,000
Average visiting time	12 minutes 45 seconds	
Transferred data	45 GB	540 GB

Alexa „Traffic Ranks“

Information on the performance of our website you will find also on [Alexa.com](https://www.alexa.com). Please feel free to compare them with other sites.

Distribution through newsletters, RSS-feeds and social media

- Number of newsletter subscribers (daily, weekly or monthly):
 - 3,000 German-speaking subscribers with about 12,000 circulations per month in total
 - 1,000 English-speaking subscribers with about 5,000 circulations per month in total
- Number of RSS-feed receivers: about 3,000
- Distribution of news-pieces through Twitter, Facebook and csr-mobile.net
 - German-speaking subscribers: about 500
 - English-speaking subscribers: about 1,300

Distribution through further news services and content-partnerships

CSR NEWS is admitted as one of the only 4,500 news services at [GOOGLE NEWS](https://www.google.com/news/). Our German-speaking as well as our English-speaking news pieces that way find a wide ranging distribution.

CSR NEWS additionally maintains content-partnerships with important organisations in the range of Corporate Social Responsibility. On the websites our news pieces will be automatically posted as teasers. Partner websites are for example:

- Deutsches Netzwerk Wirtschaftsethik: [dnwe.de](https://www.dnwe.de)
- Studentisches Netzwerk Wirtschaftsethik: [sneep.info](https://www.sneep.info)
- [csr-weltweit.de](https://www.csr-weltweit.de): German and English
- International Society for Business, Economics, and Ethics: [isbee.org](https://www.isbee.org)
- Global Ethics Net: [Globethics.net](https://www.globethics.net)
- Canadian Business Ethics Research Network: [businessethicscanada.ca](https://www.businessethicscanada.ca)

Prices And Benefits

BENEFITS

	<u>Standard membership</u>	<u>Premium membership</u>	<u>Premium membership plus „Featured CSR-Reports“</u>
Number of press releases on csr-news.net or csr-jobs.net, incl. distribution via other news services, archive service and one picture per press release.	4* (using our content management system)	24 (including technical clearing by us and integration of logo)	
Listing on crs-reporting.net	0	+	
“Featured CSR-Report”	0	0	+
Listing on csr-directory.net	+	+	
Listing on csr-local.net	0	+	
Inclusion in csr-search.net with relevant CSR sites of your organisation	0	+	
csr-professional.net: exclusive background information on selected edited articles	0	+	
Access to csr-literature.net	+	+	
Discount on events	0	10%	
Discount on banner advertisements	0	10%	

PRICES (exclusive of VAT)

	Less than 500 employees	500 and more employees as well as consultants and agencies	
Non-profit Organisations	free of charge*	1,400 €	2,100 €
Companies	300 €	2,800 €	3,500 €

* Please note that with a free standard membership job advertisements and the advertisement of study programs or vocational training offers are excluded.

Singly available offers

The following singly available offers are included in the premium membership (and in the PM plus “Featured CSR-Reports”, respectively). The technical realisation of the listed below services are undertaken by CSR NEWS – just email us. The offers are including free updates for the mentioned terms.

csr-reporting.net

Your CSR or Sustainability Report.

- Listing: The integration in the directory csr-reporting.net includes: company data (address, contact partner, email, website, logo screenshot of website), reports (summary of the current report, report cover, GRI standard, information on memberships, e.g. Global Compact with a link to COP, past reports, performances in rankings and other awards, CSR report as “e-book”);
- Featured CSR reports: „Listing“ (as above) as well as:
 - two news pieces on csr-news.net with logo and cover, incl. spreading via newsletter and social media networks, RSS feeds and other news services,
 - specially featured in the section “Featured CSR Reports” (two month on start page, permanent in subsection),
 - cover with link to main news page (German and English) of csr-news.net (two months)

400 €
(per year)

1200 €
(per year)

csr-directory.net | csr-local.net | csr-search.net

The entry on csr-directory.net includes: name and brief description of the organisation, contact address, telephone and fax number, email address, URL of your homepage, screenshots of homepage, logo as well as, if need be, links to csr-reporting.net and to proper news pieces on csr-news.net (incl. RSS feeds from csr-news.net); furthermore, the entries are listed on csr-local.net and csr-search.net.

150 €
(per year)

csr-news.net (individual news piece)

Your news piece on csr-news.net (our main news page), incl. spreading through newsletter and social media networks, RSS feeds and other news services; archiving, displaying one picture and integration of logo

290 €
(per year)

csr-jobs.net (individual news piece)

Your job advertisement on csr-jobs.net and additionally on our main news page csr-news.net, incl. spreading through newsletter and social media networks, RSS feeds and other news services; archiving, displaying one picture and integration of logo; “employment-wanted” advertisements are free of charge

- Job advertisement
(90 € for any additional month)
- Internship advertisement
(40 € for any additional month)

290 €
(price per month)

130 €
(price per month)

Application For Membership

The following corporate body:

Name

Legal form

Address

Number of employees

Agency or consulting

YES

NO

Website

Legal representative/ attorney

Contact person

Position

Telephone

Email

applies for (please mark boxes):

standard membership

premium membership

plus Featured CSR reports

csr-reporting.net – Listing

plus Featured CSR reports

csr-directory.net | csr-local.net | csr-search.net

with the CSR NEWS GmbH.

The membership fee is, according to the price list per year

€ plus VAT

The membership will be acknowledged by CSR NEWS in writing. Memberships will be extended by one year unless they are cancelled in writing at least 3 months before end of contract.

csr-news.net (individual news post)

csr-jobs.net (individual news post)

for _____ Month(s)

We accept the present general terms.

Contracting party is the CSR NEWS GmbH, Hückeswagen, Germany

Please send by mail to:

CSR NEWS GmbH
Unterscheideweg 13
D - 42499 Hückeswagen
GERMANY

use fax:
+49 6039 93753 8403

or email to:
editors@csr-news.net

Place and date

Signature, Company stamp

Your Contact

We are available at any time for individual consultations.

Your contact is Achim Halfmann, managing editor. We are looking forward to your call at ++49 (0)2192 – 877 0000 or email us at editors@csr-news.net