

CELEBRATING

Business Times

# WOMEN

2017

## CELEBRATE WITH US!

Women have risen to positions of influence in government, the private sector, science and technology, sport and the arts, as well as construction and the built environment

**Sunday Times Celebrating Women** will be distributed at the Gender Mainstreaming Awards on 7 September 2017

**Sunday Times Celebrating Women** is published in a large glossy format and inserted into 70 000 *Sunday Times* subscriber copies on 10 September 2017

Distribution for the **Sunday Times Celebrating Women** publication includes the **Business Engage** member base and the **30% Club**

The International Women's Forum South Africa as well as the African Women Chartered Accountants (AWCA) will receive copies for their member base

The Department of International Relations & Cooperation will distribute copies of Celebrating Women to South African embassies worldwide

**Sunday Times Celebrating Women** will be showcased for 12 months on the Times Media Group website  
Visit us on [www.businessmediamags.co.za](http://www.businessmediamags.co.za)

### SUNDAY TIMES BUSINESS TIMES READERSHIP

62% Aged 25 – 49

73% Black

47% Personal income of R60 000+

51% Top/senior management

43% Invest in shares, unit trusts, options

62% Own homes

44% Employ services of personal financial advisors

81% Graduate/postgraduate/MBA

Sources: • SABRE 2012 (SA Business Research Evaluation) *Business Times*  
• Amps 2014AB (Jan – Dec 2014)



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2017

## ADVERTISING RATES

RATES		SPECIAL POSITIONS	
Full Page	R35 000	IFC DPS	R74 500
DPS	R60 000	2nd DPS	R66 500
½ Page Horizontal	R19 500	IBC	R45 000
⅓ Page Horizontal	R14 500	OBC	R55 000
¼ Page	R9 500	Opposite Credits	R39 000
		Opposite Contents	R39 000

Rates are excluding VAT and agency commission.

## SPECIAL POSITIONS AND PACKAGES

3 Pages	R89 000
4 Pages	R120 000
<b>Platinum</b> (cover logo + 200-word bio on sponsors' page + 4-page showcase + DPS)	R180 000
<b>Gold</b> (Cover logo + 200-word bio on sponsors' page + 4-page showcase)	R130 000
<b>Silver</b> (cover logo + 200-word bio on sponsors' page + 3-page showcase)	R110 000
<b>Copper</b> (cover logo + 200-word bio on sponsors' page + 2-page showcase)	R85 000



## ADDITIONAL OFFERINGS

**GATEFOLD:** Pricing on request.

**COVER BRANDING:** Bespoke cover branding. Pricing on request.

**RUN-ON COPIES:** Additional copies will be offered to organisations wishing to make use of this publication for internal distribution. Pricing on request.

**CREATIVE EXECUTIONS:** Centrespread on heavier GSM gloss. 4-, 6- and 8-page sections on heavier GSM gloss. Bellyband on special sections. Pricing for the above on request.

## MATERIAL REQUIREMENTS

SIZE	TRIM	BLEED	SAFE TYPE AREA
DPS	470mm x 297mm	480mm x 307mm	476mm x 303mm
Full Page	235mm x 297mm	245mm x 307mm	241mm x 303mm
½ Page Horizontal	225mm x 138mm	no bleed	220mm x 132mm
½ Page Vertical	107mm x 287mm	no bleed	102mm x 282mm
⅓ Page Horizontal	225mm x 89mm	no bleed	220mm x 84mm
⅓ Page Vertical	88mm x 287mm	no bleed	71mm x 282mm
¼ Page	107mm x 138mm	no bleed	102mm x 132mm

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Picasso Headline is part of tiso blackstar group.

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