

financialmail

# WOMEN

GENDER MAINSTREAMING & DIVERSITY

IN ASSOCIATION WITH

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# 2018 RATES

**“Women’s representation in companies at board level is a strategic, business issue.**

**So we need to talk directly to CEOs and corporate heads, the decision-makers who need to understand why a balanced board makes business sense,” says Colleen Larsen, CE of Business Engage.**

With this in mind, the **financialmail Women** publication is focused on engaging key decision makers around the conversations that should be taking place in order to develop and maintain dynamic, robust and diverse boardrooms.

Insights into lessons learned, innovation and progressive strategies/policies to drive transformation goals, are just some of the conversation starters that we tackle in this launch edition.

#### Sector Focus:

- Retail
- Hospitality and Tourism
- Public Sector
- Financial Services
- Engineering and Construction
- Education

**financialmail** readers are discerning and high-spending consumers in powerful positions.

- Average personal income is R49 093, average household income is R59 283
- LSM 9-10 (57%), LSM 7-8 (33%)
- Working status 89%
- Average age 25- 34 (28%), 35-49 (37%) (AMPS 2015BA)

Advertising Rates (Excluding VAT and agency commission)	
Full Page	R22 500
Double page spread	R38 500
Half Page	R13 500
Quarter Page	R7 425
Prime Positions	
Inside front cover DPS	R46 500
Inside back cover	R28 575
Outside back cover	R31 500
Opposite contents	R25 650
Opposite editor’s note/credits	R25 650
* Cover branding, special executions and sponsorship rates on request.	
* Profile rates on request.	

Material Requirements				
SIZE	BLEED	TRIM	TYPE	GUTTER
DPS	440 X 285mm	420 X 275mm	400 X 255mm	20mm
FP	220 X 285mm	210 X 275mm	190 X 255mm	
HALF H		200 X 128mm	190 X 118mm	
HALF V		95 X 265mm	85 X 255mm	
QUARTER		95 X 128mm	85 X 118mm	
<b>Format: CMYK PDF</b> (Compliant PDF/x - 1a standard for magazine web printing) <b>Resolution: 300dpi</b> <b>Max Total Ink: 270%</b>				

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