

CELEBRATING

Business Times

WOMEN

2018

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 in 2018

Sunday Times Celebrating Women is published in a large glossy format and inserted into 70 000 selected *Sunday Times* subscriber copies nationally

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 & Co-operation will distribute copies of Celebrating Women to South African embassies worldwide

Sunday Times Celebrating Women will be showcased for 12 months on the Business Media Mags website

Visit us on 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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ADVERTISING RATES

RATES		SPECIAL POSITIONS	
Full Page (FP)	R35 000	Inside front cover (IFC) DPS	R74 500
Double-page spread (DPS)	R60 000	Second DPS	R66 500
Half page horizontal (HPH)	R19 500	Inside back cover (IBC)	R45 000
Third page horizontal	R14 500	Outside back cover (OBC)	R55 000
Quarter page (QP)	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
Platinum (cover logo + 200-word bio on sponsor's page + 4-page showcase + DPS)	R180 000
Gold (cover logo + 200-word bio on sponsor's page + 4-page showcase)	R130 000
Silver (cover logo + 200-word bio on sponsor's page + 3-page showcase)	R110 000
Copper (cover logo + 200-word bio on sponsor's 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: centre spread on heavier paper (grams per square metre/GSM) gloss; 4-, 6- and 8-page sections on heavier GSM gloss available. Belly-band 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
Half page horizontal	225mm x 138mm	no bleed	220mm x 132mm
Half page vertical	107mm x 287mm	no bleed	102mm x 282mm
Third page horizontal	225mm x 89mm	no bleed	220mm x 84mm
Third page vertical	88mm x 287mm	no bleed	71mm x 282mm
Quarter page	107mm x 138mm	no bleed	102mm x 132mm

Celebrating Women is published by Picasso Headline and inserted into the *Business Times*.

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