

CELEBRATING

Business Times

# WOMEN

2019

## 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 September 2019

**Sunday Times Celebrating Women** is published in a large glossy format and inserted into 50 000 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](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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## 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 |
| <b>Platinum</b> (cover logo + 200-word bio on sponsor's page + 4-page showcase + DPS) | R180 000 |
| <b>Gold</b> (cover logo + 200-word bio on sponsor's page + 4-page showcase)           | R130 000 |
| <b>Silver</b> (cover logo + 200-word bio on sponsor's page + 3-page showcase)         | R110 000 |
| <b>Copper</b> (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                   | 464mm x 297mm | 474mm x 307mm | 476mm x 303mm  |
| Full page             | 232mm x 297mm | 242mm x 307mm | 241mm x 303mm  |
| Half page horizontal  | 216mm x 138mm | no bleed      | 220mm x 132mm  |
| Half page vertical    | 105mm x 282mm | no bleed      | 102mm x 282mm  |
| Third page horizontal | 216mm x 89mm  | no bleed      | 220mm x 84mm   |
| Third page vertical   | 86mm x 282mm  | no bleed      | 71mm x 282mm   |
| Quarter page          | 105mm x 138mm | no bleed      | 102mm x 132mm  |

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

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