

# CELEBRATING WOMEN

Business Times

IN PARTNERSHIP WITH

Business Engage

30% Club  
GROWTH THROUGH DIVERSITY

INTRODUCING  
THE 2021  
GENDER  
MAINSTREAMING  
AWARD WINNERS



PUBLICATION DATE:  
SEPTEMBER 2021

TOTAL PRINT RUN  
20 000  
DISTRIBUTION

*Celebrating Women* is a large-format, publication inserted into selected *Sunday Times* subscriber copies



- **Business Engage** and the **30% Club Southern Africa** member base
- Distributed to the member base of the International Women's Forum South Africa
- Distributed to the member base of the **African Women Chartered Accountants**
- The **Department of International Relations and Co-operation** will distribute to all South African embassies worldwide



- *Celebrating Women* will be available as a digital replica on [www.businessmediamags.co.za](http://www.businessmediamags.co.za) for 12 months
- The magazine will also be previewed on preview on [www.sundaytimes.co.za](http://www.sundaytimes.co.za) for 7-days from publication date

## ADVERTISING CONTACT DETAILS

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## Advertising Rates

excludes VAT and agency commission

Sizes	Rates	Special Positions	Rates
Full Page FC	R25 000	Inside Front Cover DPS	R52 895
Double Page Spread (DPS)	R42 600	Second DPS	R42 215
Half Page	R13 900	Inside Back Cover DPS	R31 950
Third Page	R10 200	Outside Back Cover	R39 050
Quarter Page	R6 745	Opposite Ed's note/Contents	R27 690

## Sponsorship Packages

Platinum	Rates	Corporate Profiles	Rates
Cover logo + 200-word biography on the Sponsors' page + 4-page profile + DPS	R90 000	3-Pages	R63 000
		4-Pages	R85 000
Gold		Creative Executions	
Cover logo + 200-word biography on the Sponsors' page + 4-page profile	R70 000	Earmark	R14 500
		Island	R14 500

Silver	Rates	Online Digimag	Rates
Cover logo + 200-word biography on the Sponsors' page + 2-page profile	R50 000	Sizes	
		4-Page digimag	R5 500
		8-Page digimag	R10 000

- Additional copies available: *price on request*
- Additional creative executions available: *price on request*
- Centrespreads and heavier GSM gloss inserts: *price on request*
- 2, 4 and 6-page sections. *Pricing on request*

Customised digimags are for clients own distribution network. Content and images to be supplied by client for design.

## Material Specifications

	DPS	Full Page	1/2 Page Horizontal	1/2 Page Vertical
Trim	470 x 297mm	235 x 297mm	225 x 138mm	107 x 287mm
Bleed	480 x 307mm	245 x 307mm	no bleed	no bleed
Safe Type Area	430 x 215mm	215 x 277mm	217 x 130mm	99 x 279mm

## SOCIAL MEDIA STATS

[sundaytimes.co.za](http://sundaytimes.co.za)

Unique: 1 784 707  
Page views: 3 494 592  
Facebook: 164 52  
Twitter: 508 925  
Instagram: 16 454

Source: Narrative (SA audience data)

## READERSHIP Business Times

62% Aged 25 - 49  
62% Own homes  
73% Black  
44% Employ services of personal financial advisors  
47% Personal income of R60 000+  
81% Graduate/postgraduate/MBA  
51% Top/senior management  
43% Invest in shares, unit trusts, options

Sources: SABRE 2012 (SA Business Research Evaluation) Business Times, Amps 2014AB (Jan - Dec 2014)

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