



The Prince's  
Responsible  
Business Network

# THE TIMES TOP 50 EMPLOYERS FOR WOMEN LIST



## Top 50 Logo and Advertising Pricing 2020

### The Times Audience:

- The Times has *more business readers than any other quality daily national newspaper*
- And more *final year student readers* than any other quality newspaper
- The Times tablet edition is read for an average *94.75 minutes per day*
- **1,700,000** Daily multi-platform readership
- **708,000** Female audience reach
- **370,000** Female print readership\*
- **915,000** Print readership\*
- **82,900** Tablet publication active views\*

\*average daily



Royal Founding Patron: HRH The Prince of Wales  
Chairman: Jeremy Darroch  
Chief Executive: Amanda Mackenzie OBE

Business in the Community is a registered charity in England and Wales (297716) and Scotland (SC046226). Company limited by guarantee No. 1619253.

Registered Office:  
137 Shepherdess Walk, London N1 7RQ  
www.bitc.org.uk



## PARTICIPATION FEES (prices exclude vat)

### Entry

Free to enter

### Promotion fee

£1,250

Entries, which are anonymous, are expertly assessed and the Top 50 highest performing organisations identified.

A promotion fee of £1,250 +VAT will then apply in order for eligible organisations to be included in the list. This fee includes:

- Prominent listing as a *Top 50 Employer for Women* in the print and tablet supplement published in April 2020. The supplement is included within the T2 section of the printed newspaper. View the [2019 supplement](#)
- Prominent listing as a *Top 50 Employer for Women* on [The Times and Sunday Times website](#) throughout the following year (April to April) and the Business in the Community website
- 50 words in *The Times Top 50 Employers for Women 2020* supplement in order for you to describe what you are most proud of in relation to gender equality in your organisation.
- **Internal Licencing Package** which includes eligibility to display *The Times Top 50 Employers for Women 2020* logo for the following year (April 2020 to April 2021) across: internal intranet use, internal company reports and presentations.
- The opportunity to be considered for the coveted *Business in the Community Gender Equality Awards 2020*.





**ADVERTISING OPTIONS (prices exclude VAT)\***

*\*subject to review on 22 November 2019*

**Tablet Adverts    £750**

Digital advertising in the tablet version of the supplement - ads include one hot spot to drive traffic to a designated webpage. There is an average of 82,500 active users per day for The Times tablet.

**Advertising online**

Online ads in the [The Times and Sunday Times website](#) (within the *Top 50 Employers for Women* section):

**£5,000 Digital advertorial**

**£3,500 Takeover**

**£3,000 Leaderboard / MPU**

**Print Advertising**

Advertising in the print supplement will be available dependent on demand. For advertisers who are a Top 50 Employer, the Promotion Fee will be deducted from the advertisement rate.

**£12,000 Full page advertisement**

**£7,000 Half page**

**£4,000 Quarter page**





**THE TIMES TOP 50 EMPLOYERS FOR WOMEN LOGO LICENCING (prices exclude VAT)**

**12 Month Licenses**

<p><b>Included in Promotion Fee</b></p>	<p><b>2019 Internal Licencing Package</b> Includes internal intranet use, internal company reports and presentations.</p>
<p><b>£2,500 (12 months)</b></p>	<p><b>2019 Marketing Package</b> Includes Internal Package plus right to use logo on company website, company social media channels/pages, email signature, stationery, recruitment advertising and recruitment collateral, advertising brochures, flyers, leaflets, merchandise and marketing emails.</p>
<p><b>£500 (12 months) £475 per logo for 2-5 extensions (12 months)  £450 per logo for 6-10 extensions (12 months)</b></p>	<p><b>Extended Licence Options</b> Extend the rights acquired under the licence your company purchased in previous years, enabling use of the logo for the relevant year(s) for a further 12-month period. <i>This does not include the usage of the 2020 artwork.</i></p>

Eligibility for inclusion in the Top 50 list will be communicated in February 2020, after which further information about how to purchase the logo licence and advertising packages will be distributed.

If you would like to register early interest before this date, please contact:

**Print Advertising: Delphine Manley, Awards** - [TimesTop50@bitc.org.uk](mailto:TimesTop50@bitc.org.uk) 020 7566 8668

**Digital Advertising: Mikaël Biard** - [mikael.biard@news.co.uk](mailto:mikael.biard@news.co.uk)

**Logo Licencing: Corporate Awards** - [awards@corporatelicencing.co.uk](mailto:awards@corporatelicencing.co.uk) 0207 711 7826

