



The Prince's
Responsible
Business Network



THE TIMES TOP 50 EMPLOYERS FOR WOMEN LIST

Top 50 Logo and Advertising Pricing 2021

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*
- **4,600,000** Daily multi-platform readership (16 million total brand reach – monthly)
- **8,640,000** Female audience reach (monthly - 54% female)
- **540,000** Female print readership*
- **1,000,000** Print readership*
- **111,400** Tablet publication active views*

**average daily based on 54% M/F split*



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:

- Listing as a *Times Top 50 Employer for Women* in *The Times*, across multi-channel platforms in April 2021.
- Alongside featuring in *The Times* organisations will have the opportunity to appear at a number of events showcasing best practice, feature as 'case studies' in the accompanying 'insights report', and take part in a multi-channel marketing campaign highlighting those that appear in the Top 50
- 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
- **Internal Licencing Package** which includes eligibility to display *The Times Top 50 Employers for Women 2021* logo for the following year (April 2021 to April 2022) across: internal intranet use, internal company reports and presentations.





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

12 Month Licenses

Included in Promotion Fee

2021 Internal Licencing Package

Includes internal intranet use, internal company reports and presentations.

**£2,750
(12 months)**

2021 Marketing Package

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.

**£500 (12 months)
£475 per logo for 2-5
extensions (12 months)
£450 per logo for 6-10 extensions
(12 months)**

Extended Licence Options

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. *This does not include the usage of the 2021 artwork.*

Eligibility for inclusion in the Top 50 list will be communicated in March 2021, 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:

General Enquiries: Adriana Lopez, Awards - TimesTop50@bitc.org.uk

Advertising: Mikaël Biard - mikael.biard@news.co.uk

Logo licensing Allison Summers - allison.summers@news.co.uk

