



The Prince's
Responsible
Business Network



THE TIMES TOP 50 EMPLOYERS FOR WOMEN – Taking action on Gender Equality

Logo Pricing and Promotion fee 2022

The Times Audience:

- **2,600,000** Daily multi-platform readership (15.6 million total brand reach – monthly)
- **8,000,000** Female audience reach (monthly - 52% female)
- **2,000,000** Female print readership
- **4,000,000** Print readership
- **289,000** Tablet publication active views
- 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



Royal Founding Patron: HRH The Prince of Wales
Chairman: Gavin Patterson
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 – Taking action on Gender Equality in The Times, across multi-channel platforms in May 2022.*
- *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 – Taking action on Gender Equality on [The Times and Sunday Times website](#) throughout the following year (May to May) and the Business in the Community website*
- *Internal Licensing Package which includes eligibility to display The Times Top 50 Employers for Women 2022 logo for the following year (May 2022 to May 2023) across: internal intranet use, internal company reports and presentations.*

If you want to use The Times logo in external publications (website, social media, etc.) you will have to pay a separate fee (this is not included in the £1,250 + VAT). See below the table with the prices for the different uses of the logo.

THE TIMES TOP 50 EMPLOYERS FOR WOMEN LOGO LICENCING (prices exclude VAT)	
12 Month Licenses	
Included in Promotion Fee	2022 Internal Licencing Package Includes internal intranet use, internal company reports and presentations.
£2,750 (12 months)	2022 Marketing Package Includes 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.

To purchase the logo licensing fee for external use you will have to contact The Times at awards@corporatelicensing.co.uk, in case your organisation is included in the Top 50 list.

If you would like to register interest or have any questions, please contact:

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

Logo licensing: Allison Summers - awards@corporatelicensing.co.uk