



women
in the city

Annual Celebration Lunch

26 November 2010



Media Pack

Souvenir Programme

Women in the City Partners





Key Information

Headline Sponsor

Barclays Capital

Venue

Plaisterers' Hall, London EC2

Keynote speaker

Andrea Leadsom MP

Number of Attendees

300+ women (men also welcome)

Ticketed event

negligible no-shows

Delegate List included within Programme making it a "must keep" item.

Awards Programme Sponsors



Awards Programme Endorsers





Why advertise in the Women in the City Annual Celebration Lunch Souvenir Programme?

Full page advert **£375.00**

Finished size

Width	148.5mm
Height	210mm
Bleed	3mm

Half page advert **£250.00**

Finished size

Width	136.5mm
Height	96mm

No bleed. A 1pt grey border will be added automatically.

Foot of page advert **£100**

Finished size

Width	124mm
Height	30mm

No bleed. A 1pt grey border will be added automatically.

All prices are subject to VAT

DEADLINE: 15 November 2010

Contact

Michelle Hemstedt
Advertising Manager

E: advertising@citywomen.co.uk
T: 07967 056790

The Women in the City Annual Celebration Lunch Souvenir Programme speaks directly to a key group of **300+** businesswomen working predominantly at senior and partner level in the professional services sector who not only include some of the UK's top earners but who are

- decision makers at work
- decision makers at home (80% of all purchasing decisions are influenced by women)
- influential in their personal and professional lives
- discerning in how they choose to spend their disposable earnings

The Women in the City brand strength goes beyond its annual celebration lunch. Women in the City offers a prestigious Awards Programme which includes

- The Future Leaders Award
- The Woman of Achievement Awards
- The Parity Award

In addition Women in the City is viewed as a trusted adviser by its **subscribers (3000+)** and stakeholders alike, is frequently approached to comment on issues affecting professional businesswomen and to promote products and services to its constituency of influential and discerning women.

The Winners of The Woman of Achievement Awards and The Parity Award will be announced at the Annual Celebration Lunch.

Pay Online: http://citywomen.co.uk/annual_lunch_advertising.html

What attendees say

A broad mix of interesting women gave both seasoned and new networkers a great opportunity to meet a number of valuable new contacts; thank you for such a motivating event.

Carole Plant, *Head of Performance Delivery, BGRC*

Thanks for the inspiration for the Women in the City Awards . You are a great team and should be immensely proud of something I dare say might outlive us all. There's something to contemplate.

Andy Homer, *Group CEO, Towergate Partnership Ltd*

FABULOUS event! I will certainly be bringing more of my contacts next year.

Estelle Clark, *Group Business Assurance Director
Lloyd's Register Group Services*

Advertisement specifications

Adobe Acrobat PDF

PDF files must be PDF/X-1a compliant

Hi resolution (images within the file must be 300dpi minimum and line art must be 800dpi minimum)

Fonts must be embedded or outlined. All spot and RGB colours must be converted to CMYK. Fonts contained in files (for instance a logo) must be converted to outline before converting artwork to a PDF file, Illustrator AI or EPS.

All fonts must be outlined.

All spot and RGB colours must be converted to CMYK.

Please supply all linked files with the artwork file, Photo-shop TIF or EPS (CMYK, 300dpi).

All fonts must be rasterised.

All spot and RGB colours must be converted to CMYK

All layers must be flattened.

We **DO NOT** accept native QuarkXpress, Publisher, Word, Powerpoint or other file types not listed above as complete artwork.

Fonts

Please supply all Mac fonts or convert to outlines before sending your file. We cannot accept any artwork which contains PC fonts.



Design Services

Advertisements can be designed on behalf of advertisers. Our designers will be happy to provide a quote.