



MEDIA PACK

PROMOTIONAL AND ADVERTISING
OPPORTUNITIES

www.citywomen.co.uk

gwenrhys@citywomen.co.uk



ABOUT WOMEN IN THE CITY

Established in 2003, Women in the City (WiC) is a highly respected organisation with a strong brand presence and an engaged community of career focused executive and professional women who predominantly work in organisations employing 250+.

WiC has introduced a number of ground-breaking initiatives, has a reputation for being innovative and for working in partnership with high-profile brands and organisations to meet joint objectives.

Managed by Networking Culture Limited, WiC is committed to the progress of female talent. It promotes, develops and champions female talent. WiC is not a membership network and its revenue is derived from sponsorship, event ticket sales, advertising and promotional opportunities.

PROJECT DIAMOND – bringing brilliance to business



Project Diamond is WiC's personal and professional development brand.

With its own micro website, it enables both the WiC community and organisations to access a range of complimentary and paid-for products and services that support personal and professional development.

These include access to

- Articles
- Training Materials
- Experienced and knowledgeable female speakers
- Approved D&I consultants
- Experts in Personal and Professional Development

[Project Diamond Website](#)

Project Diamond offers a range of promotional opportunities for those who share its core values. These flexible, mix and match opportunities include:

- Blog/Article (300-500/300-800 words)
- Promotional e-blast (to our email database with supporting social media support (Twitter, LinkedIn))
- Banner advert on Project Diamond micro-website
- Sponsorship of an event to promote your product/service/brand (eg Discuss and Dine – an exclusive dinner for up to 20 guests)

Contact Gwen Rhys (gwenrhys@citywomen.co.uk) 07860 845037 to discuss how we can help you.



SOME METRICS – quality rather than quantity

<p>Size of the WiC Community (Oct 2020)– 22k+ approx</p> <p>Email database 2,300 email database subscribers</p> <p>LinkedIn 1,700 Women in the City Group</p> <p>1,888 WiC founder’s personal</p> <p>421 LinkedIn Company page</p> <p>Twitter 16.4+ followers</p>	<p>Personal profile (Twitter) 70% aged 35 and over 50% earning over £100k per annum 81% purchase premium brands 70-80% interested in science, politics, news</p> <p>Mailchimp Social Profiles gathered from Facebook, LinkedIn and Twitter for 50% of database reflect above 25% over 55 42% 35-54 33% 25-34</p>	<p>Engagement E-blasts, MailChimp 99.7% delivered (clean database) consistently 20%+ open rate Average 2% click rate</p> <p>LinkedIn It is not unusual for WiC posts to be read by 300+ people (can be 3000+)</p>
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CHANNEL TO MARKET

Organisations use WiC to **promote products and services** and to **recruit for senior roles** and for **Trustees**. They consistently report successful outcomes – particularly commenting on “quality rather than quantity” of engagement – and many are repeat users.

PARTNERSHIPS AND SPONSORSHIPS

Organisations also sponsor activities or partner with WiC (eg to host events, support specific initiatives).

A list of basic promotional packages is shown on page 3 but we can also work with you to tailor a package that meet your needs.

VIEW E-BLASTS (Latest News = monthly ezine)

VIEW CASE STUDIES

All promotional packages are supported through our social media platforms.

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A list of basic promotional packages is shown below, but we can also work with you to tailor a package that meet your needs.

PRODUCT	ONE-OFF COST £	3 MONTH PACKAGE £250 value £350	6 MONTH PACKAGE £500 value £1100	ANNUAL PARTNERSHIP £1450 value £2400
Monthly Blog/Post (approx. 500 words) with supporting social media	50	3 x Blogs	6 x Blogs	12 x blogs
Monthly Blog/Post mentioned in monthly e-zine to datababse	Included	Included	Included	Included
Promotional e-blast (to our email database) with supporting social media	100	1 x e-blast	2 x e-blast	6 x e-blasts
Banner advert on Project Diamond micro-website	50	Visible for 3 months	Visible for 6 months	Visible for 12 months
Banner advert on main WiC website	50	Visible for 3 months	Visible for 6 months	Visible for 12 months
Executive Job Search e-blast	100	POA	POA	POA
Job listed in monthly newsletter	50	POA	POA	POA
Sponsors an event to promote your product/service/brand	POA	POA	POA	POA
Event Listing	50			

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EXAMPLE PARTNER ORGANISATIONS (since 2003)

Award Sponsors

AXA	Barclays Wealth	Blackswan
Bluefin	Bryan Cave (US law firm, recently merged with Leighton Paisner)	Capgemini
Cranfield University	Coutts	Gather & Gather (new brand, part of Mitie)
Google	Heidrick & Struggles	HSBC
Lloyds of London	Lusso (new brand, part of CH&Co)	Mitie
Penna	Towergate	University of Chicago
Jaguar (plus track days and WiC Founder was VIP Ambassador for 3 years driving new Jaguar every 6 months – at this time Jaguar wanted to promote the then new XF to female market)		

Annual Lunch Sponsors

Barclays Capital	Hideaways Club	PiperJaffray
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Event and Special Initiative Partners

Norman Broadbent (production of Project Diamond Handbook for career women)	Wine Australia (we were able to bring 200 City women to a ceremony held in London to celebrate Australian female winemakers)	Wells Fargo (hosted an event to introduce one of their most senior US women to a UK audience)
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Recruitment (service introduced 2018)

Hays (4 senior roles)	Scope (Trustees)	McKinsey (graduate programme)
UK Council for Psychotherapy (3 NED roles)		

Brand Awareness Raising

Amanda Wakeley	Aspinal	Best Secret (German clothing club – designer brands),
Boodles	Burlington Arcade	Knomo
The Fold London (fashion),	Milli Millu (now DeMellier)	Waterhouse Young (aesthetic cosmetic treatments)
Moscot (US eyewear)	Brilliant Inc (jewellery)	Emmy's Shoes
Dorchester Hotel	Rose&Willard (fashion)	Jennifer Anne (fashion)
Think Positive (jewellery)	Totum Partners (recruitment),	Charles Worthington
Bulgari	L K Bennett	Moloh (fashion)
Grace Belgravia (Lifestyle club),	Aveqia (restaurant),	TM Lewin
Diptique	Hobbs	Eisenhower Foundation
Churchill Foundation	Glass Lift	University of Bath

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Professional Institutions (Award Partners)

ICAEW (Institute of Chartered Accountants for England and Wales) ALSO AWARD SPONSORS	Bar Council	British Bankers Association
CII (Chartered Insurance Institute)	City HR	Law Society
Facilities Management Association	Medical Women's Federation	RIBA (Royal Institute of British Architects)
WIBSE (Women in Building Services Engineering)	Worshipful Company of Insurers	Worshipful Company of Information Technologist

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