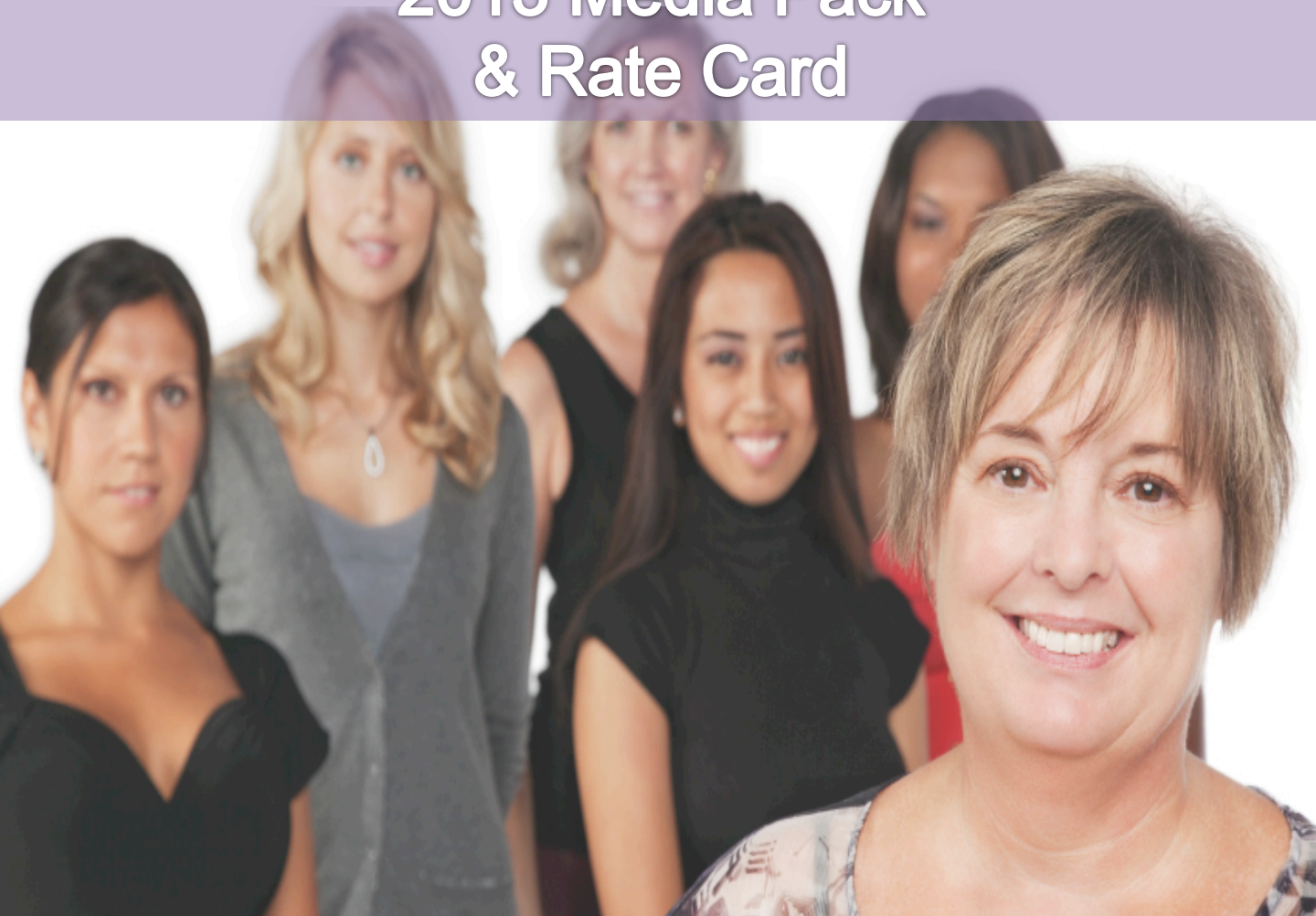


## 2013 Media Pack & Rate Card



Networking, Events, Jobs, Inspiration, Advice, Articles,  
News, Competitions & Exclusive Offers

 [www.WeAreTheCity.com](http://www.WeAreTheCity.com) | [www.CareersCity.co.uk](http://www.CareersCity.co.uk)

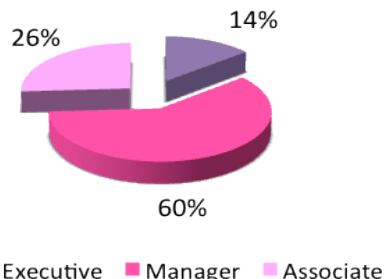
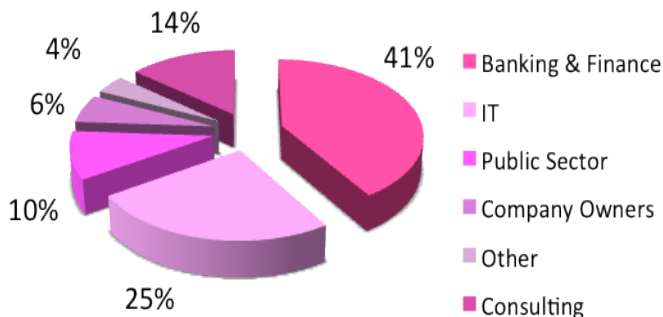


WeAreTheCity.com was founded in 2008 to provide a support network where women can grow both professionally and personally. We are the biggest website for professional and entrepreneurial women in London with over 3.2m hits and 71,000 visitors each month.

Over 3 million hits per month  
71,000 unique visitors per month

**What we do**

- We provide information that is centric to females for networking, mentoring, lifestyle and events.
- We promote 2,000+ female development events per year for over 250 women's networks and businesses.
- We provide a platform for over 250 writers to share their experiences with other females across the globe.
- We partner with corporates and retail business who wish to raise awareness of their brands to women.
- We profile inspirational women and role models to inspire our site visitors and members.



**How we give back**

- We support more than 30 charities by promoting their fund raising activities and events to our extensive female audience.
- We provide free advertising space to female entrepreneurs, helping them to build their profile and business.
- We donate a percentage of all our event costs to charity & social enterprises.



CareersCity.co.uk was founded in 2012 as a sister site to WeAreTheCity. The core aim of Careers City is to provide visibility of career opportunities from firms who are seeking a more gender balanced workforce.

**What we do**

For a cost effective price, we will promote your roles on **CareersCity.co.uk** to our extensive audience of female members. We will also promote your roles through our various social media channels and via our newsletters, bulletins, advertising campaigns & where appropriate, through other female networks.

**What's not included**

- We do not provide an end-to-end recruitment service or screen applicants.

**How does it work**

- You choose the level of advertising you require, either a single role, or annual requirement/bespoke package.
- Once we have activated your account, you will be able to post jobs via email or via Broadbean.
- Jobs are published within 4 working hours of being posted.
- Each month we will issue you with a client report detailing posted roles and responses.

**We are not just another job board**

- We will leverage **WeAreTheCity.com** to attract the passive job seeker.
- We will profile your company on our company insights page.
- We also provide opportunities to profile your own rising talent through a variety of content features.

20,000 unique visitors, 8,000 job searches, 20 corporate partners and 5 successful applicants in our first month (Oct 2012)

**How we give back**

- We promote charity, trustee positions, non-executive and social enterprise roles for free.
- We actively seek part-time and flexible roles from our partners as we are keen to encourage more females back into the workforce.

## Advertising Options – 2013 Rate card

WeAreTheCity Calendar		1 Month	3 Months	6 Months	12 Months
Feature an Event	Event on WeAreTheCity Calendar	£35	-	-	-
Purchase an annual Events License	Ability to post 12 events on to WeAreTheCity Calendar throughout the year	-	-	-	£180

WeAreTheCity/Careers City Homepage		1 Month	3 Months	6 Months	12 Months
Home page post	Post/Event featured on the home page of WeAreTheCity	£100	£250	£400	£700
Tile	Featured tile / Video in side bar (300x250)	£150	£350	£600	£1,000
Home Page Feature	Featured Gallery (rotating slide show)	£250	£700	£1,200	£2,000
Top of Page Banner	Appears at the top of each page within the website	£650	£1,650	£3,000	£5,500

Newsletters and Bulletins		Individual	Monthly (x2)	Quarterly (x4)
Tile	Featured tile (200x175)	£100	£175	£300
Bi Weekly Newsletter	Featured item in the weekly newsletter to 10,000 members (weeks can be used throughout the year)	£125	£250	£600
Sponsored Newsletter	Banner /Upper or Lower Featured on either the top or bottom of weekly newsletter to 10,000 members (banner clicks through to chosen site)	£250	£400	£650
Bespoke Email Bulletin	Specific targeted email to the WeAreTheCity database (circa 10k) - more detail available on request	£850	-	-

Careers City Job Postings	Qty	Per Placement	Annual
Individual Job Posting *	1-4	£75	-
Individual Job Postings *	5-10	£60	-
Individual Job Postings *	11-25	£50	-
Individual Job Postings *	26-50	£40	-
Premium Partner (unlimited jobs) - Includes 3 Rising Stars/Company Insights page	51+	-	£2,499
Other Careers City Options/WeAreTheCity Options			
Highlighted Job Feature in single WeAreTheCity newsletter	£100		
Rising Star Profile / Inspirational Woman feature (includes profile, award & networking dinner)	£250		
Creation of Company Insights page (either just jobs or combined with Rising Stars)	£250		
Enhanced social media brand posting (per annum)	£500		
Register as a coach (per annum)	£42		
Register on our WATC Business Directory (per annum)	£42		

\* - A 10% Discount will be applied if using Broadbean

All prices exclude V.A.T. All prices are valid until 30 December 2014



**WeAreTheCity have held some of the most talked about events in London! When we launched in 2008 at the House of Fraser store, we brought the City literally to a standstill. Over the past four years we have organised more than 40 fabulous events, either as key hosts or alongside our corporate partners.**

As a sponsor, you have a fantastic opportunity to promote your brand, product or company and network with our captive audience. A **Co-hosted Networking Event** with WeAreTheCity or Careers City costs approx **£3,999 + VAT**.

**For the event cost, we offer the following**

- Dedicated event project manager including consultation, management. of key note speakers and attendance on the night.
- Dedicated event executive for administration and attendance on the night.
- Design of event logo/artwork and event collateral.
- Website design and build of events page to advertise event and record attendees.
- Creation of Invitation.
- Access to WeAreTheCity/Careers City network for invitation list.
- Coverage of event on WeAreTheCity/Careers City and associated e-newsletters.
- Preparation and provision of badges and guest list, goody bags.
- PowerPoint presentation, photographer and CD of high-res images.
- Post-event attendee feedback.
- Post event client report.
- Contact database of all attendees expressing interest in hearing more about the host employer.



*Please note:* Any key note speaker and company branded goodies must be paid for by the sponsoring organisation. Fee does not include the costs for venue hire, provision of refreshments and AV support. WATC events have career-focused topics and generally attract audiences of between 50 and 300 people.

**We would welcome the opportunity to work with you in the future, either to promote roles, feature content or organise your events, if you want to know more about our services or wish to discuss a bespoke package, please contact us.**

- |   |                            |   |
|---|----------------------------|---|
|  | <b>Sales Enquiries:</b>    | <b>Enquiries@WeAreTheCity.com</b>                                       |
|  | <b>Telephone:</b>          | <b>0845 340 2704</b>  |
|  | <b>Job Postings:</b>       | <b>Enquiries@CareersCity.co.uk</b>                                      |
|  | <b>Content Management:</b> | <b>Leonnie@WeAreTheCity.com</b>   |
|  | <b>Founder:</b>            | <b>Vanessa.Vallely@WeAreTheCity.com</b>                                 |
|  | <b>LinkedIn:</b>           | <b>www.Linkedin.com/WeAreTheCity</b>                                    |
|  | <b>Twitter:</b>            | <b>@WATC_Updates – For news updates @WATC_Careers – For latest jobs</b> |
|  | <b>Facebook:</b>           | <b>WeAreTheCity</b>   |