

PUBLICATION: Personnel Today
CIRCULATION: 52,000
DATE: 06 April 2004

'Sexist' *Sunday Times* ad angers female readers

Thirteen people have lodged complaints with the Advertising Standards Authority (ASA) claiming a *Sunday Times* ad was offensive.

The ad, 'What Turns Businessmen on?: DOMINATION!', was designed to drum up recruitment advertising.

But many people, including Tess Finch-Lees, an indepen-

dent diversity specialist, were offended by the ad.

"By emphasising the word businessmen in almost every sentence, the *Sunday Times* is excluding women," Finch-Lees said. "That serves to reinforce the *status quo* and keep women in their place - on the sidelines of the business world, and not as key players."

