

THE **ONLY** UK INDEPENDENT HR STRATEGY MAGAZINE DEDICATED TO **HR DIRECTORS**

We offer effective online advertising opportunities for your business and communicate to our readership **24 hours a day, 7 days a week, 365 days a year**. We offer various mediums for your company, ensuring that you are highly visible to our senior HR decision makers.

Our popular and easy to navigate website offers senior HR practitioners an informative online resource which provides:

- Extra key features and case studies not included in our monthly magazine
- Jobs - here they can search for the most senior roles available in HR of £50k and above
- Specialist HR Supplier directory
- Conferences and Events listings throughout the year
- Latest news and events that are relevant to their seniority
- Regular business news and awards for the industry
- Movers and Shakers – see who is on the move
- Search facility – so our readers can search for exactly who and what they want at the touch of a button

Key benefits:

1. Our online mediums are designed and delivered to senior HR decision makers
2. There is limited space so your advertising will not be diluted
3. Excellent alignment for your business - we are a highly respected organisation renowned for delivering strategic HR solutions

“ the**HRDIRECTOR'S** focus on the senior HR Community provides me with a specific forum for keeping in touch with my peers in the industry. The magazine's use of case studies from other senior HR professionals provide insights which relate directly to my role. I frequently use the**HRDIRECTOR** as a reference point during my working day. ”

**Jack Constantinides, HR Director,
Monster UK and Ireland**



MEDIAOPTIONS ONLINE

Online Web Banners

Our highly visible horizontal web banner advertisements are in the prime position at the top of the page and are viewable on every page of our site. These are limited positions, there is a maximum of just 4 rotating positions that are available on a monthly basis. We also have available, skyscraper banners on the homepage – for more information, please see <http://www.thehrdirector.com/>

HR Directory online

List your company in our well respected online directory. It is clear and concise, with all of the key sectors in HR represented, so our readers can find the HR supplier they need with ease. Each listing comprises contact details, company logo, a brief overview plus a link to the supplier website.

<http://www.thehrdirector.com/directory>

Online Events Calendar

List your event in our online events calendar, we clearly show what's on each and every month throughout the year. Our senior HR practitioners can simply search each month and view the very best events available today in both the UK and overseas. We only list senior events that we feel will be right for our readership.

e-Newsletters

We have excellent advertising opportunities within our popular e-newsletter **eBrief – monthly** which is regular and informative. These are only sent to senior HR practitioners. **eBrief** has grown in stature over the last 3 years and is sent to and respected by over 14,000 key HR decision makers. The content of the eBrief is strategic and follows the publications themes. It is sent in the second week of each month to coincide with the HRDIRECTOR publication being received. There are limited available advertising positions. One horizontal banner at the top of the newsletter and also vertical skyscraper positions on the right hand side.

See - http://www.thehrdirector.com/html_newsletters/ebrief/ebrief.html

Please note: Discounts are available for multiple bookings.

Agency discount 10%

To book space contact us on **01454 292 060** and speak to:

Lee Francis (lee@thehrdirector.com)

OR

Peter Banks (pete@thehrdirector.com)

“ ORC Worldwide hold an ongoing directory entry with the HRDIRECTOR listings. This provides exposure to generalist HR practitioners throughout the UK, and has the ability to demonstrate the amount of interest on the listing per quarter to provide tracking information. The magazine itself also runs frequent advertising for HR service providers, and the advertising team keep our organisation up to date with timely offers and opportunities to advertise alongside relevant articles. ”

Catherine McMenamin, ORC Worldwide



MEDIARATES ONLINE

PRICING 2010

ONLINE OPTIONS	DURATION	PRICE	ADVERTISING SPEC
Online Events Calendar	Per event	£300	Logo + 80 word profile
Online HR Directory	12 months	£300	Logo + 80 word profile
Online Website Banners horizontal	1 month	£1,000	W 612px X H 61px
Online Website Banners vertical skyscraper	1 month	£800	W 160px X H 480px
eBrief Web Banner horizontal	1 month	£750	W 534px X H 96px
eBrief Web Banner Vertical	1 month	£500	W 200px X H 600px
Dedicated Email Shots	One off mailing	£1,500	Ask for details

“ We view theHRDIRECTOR as fundamental to our marketing strategy and feel it is the one of the best channels to create visibility for graylink in the UK HR executive community. ”

Peter Schmidt – Graylink

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