

HumanResources

Asia's only regional media
& events brand for senior
HR decision makers.

- The biggest print audience
- The biggest audience online
- The most senior event attendees

**2016
MEDIA
KIT**

The Human Resources media network of three print magazines, three e-mags, one mobile-optimised website, three daily email newsletters and three social media communities, Human Resources provides unrivalled coverage of Asia's HR community.

Print

The three separate editions of *Human Resources* magazine combine to deliver the undisputed largest HR magazine print circulation in Asia. In addition, the three editions of *Human Resources* magazine are the largest circulating HR magazines in their respective markets. *Human Resources* magazine's circulation leadership is testament to its best-in-category content which is both compelling and trusted. *Human Resources* magazine's circulation has been audited by the ABC since its launch in 2004.

Advertisers can capitalise on *Human Resources* magazine's trusted content & circulation leadership and target current and active senior decision makers a multitude of ways:

Print advertising: Make a lasting impression, build your brand and capitalise on *Human Resources* magazine's authoritative, credible and trusted editorial environment with high end brand advertising.

Native advertising: To communicate more sophisticated messages, *Human Resources* magazine has a range of native advertising opportunities from one-page expert advice columns to four-page corporate profiles and other customised advertorial alternatives.

Loose inserts: Increase the distribution of your corporate brochure, whitepaper or research report by inserting it into *Human Resources* magazine and getting it into the hands of senior HR managers throughout Asia.

2016 Editorial Calendar			
Edition	Feature	Booking Deadline	Material Deadline
January/February	Corporate Training, Team Building	15 January	20 January
March	Compensation & Benefits, Executive Relocation	12 February	19 February
April	HR Technology, Further Education	11 March	18 March
May	Top Serviced Apartments, Leadership Development	13 April	20 April
June	The Futurist	13 May	20 May
July	Relocation & Mobility, Talent Mngt Strategy	10 June	17 June
August	Training Venues Guide, Employee Healthcare	13 July	20 July
September	Education, HRMS & HR Cloud	12 August	19 August
October	Staff Incentives, Expat Management	13 September	20 September
November	HR Vendors of the Year Awards Edition	13 October	20 October
December	Employee Engagement, Digital Recruitment	11 November	18 November



Humanresourcesonline.net

HRjobs

Digital

Driven by its superior content, *Human Resources'* digital media properties work in concert to provide advertisers wanting to reach Asia's biggest-spending HR decision makers with multiple options.

Humanresourcesonline.net: With 70,000 unique users per month, the *Human Resources* website has the biggest audience of HR decision makers in Asia. Advertisers can reach this audience with the wide selection of banner advertising and native advertising options.

HR Bulletin: Emailed to over 46,000 subscribers every day, an open-rate of over 13% and a click rate of over 4%, the three editions of *HR Bulletin* are the most read and most influential email bulletins in Asia. Get your company top-of-mind among HR decision makers with one of the four available banner advertising options.

HRjobs: Advertise your HR positions free of charge with *HRjobs*, the leading HR-specific recruitment site in Asia.

Social Media: *Human Resources'* LinkedIn, Facebook and Twitter social networks are the largest HR-specific groups in Asia. Get your company in the conversation by having your social content shared with *Human Resources'* leading social media properties.

HR Bulletin

Magazine Circulation:

Print
40,652

E-Mag
32,297

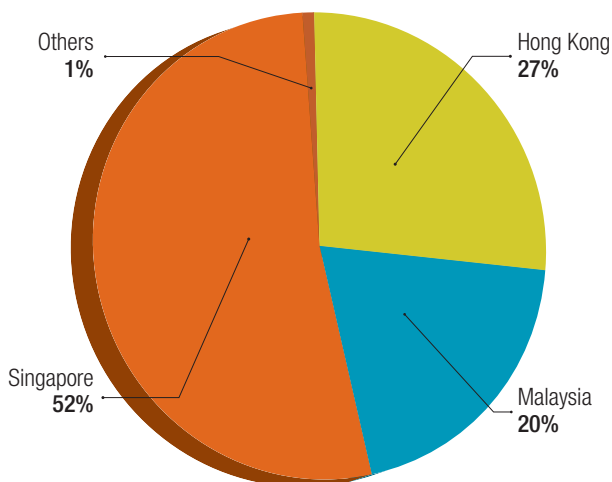
Total
72,949

Human Resources print circulation is audited by ABC.

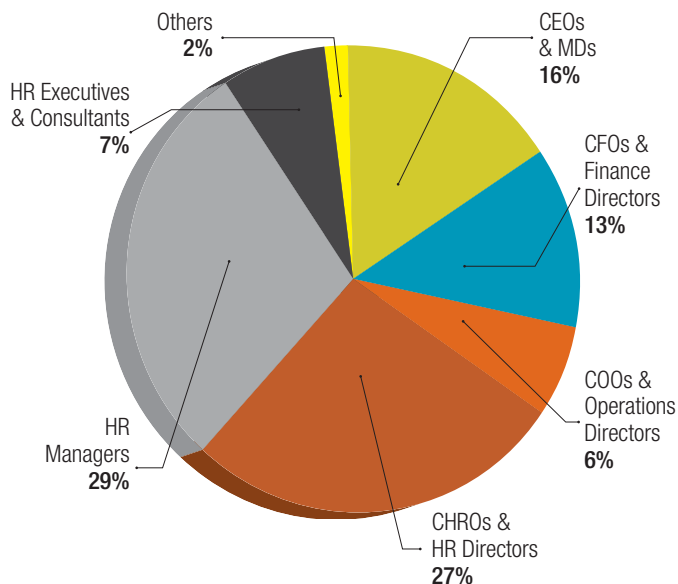


Magazine Subscriber breakdowns:

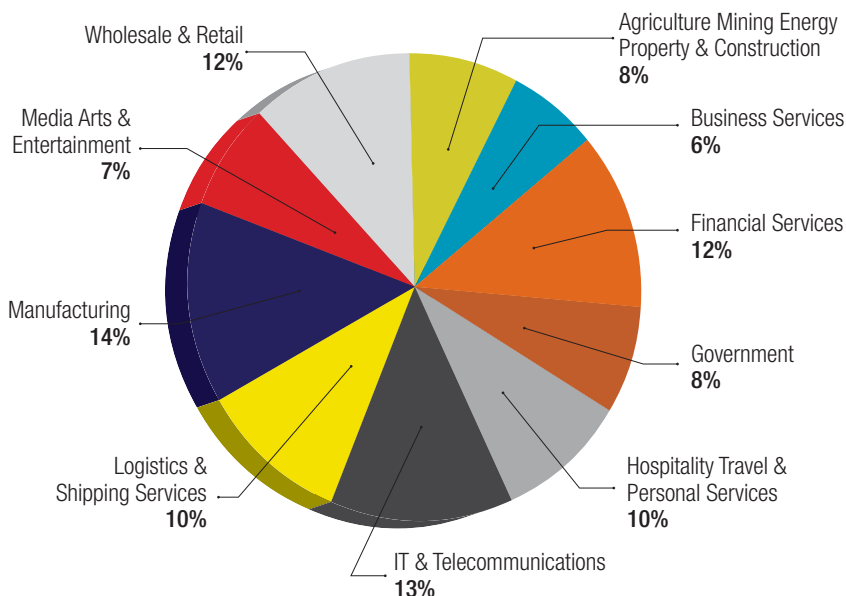
MAGAZINE CIRCULATION BY COUNTRY



MAGAZINE CIRCULATION BY JOB FUNCTION



MAGAZINE CIRCULATION BY INDUSTRY



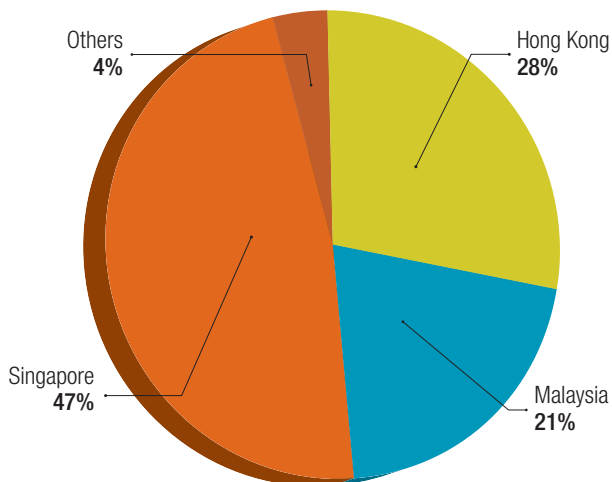
Humanresourcesonline.net audience statistics:

Sessions per month 115,098 **Pageviews Per Month** 189,006 **Users per month** 81,843

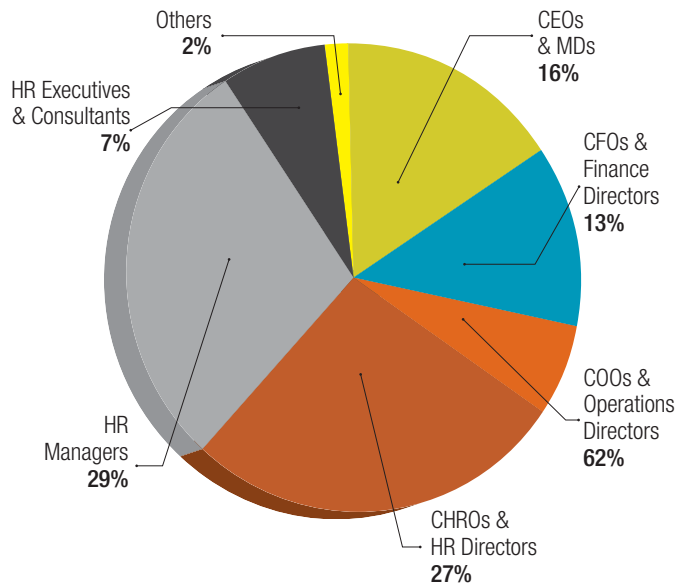
Source: Google Analytics.

Humanresourcesonline.net Audience breakdowns:

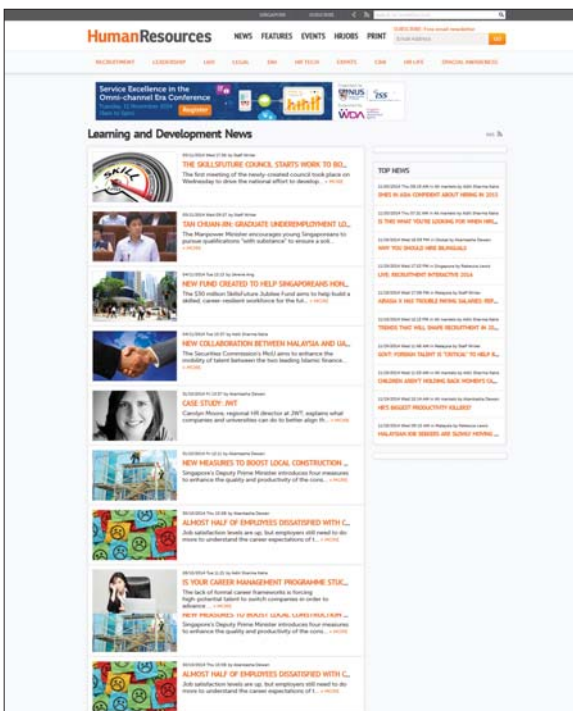
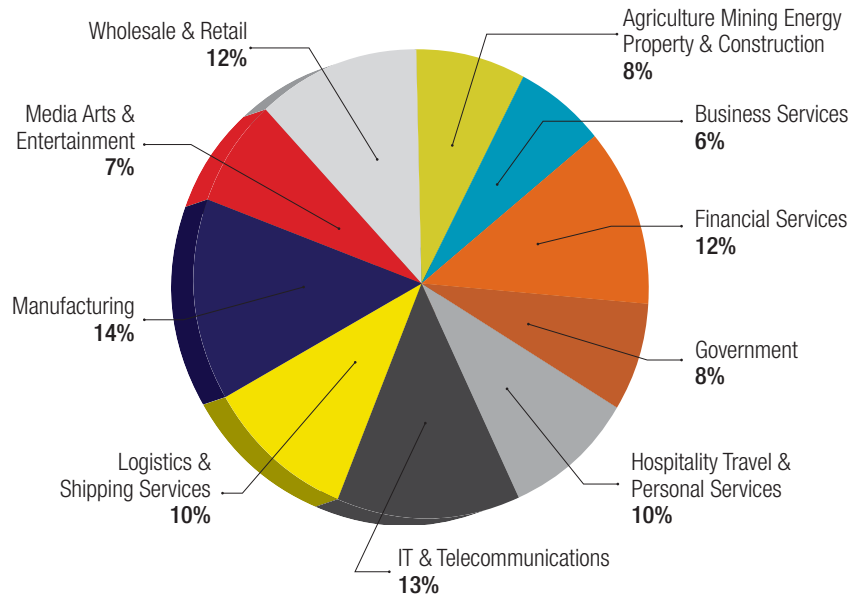
BY COUNTRY



BY JOB FUNCTION



BY INDUSTRY



HR Bulletin email newsletter audience statistics:

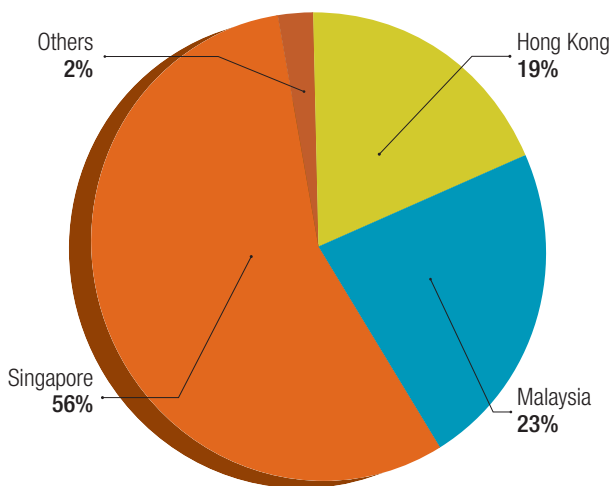
Distribution
46,798

Open rate
13.15%

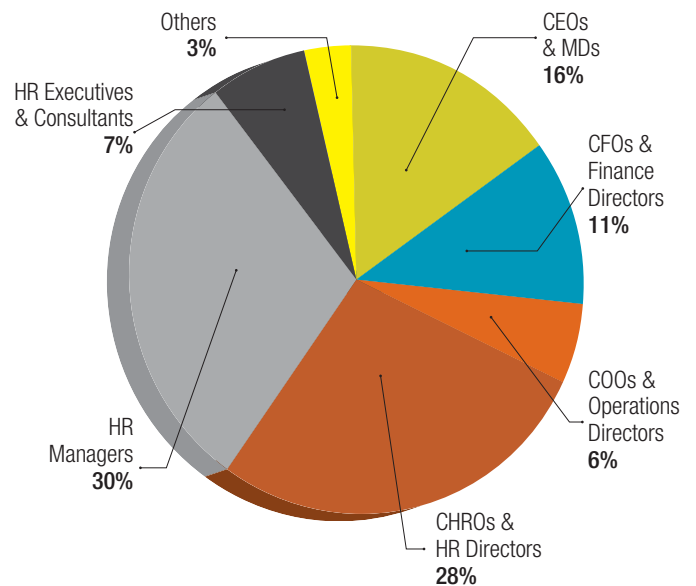
Click rate
4.09%

Subscriber breakdowns:

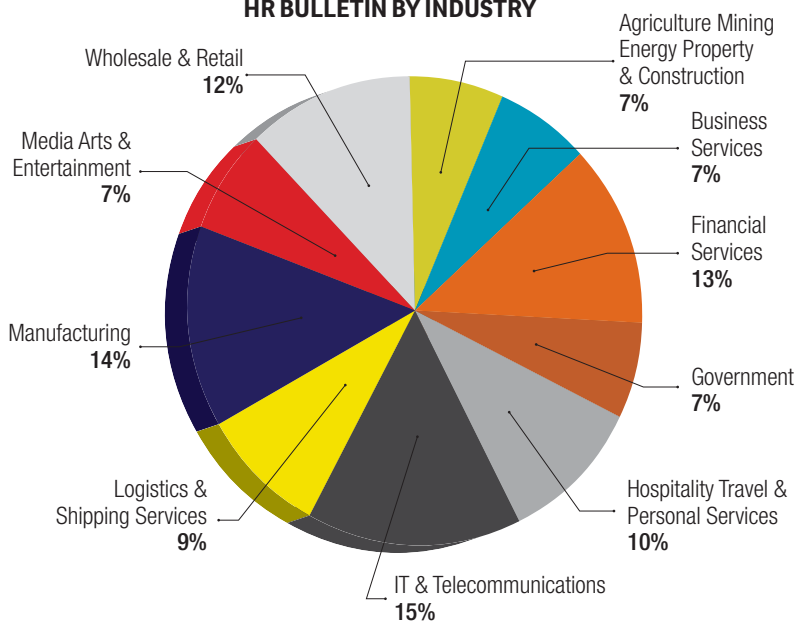
HR BULLETIN BY COUNTRY



HR BULLETIN BY JOB FUNCTION



HR BULLETIN BY INDUSTRY



Social media audience statistics



Asia Pacific Print & Digital Media Advertising Rates:

Asia Pacific Print Advertising Rates (USD)						
Ad size	1x	3x	6x	12x	Trim size (H x W)	Bleed (H x W)
Double page spread	9,500	8,490	7,690	6,950	280mm x 420mm	290mm x 430mm
Full page	6,990	6,250	5,650	4,950	280mm x 210mm	290mm x 220mm
Half page	3,950	3,490	2,995	2,750	118mm x 182mm	No bleed available
Third page	2,750	2,475	2,220	1,995	242mm x 90mm	No bleed available

Asia Pacific rates only - ask your account manager for country-specific rates

Global Website Advertising Rates (USD)			
	One Week	One Month	Size (px)
Button	790	2,490	235 x 90
Leaderboard	1,960	6,990	728 x 90
Big Square	1,395	5,250	300 x 250
Lower Rectangle	1,150	3,990	300 x 150

Asia Pacific rates only - ask your account manager for country-specific rates

AP Email Newsletter Advertising Rates (USD)			
	One Week	One Month	Size (px)
Banner Ad	1,990	9,900	645 x 90
Sponsored Content	1,280	4,650	—
Commissioned Content	2,190	7,890	—

Asia Pacific rates only - ask your account manager for country-specific rates

Artwork specifications:

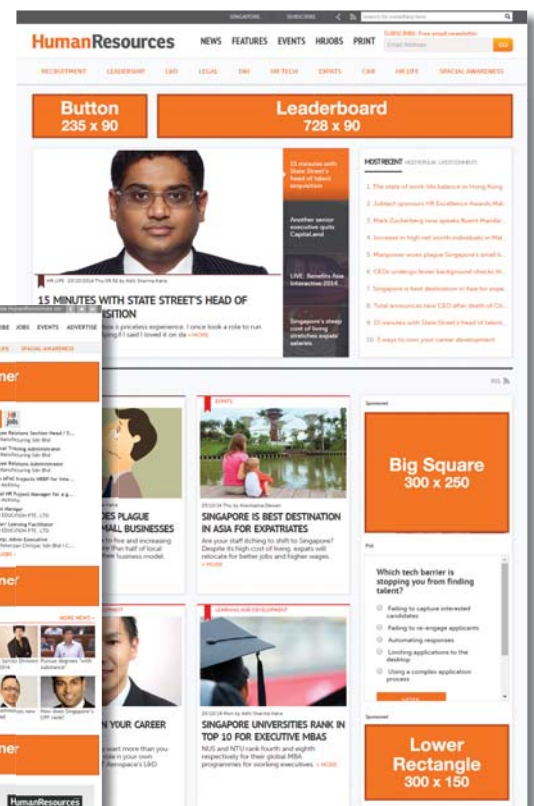
Print:

- ▶ Bleed is only offered on full page advertisements and larger. Fractional advertisements will fit inside the layout dimensions.
- ▶ *Human Resources* is full colour throughout, saddle stitched and printed on web offset press on 105gsm matt art paper.
- ▶ Please supply your material on CD in a high-resolution (300 pixels per inch) PDF, TIF or JPG – CMYK format. Please provide a colour proof.
- ▶ Please do not supply artwork in MS Word, Excel or PowerPoint and do not supply film.

Online:

- ▶ **Materials:** At least seven working days in advanced prior to campaign commencement.
- ▶ **Bookings:** At least three working days in advanced prior to campaign commencement.

Website



Email newsletter



Here are just a few of the hundreds of companies that use Human Resources print & digital media and events to reach Asia's biggest & most senior community of HR decision makers.



With a database of over 98,000 HR professionals and senior HR decision makers, *Human Resources* has the undisputed biggest database in Asia. In addition, the *Human Resources* database is constantly updated and cleaned on a daily basis by a dedicated database operations team. The *Human Resources* database is the same database which has helped power *Human Resources* media and events number one in Asia.

Datacards:

	Hong Kong Datacard						
	CEOs & MDs	COOs & Finance Directors	COOs & Operations Directors	CHROs & HR Directors	HR Managers	HR Executives	Total
Agriculture Mining Energy Property & Construction	136	114	57	281	303	181	1,072
Business Services	158	115	43	283	304	209	1,112
Financial Services	299	216	107	533	573	382	2,110
Government	124	156	64	282	303	347	1,276
Hospitality Travel & Personal Services	246	178	88	438	472	193	1,615
IT & Telecommunications	359	260	129	641	689	299	2,377
Logistics & Shipping Services	212	154	77	379	408	123	1,353
Manufacturing	327	236	118	583	628	201	2,093
Media Arts & Entertainment	172	124	62	307	330	187	1,182
Wholesale & Retail	278	201	100	497	535	235	1,846
Total	2,311	1,754	845	4,224	4,545	2,357	16,036

	Malaysia Datacard						
	CEOs & MDs	COOs & Finance Directors	COOs & Operations Directors	CHROs & HR Directors	HR Managers	HR Executives	Total
Agriculture Mining Energy Property & Construction	164	138	69	339	366	218	1,294
Business Services	221	147	53	341	311	252	1,325
Financial Services	360	261	130	643	692	461	2,547
Government	167	138	69	322	366	418	1,480
Hospitality Travel & Personal Services	296	214	107	529	569	232	1,947
IT & Telecommunications	433	313	156	773	832	360	2,867
Logistics & Shipping Services	256	165	92	458	493	148	1,612
Manufacturing	394	285	142	704	758	243	2,526
Media Arts & Entertainment	207	150	75	370	398	226	1,426
Wholesale & Retail	336	243	121	599	645	284	2,228
Total	2,834	2,054	1,014	5,078	5,430	2,842	19,252

Singapore Datacard							
	CEOs & MDs	CFOs & Finance Directors	COOs & Operations Directors	CHROs & HR Directors	HR Managers	HR Executives	Total
Agriculture Mining Energy Property & Construction	491	413	206	1,019	1,097	655	3,881
Business Services	573	395	213	1,023	1,101	756	4,061
Financial Services	1,081	782	389	1,929	2,076	1,383	7,640
Government	493	423	189	1,020	1,098	1,255	4,478
Hospitality Travel & Personal Services	889	643	320	1,587	1,708	697	5,844
IT & Telecommunications	1,299	940	468	2,319	2,496	1,081	8,603
Logistics & Shipping Services	769	556	277	1,373	1,478	444	4,897
Manufacturing	1,183	856	426	2,112	2,273	729	7,579
Media Arts & Entertainment	622	450	224	1,110	1,195	678	4,279
Wholesale & Retail	1,008	729	363	1,799	1,936	851	6,686
Total	8,408	6,187	3,075	15,291	16,458	8,529	57,948

Regional Datacard							
	CEOs & MDs	CFOs & Finance Directors	COOs & Operations Directors	CHROs & HR Directors	HR Managers	HR Executives	Total
Agriculture Mining Energy Property & Construction	847	701	343	1,756	1,899	1,122	6,668
Business Services	1,006	698	326	1,773	1,813	1,297	6,913
Financial Services	1,866	1,332	645	3,326	3,568	2,369	13,106
Government	837	743	327	1,733	1,864	2,151	7,655
Hospitality Travel & Personal Services	1,527	1,078	530	2,726	2,933	1,198	9,992
IT & Telecommunications	2,216	1,558	785	3,990	4,282	1,852	14,683
Logistics & Shipping Services	1,315	902	463	2,331	2,523	763	8,297
Manufacturing	2,032	1,399	709	3,585	3,882	1,252	12,859
Media Arts & Entertainment	1,060	742	369	1,925	2,041	1,148	7,285
Wholesale & Retail	1,667	1,194	612	3,050	3,303	1,464	11,290
Total	14,373	10,347	5,109	26,195	28,108	14,616	98,748

Data counts are subject to change .

Database rental charge : US\$395 per thousand contacts selected (minimum 4,000 contacts)

Email sending charge : US\$0.50 per email sent

Human Resources serves the professional development and information sharing needs of Asia's HR community over 30 conferences and awards shows around Asia, each focused on specific areas of HR management. Human Resources events follow six formats:

2-Day Conferences: Over 30 international and regional speakers & panellists, six plenary sessions and 12 tracked sessions, *Human Resources'* 2-Day Conferences feature experts from around Asia and the world sharing their experiences with 250 to 400 delegates eager to learn from their peers. The 2016 2-Day Conference schedule features four events: Talent Management Asia, Training & Development Asia, Employee Benefits Asia and Recruitment Asia.

1-Day Interactive Conferences: Over 15 regional speakers & panellists, three plenary sessions and 10 unique roundtable discussion sessions, *Human Resources'* 1-Day Interactive conferences feature experts from around Asia sharing their experiences with an audience of 100 hand-picked, director or VP-level delegates eager to learn from their peers. Attendance to *Human Resources'* 1-Day Interactive conferences are limited to invited delegates only and invitations are highly sought-after – delegate tickets are not for sale. The 2016 1-Day Interactive conferences schedule features three events: Workforce Mobility Interactive, Employee Healthcare Interactive and HR Tech Interactive.

Awards Shows: With judging panels comprised of top HR managers from the biggest organisations in Asia, *Human Resources* awards shows are the most respected and most sought-after HR awards in Asia and typically attract 500 attendees celebrating excellence in HR management. The 2016 Awards schedule features three events: Asia Recruitment Awards, HR Excellence Awards and HR Vendors of the Year Awards.

Summits: Once a year, *Human Resources* takes 50 of the most senior heads of HR in Asia away to an in-residence retreat over three days at a luxury resort in Phuket. This is the HR Leaders Summit. The HR Leaders Summit features 12 speakers & panellists sharing their experiences in a very exclusive group. Attendance to the HR Leaders Summit is limited to invited delegates only – delegate tickets are not for sale.

Training: In 2016 *Human Resources* will significantly expand its training programme, the HR Academy, to cover 10 key areas of HR management in 10 2-day workshops conducted by the very best certified trainers in the industry.



Here are just a few of the thousands of companies which have benefited from sending their senior HR executives to Human Resources events.





Now in its 4th big year, Talent Management Asia has become Asia's biggest conference dedicated to talent management.



Key Topics: Leadership Development, Workplace Diversity, Employee Engagement, HR Technology, Aligning HR & Business, Local/Regional Workplace Management, Corporate Culture, Talent Acquisition and more.

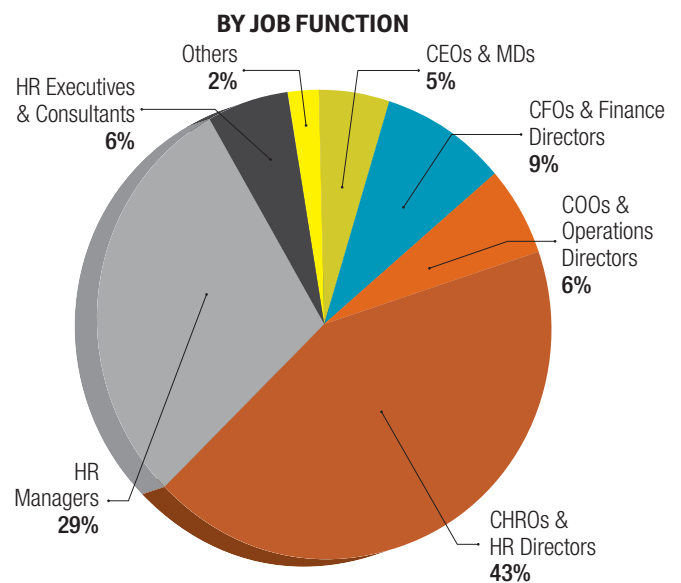
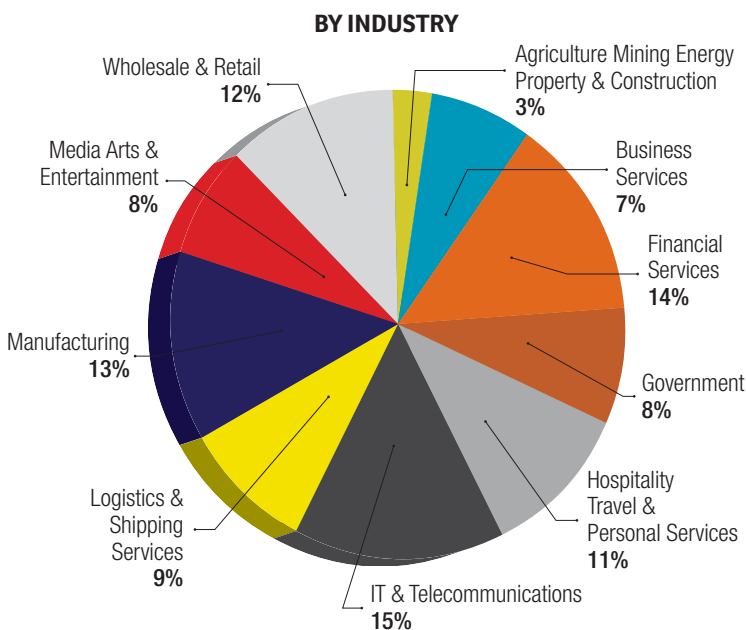
Format: 6 plenary sessions (keynote & panel discussions) and 8 tracked sessions in a 2-Day conference and exhibition featuring over 30 speakers & panellists.

Number of attendees: 300-500 approx

Locations: Hong Kong, Kuala Lumpur, Singapore



Delegate profile:





www.traininganddevelopment.asia

Following its successful launch in 2014, Training & Development Asia has become the number one conference for learning & development specialists and HR generalists responsible for their companies' corporate training strategies.



Key Topics: Experience-based Learning, Multiracial & Multigenerational Learning, Trends & Challenges, SME Learning, Local & Global Relevance, Employee Engagement, Technology Training Tools and much more.

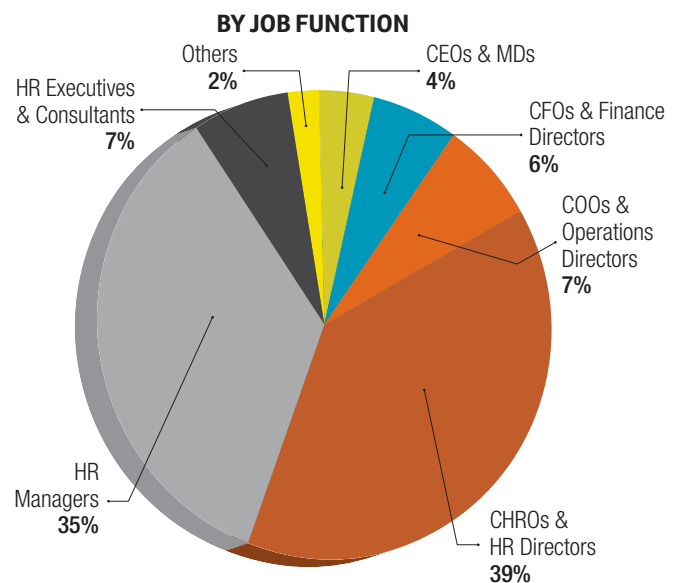
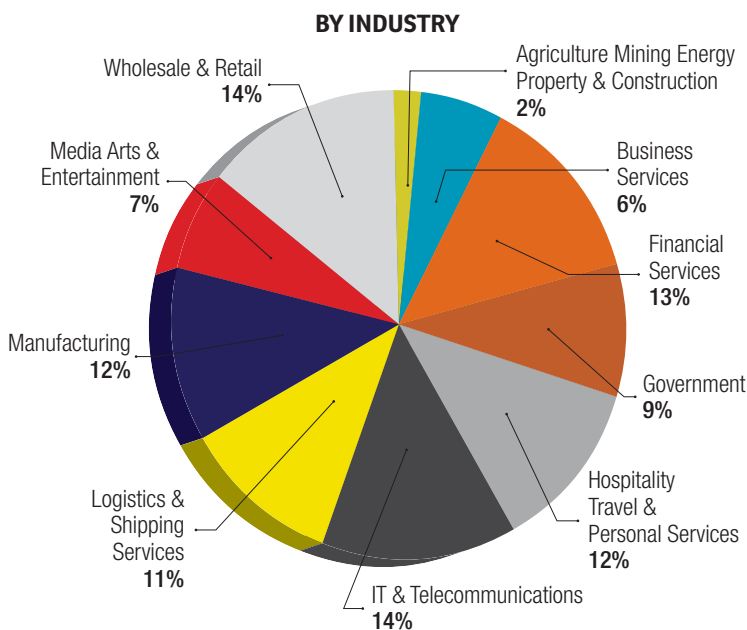
Format: 6 plenary sessions (keynote & panel discussions) and 8 tracked sessions in a 2-Day conference and exhibition featuring over 30 speakers & panellists.

Number of attendees: 250-400 approx

Locations: Hong Kong, Kuala Lumpur, Singapore



Delegate profile:





Employee Benefits Asia has been the number one conference for compensation & benefits specialists and HR generalists responsible for corporate remuneration and rewards strategy since 2012.

Key Topics: Flexible Benefits, Salaries, Healthcare, Pensions, Regional/Local Regulations, Incentives, Talent Acquisition and much more.

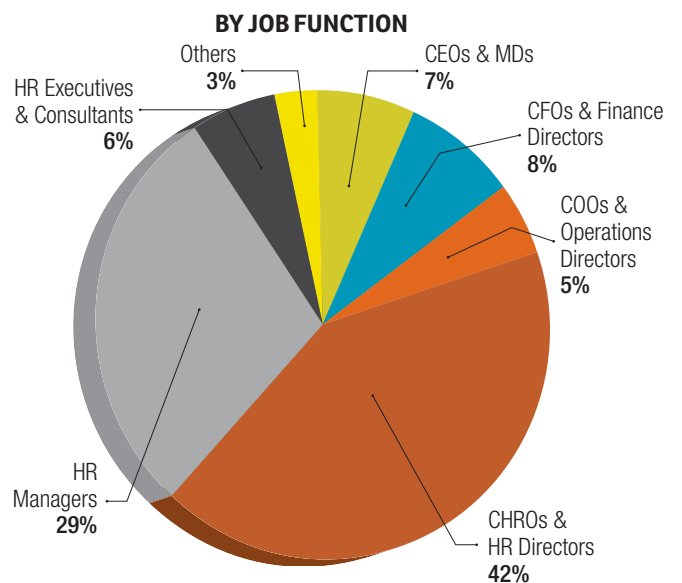
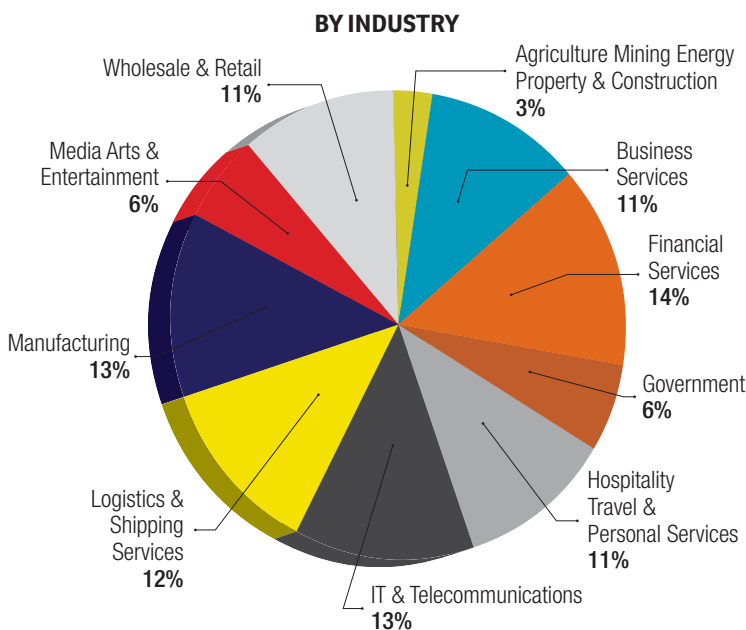
Format: 6 plenary sessions (keynote & panel discussions) and 8 tracked sessions in a 2-Day conference and exhibition featuring over 30 speakers & panellists.

Number of attendees: 250-400 approx

Locations: Hong Kong, Kuala Lumpur, Singapore



Delegate profile:





www.recruitmentinteractive.asia

Recruitment Asia is Asia's leading conference reserved exclusively for senior HR professionals from big organisations looking to share talent acquisition tips with their peers.

Key Topics: Social Media, Candidate Sourcing, Recruitment Outsourcing, Selection Excellence, Technology & Innovation, Graduate Recruitment, Onboarding

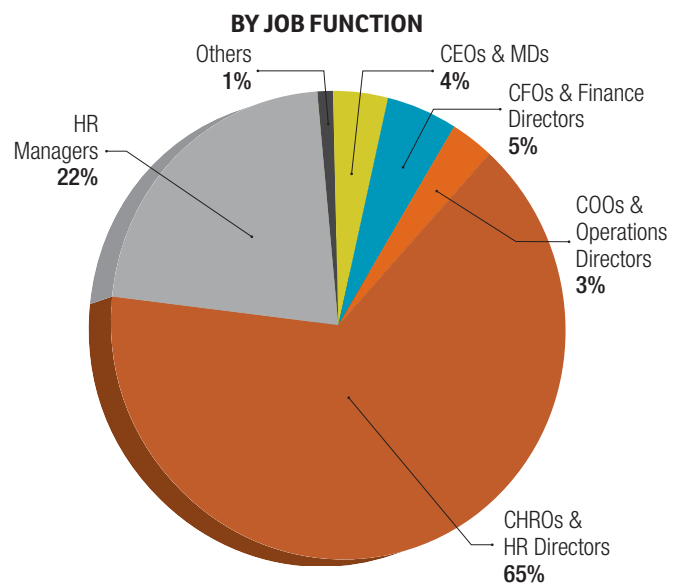
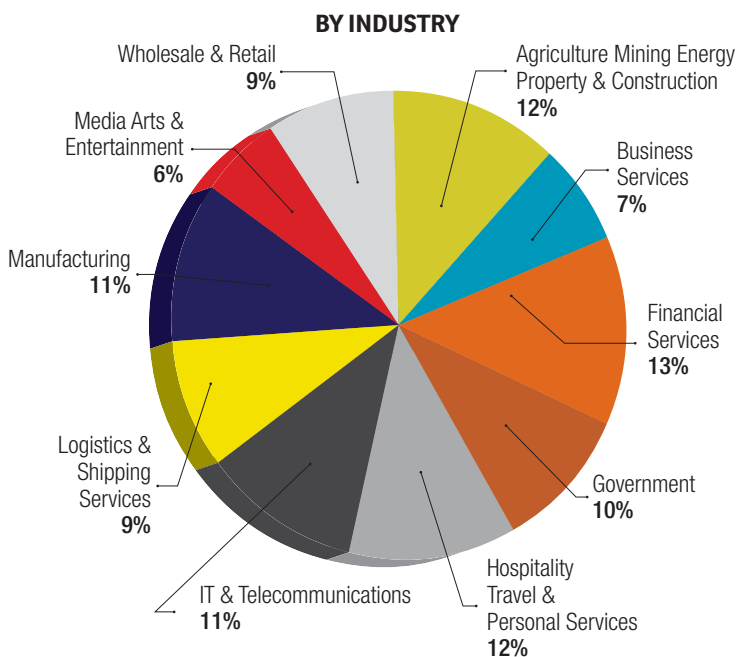
Format: 6 plenary sessions (keynote & panel discussions) and 8 tracked sessions in a 2-Day conference featuring over 30 speakers & panellists.

Number of attendees: 200-400 approximately

Locations: Hong Kong, Kuala Lumpur, Singapore



Delegate profile:





www.workforcemobility.asia

Workforce Mobility Interactive is the region's go-to conference for senior HR professionals responsible for expatriate management and workforce mobility management



Key Topics: Expat Packages, Orientation, Spouse & Family Management, Immigration, Tax, Personal Banking, Logistics, Accommodation and more.

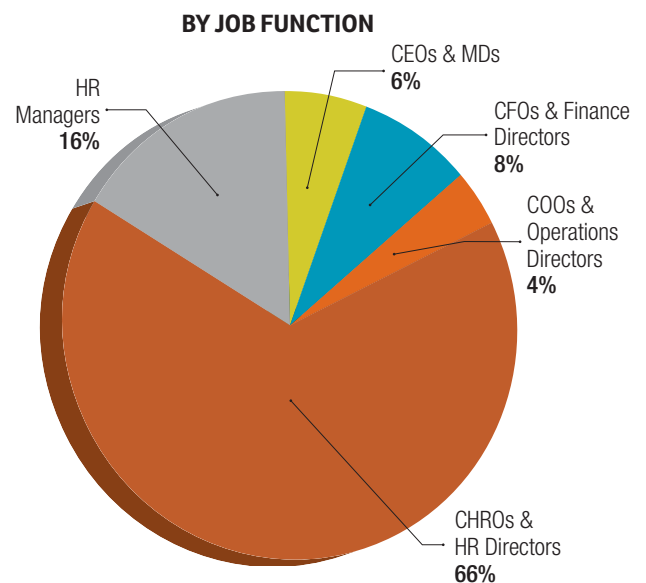
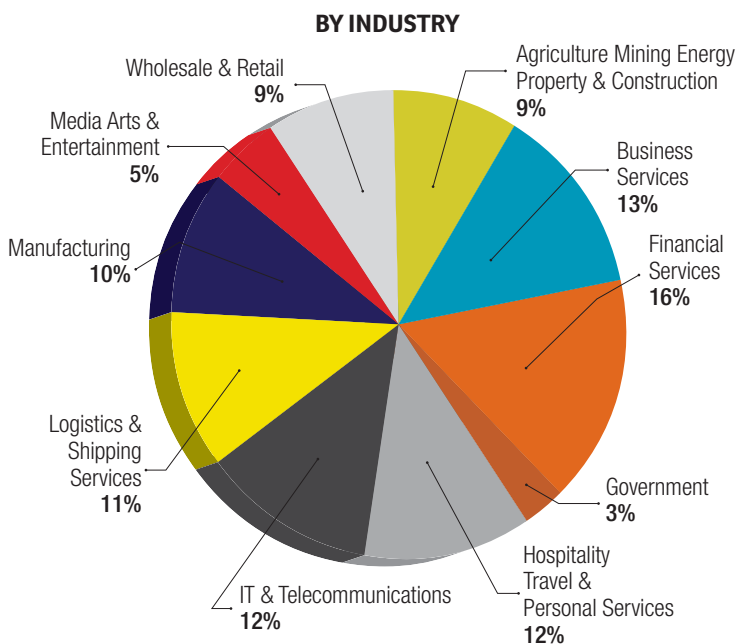
Format: 3 plenary sessions (keynote & panel discussions) and 10 roundtable discussion sessions in a 1-Day conference featuring over 25 speakers, panellists and expert table hosts.

Number of attendees: 100 invitation-only VP/director-level HR professionals

Locations: Hong Kong, Kuala Lumpur, Singapore



Delegate profile:





HumanResources
**EMPLOYEE
 HEALTHCARE
 INTERACTIVE**
 2016 Driving Organisational Performance through
 Strategic Health & Wellness Initiatives

www.employeehealthcare.asia

Employee Healthcare Interactive is the only invitation-only conference in Asia designed exclusively for senior HR professionals wanting to share employee healthcare war stories with fellow HR managers at their own level.

Key Topics: Prevention Strategies, Insurance, Healthy Workplaces, Cost Control, Treatment, Workforce Fitness, Employee Benefits

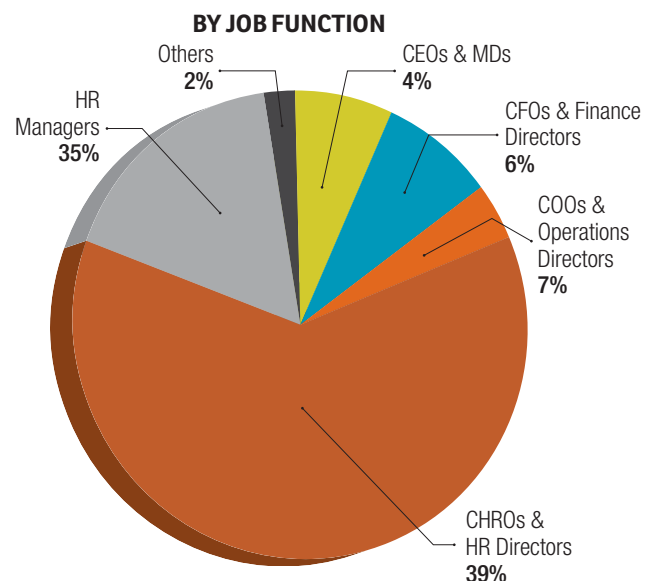
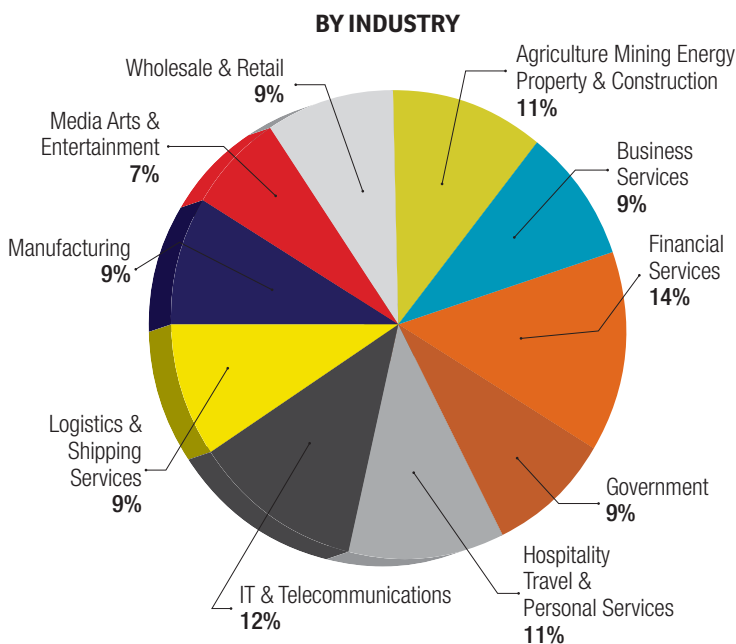
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Number of attendees: 100 invitation-only VP/director-level HR professionals

Locations: Hong Kong, Kuala Lumpur, Singapore



Delegate profile:





www.hrtechinteractive.asia

Now in its 4th big year, HR Tech Interactive is Asia's premier only invitation-only conference restricted exclusively for top HR managers with the biggest HR technology budgets in the region.



Key Topics: Big Data & Analytics, Mobile HR, HR Cloud, Social Media & Collaboration, Next Generation Recruitment Tools.

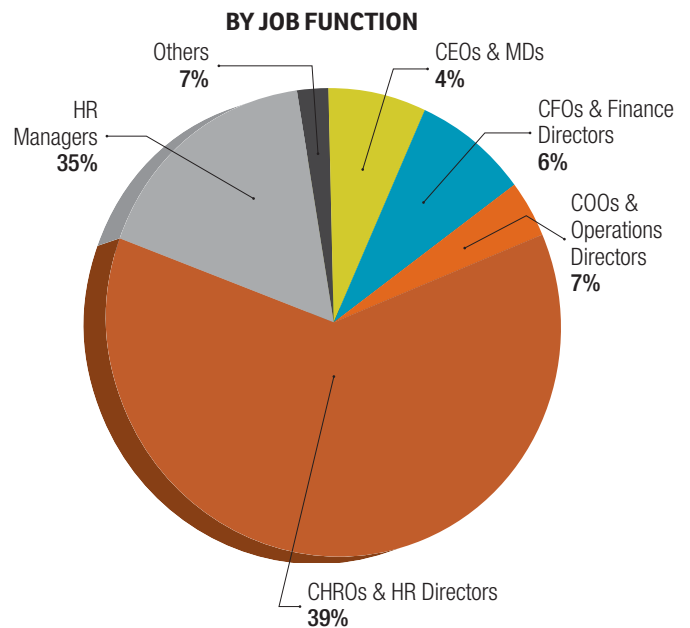
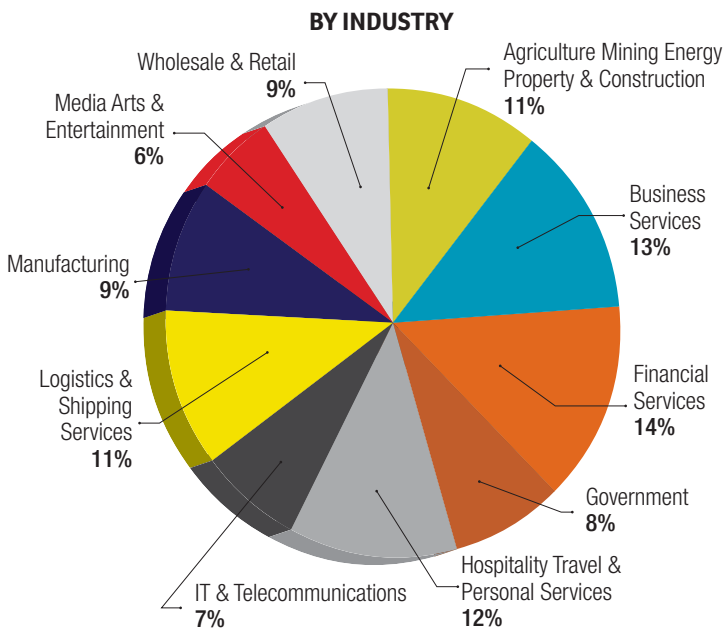
Format: 3 plenary sessions (keynote & panel discussions) and 10 roundtable discussion sessions in a 1-Day conference featuring over 25 speakers, panellists and expert table hosts.

Number of attendees: 100 invitation-only VP/director-level HR professionals

Locations: Hong Kong, Kuala Lumpur, Singapore



Delegate profile:





HumanResources HR LEADERS SUMMIT 2016

www.hrleaderssummit.asia

Every year, Human Resources hand picks 50 senior HR directors from some of the biggest companies in Asia, takes them away to a luxury resort in Phuket and provides them with a platform to discuss high-level HR management issues with like-minded professionals.



Key Topics: Talent Management, Compensation & Benefits, Leadership Development, Aligning HR & Business, Employee Healthcare, Corporate Culture, Employee Engagement, Employer Branding

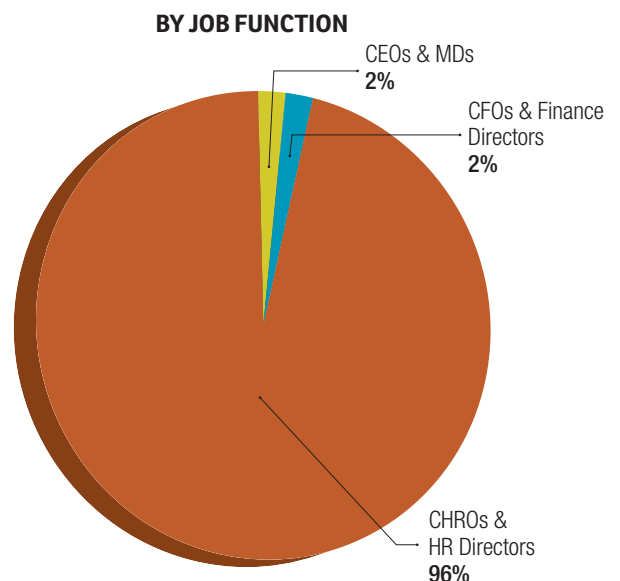
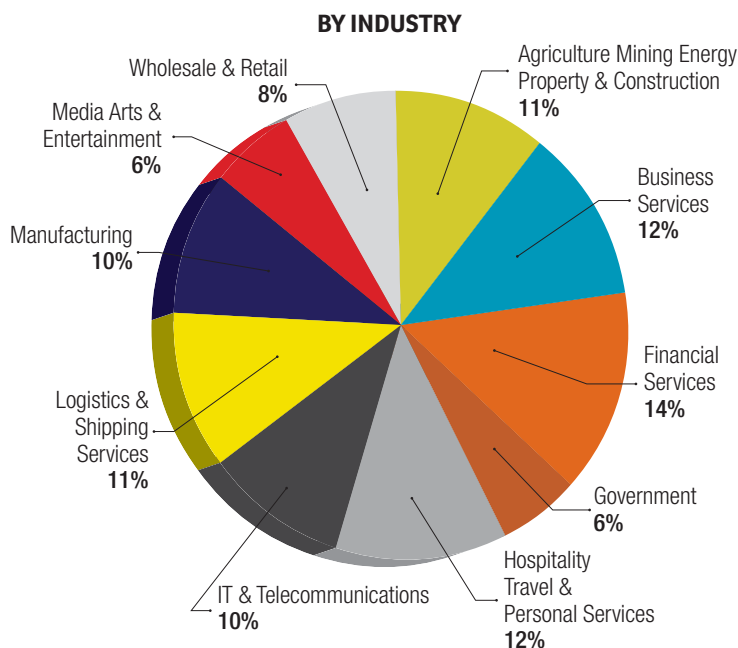
Format: 7 plenary sessions (keynote & panel discussions) and 6 tracked sessions in a 3-Day in-residence conference

Number of attendees: 50 hand-picked VP/director HR professionals

Location: Phuket



Delegate profile:





As part of the Asian HR community, Human Resources takes a leading role in recognising and celebrating the very best in HR management with three regional awards programmes.

Asia Recruitment Awards

The Asia Recruitment Awards is the only regional awards programme designed for inhouse talent acquisition teams and for the recruitment industry.

HR Excellence Awards

Judged entirely by a panel of the most senior and most respected HR directors from around Asia Pacific, the HR Excellence Awards programme is the most-respected HR awards programme in Asia.

HR Vendors of the Year Awards

Every year Human Resources recognises Asia's best vendors in 30 key areas of HR management according to the preferences of HR professionals in the region.



1-Day Conference Sponsorship Packages:

	Platinum	Gold	Silver	Exhibitor
Exhibition stand size	4m x 3m	3m x 2m	3m x 2m	3m x 2m
Speaker slot (subject to content approval)	✓	✓	-	-
Roundtable host	✓	-	-	-
Panellist slot	✓	-	✓	-
Event website branding	✓	✓	✓	✓
Event website company description	✓	✓	✓	✓
e-DM branding	✓	✓	✓	✓
Sponsorship announcement on HR Bulletin & HR website	✓	✓	✓	✓
CEO interview article on HR Bulletin & HR website	✓	-	-	-
Event signage branding	✓	✓	✓	✓
Delegate book full page ad	✓	✓	✓	✓
Delegate book company description	✓	✓	✓	✓
Delegate attendee list	✓	✓	✓	✓
Sponsorship rates (USD)	\$35,000	\$19,000	\$14,000	\$8,000

2-Day Conference Sponsorship Packages:

	Platinum	Gold	Silver	Exhibitor	Workshop
Exhibition stand size	4m x 3m	3m x 2m	3m x 2m	3m x 2m	-
Delegate tickets (for staff)	6	4	3	3	2
Speaker slot (subject to content approval)	✓	✓	-	-	-
Panellist slot	✓	-	✓	-	-
Event website branding	✓	✓	✓	✓	✓
Event website company description	✓	✓	✓	✓	✓
e-DM branding	✓	✓	✓	✓	✓
Sponsorship announcement on HR Bulletin & HR website	✓	✓	✓	-	-
CEO interview article on HR Bulletin & HR website	✓	-	-	-	-
Event signage branding	✓	✓	✓	✓	✓
Delegate book full page ad	✓	✓	✓	✓	✓
Delegate book company description	✓	✓	✓	✓	✓
Delegate attendee list	✓	✓	✓	✓	✓
Guaranteed min. 10 relevant attendees	-	-	-	-	✓
Sponsorship rates (USD)	\$45,000	\$25,000	\$16,000	\$10,000	\$25,000

Key contacts:

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