

HumanResources

The smart HR
professional's blueprint
for workforce strategy

H PAIDCONTENT

www.humanresourcesonline.net

PAID CONTENT IN HUMAN RESOURCES

WHAT IS PAID CONTENT?

Paid content refers to the limited number of pages we allow per print edition of *Human Resources* for advertisers to purchase for varying editorial coverage.

Paid content can also refer to editorial coverage online via our website www.humanresourcesonline.net and in our daily HR Bulletin e-newsletter.

Human Resources is allowing a select number of quality advertorials and commissioned articles to feature. Depending on the agreement, paid content may be clearly labelled as such to eliminate any reader confusion about what is editorial and what is advertising, adhering to our long-standing stance on editorial integrity.

However, *Human Resources* will also publish commission articles and profiles written in a particular style and tone that fits with our publication's branding, ensuring it is still relevant and newsworthy to clients' target audience and our readers collectively.

Please read the following guidelines and rules carefully to ensure a full understanding of *Human Resources*' policy on paid content.

OVERVIEW

Advertorials

- Any content or images/photos to be provided by the client.
- The *Human Resources* editorial team has the right to edit copy to ensure it fits with the overall publications' style and tone.
- Pages will be branded with client name, information and logo, and stipulated as an advertorial piece.
- The final piece will be viewed and signed off by the client prior to publication.

Single page – 800 words submitted

Double page – 1,600 words submitted

Commissioned articles & profiles

- Content to be created by *Human Resources* editorial staff via an interview/phone conversation with client
- Commissioned articles may take the form of an article covering a story, a profile, an executive Q&A or a combination of two of these if covering a double page spread.
- The *Human Resources* editorial team has the right to edit copy to ensure it fits with the overall publications' style and tone
- Pages will not be branded, but will be tagged at the top of the page with the client/vendor name
- The final piece will be viewed and signed off by the client prior to publication

Single page – 800 words submitted

Double page – 1,600 words submitted

PLEASE NOTE:

Human Resources will only proceed with paid content provided there is no conflict of interest regarding industry events and research.

Human Resources only allows for a maximum of four pages of paid content in any one issue of *Human Resources* magazine. This is to ensure that our readers are not overwhelmed with paid content and that it is always presented alongside our own high quality editorial pieces.

Human Resources will never exceed the limit of 40% of the magazines pages to contain advertising. For the purposes of keeping this ratio in line with our promise to our readers, paid content, in any form, is considered advertising.

For commissioned articles, the client will own and may re-use the content produced by *Human Resources* on an unlimited basis at a rate of SGD \$990 per page

GUIDELINES

- **Articles will be written as articles, not sales pitches**

This is true for both commissioned articles and advertorials, however advertorials – being a branded page – are less likely to be heavily edited by the *Human Resources* team.

The commissioned articles will be written with a style and tone similar to that of our regular content and features, to ensure your write-up/interview/profile is best received by our readers and remains relevant to them.

Advertorials can have more of a sales tone to them, however we recommend avoiding bland company profiles (see below)

- **Avoid bland company profiles. Instead, write something relevant**

Senior HR leaders do not want to simply read about what your company does – they can go to your website for that. Instead, the idea is to take what your company does and make it relatable for the target audience.

The idea is to find a story that fits your sale. Blend your article with your advertorials sales message for maximum impact.

- **Stay away from clichés**

Where possible, avoid advertising slogans! This will detract from your article and encourage people to turn the page. Delete any thoughts of including, “lowest price, best service”, or “a whole new experience”, or other overused slogans.

The best approach is a soft approach, using everyday writing styles and keeping it simple.

- **Please include all your information**

For advertorials, we will need your company name, the name of the person who wrote the article (if it is written from the POV of your CEO, for example), company contact information and a short summary about your business.

- **Images**

If you are wanting to include images in your paid content, please submit them in the following format:

- **High resolution – nothing less than 300dpi in quality**
- **JPG images where possible**

PRICING

Advertorials

Single page	SGD \$6,500
Double page spread	SGD \$10,950

Commissioned article

Single page	SGD \$7,200
Double page spread	SGD \$12,250

Online content

Per ad per week	SGD \$2,070
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Online advertorial

Commissioned content	SGD \$3,500
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