

MEDIA

BusinessManagement
DAILY

HR
SPECIALIST



***HR Advertising for a
New Economy.***

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ABOUT US

*New Marketing Solutions
for HR Marketers.*

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Since 1937, Business Management Daily and **HR Specialist** have helped thousands of organizations succeed through thoughtful promotions in every market cycle. Each business day, over 170,000 executives, managers, and other decision-makers turn to us for plain-English, actionable advice on employment law, workforce management, and HR technology solutions.

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Our e-letters, webinars, and publications quickly provide these professionals the skills and strategies they need to improve their operations... increase efficiency... comply with regulations... and advance their careers.

These decision-makers share a thirst for business knowledge. And because 100% of our customers are either paid buyers or opt-in readers, they are the ideal audience for your products and services.

For more information about advertising to our audience of senior-level HR professionals, contact Paul Legrady at (703) 905-4516 or plegrady@businessmanagementdaily.com.



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ABOUT OUR READERS

Business Management Daily and *HR Specialist* customers cut across a wide cross-section of private-and public-sector employers. Here is a breakdown of readership by company size, job title, and purchasing authority:

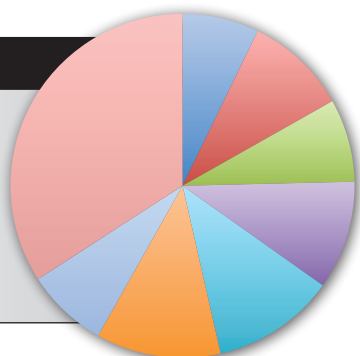
Job Title

Owner	9%	Manager	19
President	8	Administration	9
Director	26		
Vice President	29		



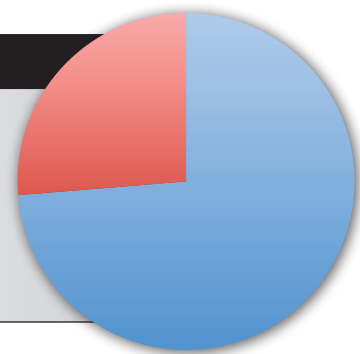
Company Size

1-5 employees	7.2%	101-200 employees	11.6
6-25 employees	9.6	201-500 employees	11.7
26-50 employees	7.8	500-1000 employees	7.7
51-100 employees	10.2	1000+ employees	34.1



Purchasing Authority

Make buying decision	73.7%
Influence, recommend or not involved	26.3



Just a few of the companies that rely on us for actionable information:

ADT Security	Blue Cross	Halliburton	Paychex
Airbus	Budget Rent-A-Car	Honeywell	Toyota
Alcoa	Caterpillar	LL Bean	U.S. Army
Aveda	Coca-Cola	McDonald's	Wells Fargo
Black & Decker	Disney/ABC	Merck	Westinghouse

OUR MEDIA

PAID PUBLICATIONS

The HR Specialist: Premium Plus Online
HR Specialist: Employment Law
HR Specialist: Premium Plus
HR Weekly
HR Law Weekly
Manager's Legal Bulletin
Payroll Legal Alert



OUR RECENT WEBINARS HAVE INCLUDED:

- Electronic HR and Business Records
- Hire Education: How to Ace the Test and Hire the Best
- Managing Multi-Generational Workforce
- Compliance Workshop: Remote Employees
- Why Smart Managers Hire the Wrong People

E-LETTERS

Business Management Daily's electronic newsletters provide concise updates on the workplace issues our readers care about. We feature daily e-letters, including our Week in Review digest of the week's hottest topics:

Weekly E-newsletters

E-Letter	Frequency	Circulation
Week in Review	Weekly	189,000
Human Resources	Daily	104,000

E-newsletter Rates

	Top Banner	Top Text Ad	Middle Text Ad	Bottom Text Ad	Graphic Ad	All Zones
Week in Review	\$5,000	\$4,600	\$4,200	\$4,000	\$3,600	\$6,000
Human Resources	\$4,500	\$4,000	\$3,500	\$3,000	\$2,500	\$5,500

*Package and multi-week discounts available.

SPECIFICATIONS

E-Letters

Top Banner Ad

600x90

Top Horizontal Text Ad

10 words (including link)

Box Ad right-hand side

160x240

Text Ad #1

20 words (including live link)

Text Ad #2

50 words (including live link)

Text Ad #3

100 words (including live link)



SPONSORED E-PROMOS

We will deliver your message directly to our targeted customers – not just e-letter readers, but paid subscribers, and conference attendees.

Sponsored E-Promos

\$375/M



MAILING LIST RENTALS

Business Management Daily and *HR Specialist* rent email and direct mail lists of our masterfile ... active and expired subscribers (by topic) ... book buyers ... and webinar and conference attendees, allowing you to target very specific buyers.



WEBINAR SPONSORSHIPS

Business Management Daily and *HR Specialist* produce over 130 webinars per year in the areas of HR ... office technology ... office administration ... leadership ... and more. We can add your logo to our promotional emails, and mention you as a sponsor of the event. Each webinar receives 3-4 email blasts, resulting in several hundred thousand impressions for your message.



You may also choose to produce your own **free webinar**, either with your own speaker or one provided by us. This event will be promoted multiple times to our highly responsive list of webinar attendees, newsletter subscribers, and e-letter readers, and both the promotions and the event itself are outstanding ways to reach targeted buyers.

Webinars (multiple-event discounts available)

Paid Webinar Sponsorships (4 efforts)	\$4,000
Free Webinars (per effort)	\$325/M

LIVE CONFERENCE

Every year, HR Specialist produces LEAP – the prestigious *Labor & Employment Law Advanced Practices Symposium*, *The HR Specialist Summit* and *Admin Pro Forum*. Several tiers of sponsorship are available, from including logos on promotional materials to exhibiting at the event itself.



WHAT OUR READERS TELL US

Actual testimonials from Business Management Daily and HR Specialist subscribers

"This is the only publication I care about. Topics are extremely helpful. I like the examples that are used. Keep up the good work. I plan to renew my subscription."

— B.D., Rehrersburg, PA

"It's a great resource. I use it frequently for myself, HR staff and my managers."

— H.S., Anchorage, AK

"You provide information I can sink my teeth into and use right away. You only use information that's substantiated – I feel very comfortable following your advice."

— P.D., Riverside, CA

"I was impressed and now the whole office asks for copies. A great tool."

— J.O., San Diego, CA

"You zero in on what's important. No one can keep up with the screwballs in Washington, but you guys do as good a job as can possibly be done."

— J.W., Lexington, KY

"You keep me abreast of everything I need to know about. It's simple, to the point, and doesn't include a lot of details that I don't have time for."

— R.D., Astoria, NY



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Our professional staff can mix and match any of these options to create a highly targeted, customized, and cost-effective marketing program that best fits your company's goals, objectives, and budget.

Please contact: Paul Legrady
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