

E-newsletter

E-newsletter content

Personneltoday.com Direct has been designed to keep business professionals updated with industry news and hot topics written by award winning journalists.

Personneltoday.com Direct offers you a unique platform to generate high quality sales leads, drive traffic to your website and raise your brand awareness.

Market reach and frequency

Circulation: 94,780 (Publishers Statement Q1 2012)

Frequency: Weekly (Wednesday)

Target audience: Personneltoday.com Direct is delivered to a targeted audience of 94,780 opted-in subscribers. We send to an active only database, resulting in market leading open and click through rates. In return this helps to raise your profile and generate new quality sales leads for your business.

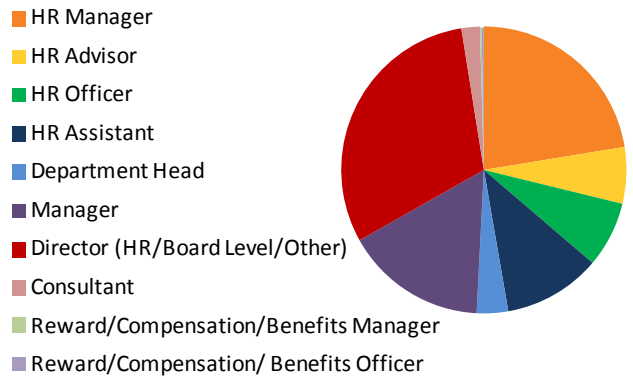
Personneltoday.com Direct

Reaches people with a job function of:

- Account Manager
- Compensation/ Remuneration & Benefits
- Consultant
- Department Head
- Determining company policy
- Director
- Diversity and Equality Manager/Officer
- Employee Benefits
- Employee Relations/ Communications
- Employment Law
- Health & Safety
- HR Administrator
- HR Advisor
- HR Assistant
- HR Consultant
- HR Manager
- HR Officer
- Information Systems/ Strategy
- International Responsibility
- Leadership Surveys
- Manager not Department Head
- Occupational Health
- Other Company Management
- Other Director
- Pension Schemes
- Personnel /HR
- Recruiting other staff for your company
- Recruitment Consultant
- Recruitment Personnel/ Training Staff for your company
- Reward/comps/Benefit Manager
- Salary Benchmarking
- Sales/marketing
- Senior General Management
- Staff Welfare
- Training

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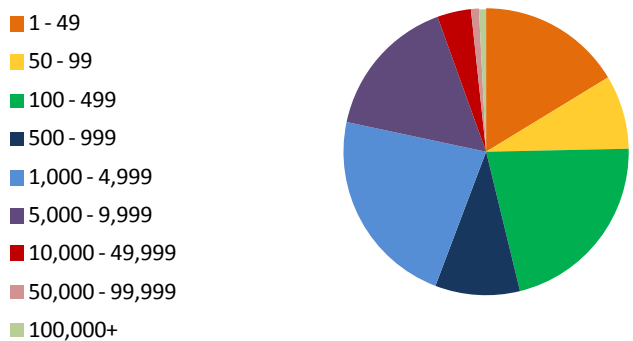
Job Status Demographic Breakdown



Sample Size: 21748

Personneltoday.com Direct

No. of Employees Demographic Breakdown



Sample Size: 46102

Our recent research shows:

- 60% of respondents are managerial level or above and spend an average of 10 minutes reading the E-newsletters
- 79% of Personnel Today E-newsletter subscribers have clicked on E-newsletter advertising

(Base 1,650 respondents)

E-newsletter

▶ Advertising opportunities

Ad unit	Size	£ per insertion
Top Banner	(468 x 60px)	1,250
Skyscraper	(120 x 600px)	1,100
Supplier News	See below	149
Advertorial	See below	1,750
Mid Banners	(468 x 60px)	950
MPU	(300 x 250px)	950
Solus		3,150

Advertisement Design / Campaign Optimisation = £250

▶ Advertising opportunities

Advertisements and/or copy must be submitted to enewsletters.copy@rbi.co.uk at least five business days before scheduled sponsorship

- GIF, animated GIF and JPEG images are accepted. Flash and rich media files are not accepted
- File size should not exceed 40k
- All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (maximum 200 characters)
- Supplier News: Text only 8 word link (each E-newsletter will carry 3 supplier news links)
- Advertorial: Text only profiles: up to 8 words in the headline, 50 words in the body text and an 8 word link to your website (each E-newsletter will carry only 1 advertorial slot)

Top Banner 468 x 60px

Story of the week:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet libero non nunc tempus pellentesque at eget erat. Quisque nunc lorem, vestibulum vel condimentum sit amet, fermentum sed nisl.

The latest news:

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Advertorial

Top news:

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Mid Banner 468 x 60px

MPU
300 x 250px

Events:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet

Sky
120 x
600px

Supplier
News
8 word link

Events: