

## E-newsletter

### ▶ E-newsletter content

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

Employers' Law 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:** 39,053 (Publishers Statement Q1 2012)

**Frequency:** Monthly (Friday)

**Target audience:** Employers' Law Direct is delivered to a targeted audience of 39,053 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.

### ▶ 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)

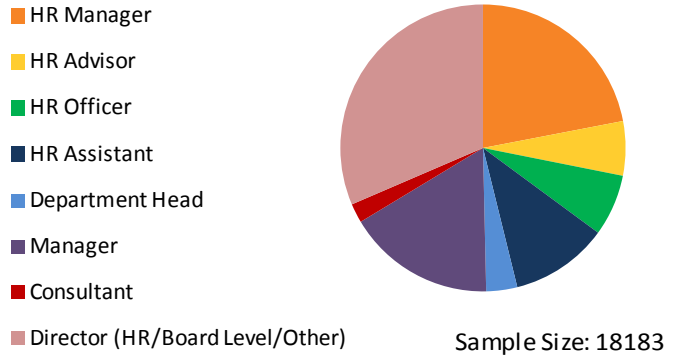
### ▶ Employers' Law Direct

Reaches people with a job function of:

- Account Manager
- HR Manager
- Compensations/ Remuneration & Benefits
- HR Officer
- Consultant
- Information Systems/ Strategy
- Department Head
- International Responsibility
- Determining company policy
- Leadership Surveys
- Director
- Manager
- Diversity and Equality Manager/Officer
- Occupational Health
- Employee Benefits
- Pension Schemes
- Employee Relations/ Communications
- Recruitment Consultant
- Employment Law
- Reward/comps/Benefit Manager
- Health & Safety
- Salary Benchmarking
- HR Administrator
- Sales/marketing
- HR Advisor
- Senior General Management
- HR Assistant
- Staff Welfare
- HR Consultant
- Training

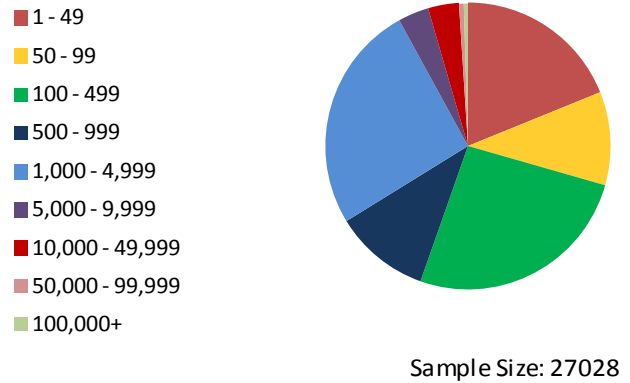
### ▶ Employers' Law Direct

Job Status Demographic Breakdown



### ▶ Employers' Law Direct

No. of Employees Demographic Breakdown



E-newsletter

▶ Advertising opportunities

Ad unit	Size	£ per insertion
Top Banner	(468 x 60px)	750
Skyscraper	(120 x 600px)	650
Supplier News	See below	149
Advertorial	See below	800
Mid Banners	(468 x 60px)	600
MPU	(300 x 250px)	600
Solus		1,750

Advertisement Design / Campaign Optimisation = £250

▶ Advertising opportunities

Advertisements and/or copy must be submitted to [enewsletters.copy@rbi.co.uk](mailto: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