

## E-newsletter

### E-newsletter content

Pay & Benefits has been designed to keep business professionals updated with industry news and hot topics written by award winning journalists.

Pay & Benefits 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:** 21,295 (Publishers Statement Q1 2012)

**Frequency:** Monthly (1<sup>st</sup> Friday)

**Target audience:** Pay & Benefits is delivered to a targeted audience of 21,295 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.

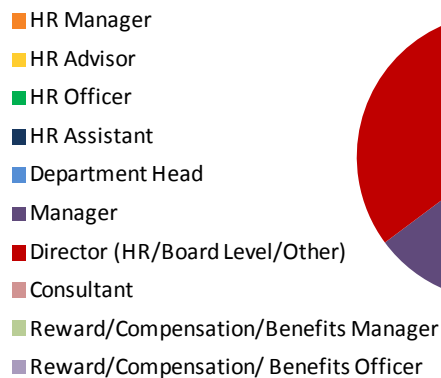
### Pay & Benefits

Reaches people with a job function of:

- Account Manager
- Compensations/ 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
- Occupational Health
- Pension Schemes
- Recruitment Consultant
- Reward/comps/Benefit Manager
- Salary Benchmarking
- Sales/marketing
- Senior General Management
- Staff Welfare
- Training

### Pay & Benefits

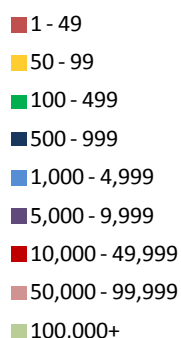
Job Status Demographic Breakdown



Sample Size: 16205

### Pay & Benefits

No. of Employees Demographic Breakdown



Sample Size: 14519

### 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)  | 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)

PersonnelToday Pay & Benefits

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:

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. Class aptent taciti sociosqu ad litora torquent per conubia.

Advertorial

Top news:

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. Class aptent taciti sociosqu ad litora torquent per conubia.

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: