

Supplier Update

E-newsletter content

Personneltoday.com Supplier Updates provide a unique platform for suppliers to communicate their targeted marketing message to HR professionals.

Market reach and frequency

Circulation: 21,679 (Publishers Statement Q1 2012)

Frequency: Twice weekly

Target audience: Personneltoday.com Supplier Updates are delivered to a targeted audience of 21,679 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

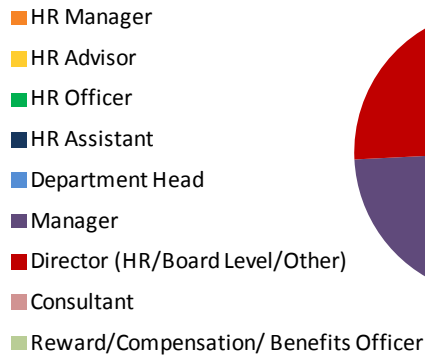
(Base 1,650 respondents)

Personneltoday.com Supplier Update

Reaches people with a job function of:

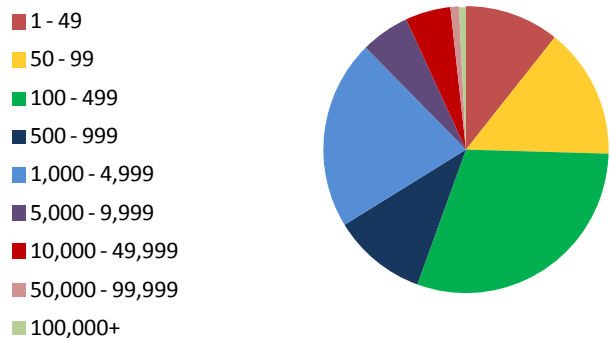
- | | |
|--|--------------------------------|
| • Account Manager | • HR Manager |
| • Remuneration & Benefits | • HR Officer |
| • Consultant | • Information Systems/Strategy |
| • Department Head | • International Responsibility |
| • Determining company policy | • Leadership Surveys |
| • Director | • 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 |

Personneltoday.com Supplier Update Job Status Demographic Breakdown



Sample Size: 6876

Personneltoday.com Supplier Update No. of Employees Demographic Breakdown



Sample Size: 8512

Supplier Update

Advertising opportunities

Bespoke Email & Subject line

- Get maximum impact from your advertising
- Deliver your targeted message in a standalone email
- Align yourself with our market leading brand

Ad unit	£
Bespoke Email	3,500

Advertising delivery requirements

Bespoke Product Update

Clients providing HTML:

- Max width 600 pixels. The height of the copy should not exceed 1000 pixels
- HTML code in a <table> tag structure Please avoid <div> tags
- Copy should consist of both images and text. We will not accept copy consisting of just one large graphic, or copy made entirely of images, due to image blockers / spam filters

Clients unable to provide a HTML file:

- Max 200 words of text, plus headline and link(s) in a word doc
- Header image / banner, max 600 pixels wide
- 1 additional body image, max 200 pixels wide
- If needed, Footer image / banner, max 600 pixels wide

Please note: Flash and Rich Media files will not display on emails, all images need to be in a GIF or JPEG format, (max file size 40k)

Example of Bespoke Email



Supplier Update

Advertising opportunities

Ad unit		£ per insertion
Slot 1		1,500
Slot 2		1,350
Slot 3		1,250
Slot 4		1,100
Top Banner	(468 x 60px)	650
Skyscraper	(120 x 600px)	650

Advertisement Design / Campaign Optimisation = £250

Advertising delivery requirements

Standard Supplier Update slots

Clients should provide:

- 100 words of text, plus a headline approx 50 characters, link(s) to relevant landing page, one image in GIF or JPEG format, approx 150 x 150 pixels and / or one banner image in a GIF or JPEG format at 468 x 60 pixels
- A skyscraper slot (120 x 600 pixels) is also available

PersonnelToday Supplier Update

Top Banner 468 x 60px

Slot 1

Slot 2

Slot 3

Slot 4

Sky
120 x
600px

In this issue:
Advertiser 1 headline
Advertiser 2 headline
Advertiser 3 headline
Advertiser 4 headline

The latest news:
Headline 1
Headline 2
Headline 3

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