

Circulation profile

Canadian HR Reporter biweekly tabloid

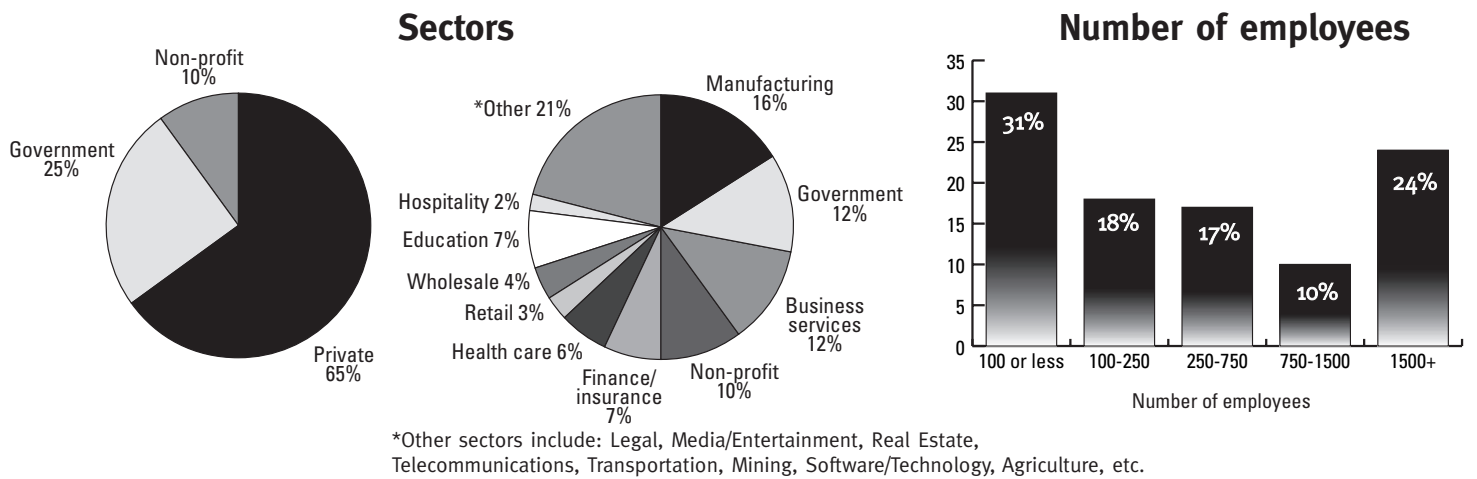
Publication data

- Frequency: biweekly, 22 times a year
- National circulation: 11,000+
- Pass-along readership: approx. 3 per copy
- Readers per issue: 33,000+
- Circulation audit (annual): CCAB

About CHRR subscribers

- 71% are female
- 83% are 35 years+
- 63% are managers, directors, VPs, CEOs, CFOs
- 71% recommend HR-related products/services for purchase
- 64% are directly involved in product/service supplier selection
- 60% work in non-unionized organizations

Organizations our subscribers work for



CHRR readers have purchase influence on

- Training programs 74%
- HR consulting 57%
- HR legal compliance 55%
- Benefits programs 55%
- Recognition items 53%
- Software 52%
- Temp staff 51%
- EAP services 44%
- Organization change management 43%
- Office equipment 42%
- Lawyers 39%
- Event planning 38%
- Websites 31%
- Relocation services 18%
- Investment firm providers 14%

The top 5 outsourced HR services are: Employment Law/Legal Advice, EAPs, Pensions, Benefits, Training & Development

Regional distribution

July 2009 figures

