

# HR Reporter

CANADIAN

THE NATIONAL JOURNAL OF HUMAN RESOURCE MANAGEMENT

www.hrreporter.com

## SPECIAL HIGHLIGHTS UPCOMING ISSUES

### April 8

**Global HR:** Newer challenges for employees crossing the border into the United States.

**Technology:** How to improve your HR portal.

**Outplacement:** Case study of an outplacement arrangement.

**Benefits:** A look at employee profit-sharing plans.

#### **BONUS DISTRIBUTION!**

**Human Resources Institute of Alberta Annual Conference**

Ad space close: **Mar. 11**

Material deadline: **Mar. 14**

### April 22

**Diversity:** Profile of a diversity officer.

**Payroll:** How to keep employees if unfair pay is biggest reason for turnover.

**Employer Branding:** A look at premium employer profiles on job boards.

**Corporate Social Responsibility:** Using CSR for employee attraction and retention.

#### **EXPANDED SECTION:**

**Health & Safety: Disability management programs.** A look at how one employer improved its program. | How to combat low exit rates from disability. | Return-to-work programs.

#### **BONUS DISTRIBUTION!**

**Partners in Prevention | Western Conference on Safety**

Ad space close: **Mar. 25**

Material deadline: **Mar. 28**

### May 6

**Compensation:** How to conduct a compensation risk review.

**Recognition:** A look at recognition done wrong – and how to fix it.

**Employee Engagement:** Improving the office environment to keep employees happy.

**Training & Development:** A look at an internal MBA program.

Ad space close: **Apr. 8**

Material deadline: **Apr. 11**

### May 20

**Staffing:** Myths around millennials.

**Pensions:** Case law update and implications for employers.

**Relocation:** How to ease concerns about personal security.

**CEOs Talk:** How can employers be more innovative?

#### **EXPANDED SECTION:**

**Benefits: Older workers.** The latest trends in retirement benefits. | Are their health-care costs really that much more? | How to attract older workers with targeted benefits.

#### **BONUS DISTRIBUTION!**

**Canadian Pension & Benefits Institute Annual Conference**

Ad space close: **Apr. 22**

Material deadline: **Apr. 25**

**STEPHEN HILL** - Account Executive

416.298.5090 | stephen.hill@thomsonreuters.com

**KATHY LIOTTA** - Account Executive

416.649.9920 | kathy.liotta@thomsonreuters.com

# HR Reporter

CANADIAN

THE NATIONAL JOURNAL OF HUMAN RESOURCE MANAGEMENT

www.hrreporter.com

## SPECIAL HIGHLIGHTS UPCOMING ISSUES

### June 3

**Recruitment:** How to improve exit interviews to get some answers.

**Employment Law:** The benefits of good employment contracts.

**Managing/Leadership:** Managers are constantly job-hunting so how can employers keep them happy?

**Wellness:** The rise of fitness competitions.

#### **BONUS DISTRIBUTION!**

**Human Resources Association of Nova Scotia Conference**

Ad space close: **May 6**  
Material deadline: **May 9**

### June 17

**Social Media:** How job candidates are advancing their personal brands through sites such as Pinterest, Facebook, Twitter.

**Employee Career Management:** Alternatives to progressive discipline.

**HR Associations:** A look at the different mentorship programs available.

**Technology/Payroll:** The latest HR apps.

#### **BONUS DISTRIBUTION!**

**Canadian Payroll Association Conference**

Ad space close: **May 21**  
Material deadline: **May 23**

## NEW CANADIAN HR NEWSWIRE TOPICS FOR 2013

### APRIL 2013

**Apr. 2** Organizational Effectiveness, EAPs

**Apr. 9** Global HR, Technology

**Apr. 16** Outplacement, Benefits

**Apr. 23** Diversity, Payroll, Health and Safety

**Apr. 30** Employer Branding, Corporate Social Responsibility

### MAY 2013

**May 7** Compensation, Recognition

**May 14** Employee Engagement, Training & Development

**May 22** Staffing, Pensions

**May 28** Benefits, Relocation, CEOs Talk

### JUNE 2013

**June 4** Recruitment, Employment Law

**June 11** Managing/Leadership, Wellness

**June 18** Social Media

**June 25** Employee Career Management

**STEPHEN HILL** - Account Executive

416.298.5090 | stephen.hill@thomsonreuters.com

**KATHY LIOTTA** - Account Executive

416.649.9920 | kathy.liotta@thomsonreuters.com

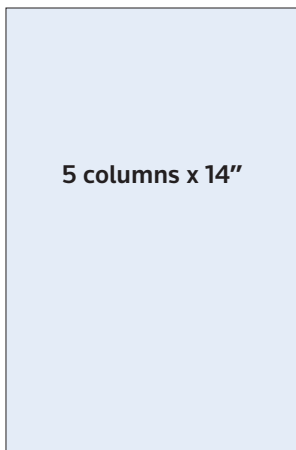
# RATES & DATA

## 2013 display advertising rates (HST not included. Rates are in gross, Canadian dollars.)

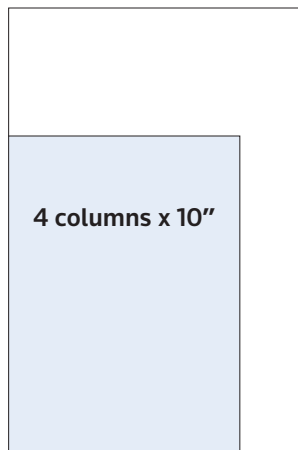
Ad size	1x	4x	8x	12x	18x	22x
Full page	4534	4357	4004	3566	3471	3294
Magazine page	3471	3350	3101	2850	2727	2605
1/2 page	2763	2673	2498	2321	2230	2143
1/4 page	1799	1734	1604	1472	1410	1344
1/8 page	1166	1134	1066	999	966	931
Outside back cover	5598	5369	4907	4447	4214	3986
Front Page Earlugs	1500	—	—	1250	—	1000
Front Page Footerstrip	3000	—	—	2500	—	2000
Business card* (Black & White)	250	217	185	138	116	105

\* Business card ads are non-commissionable.

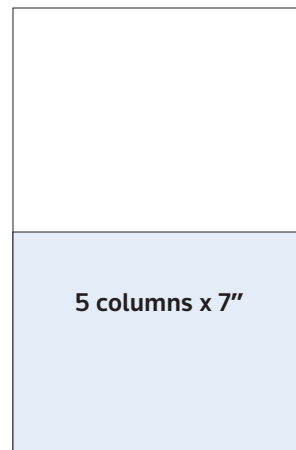
10% discount on black and white ads.



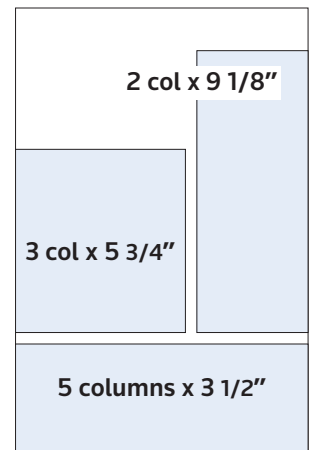
Full page



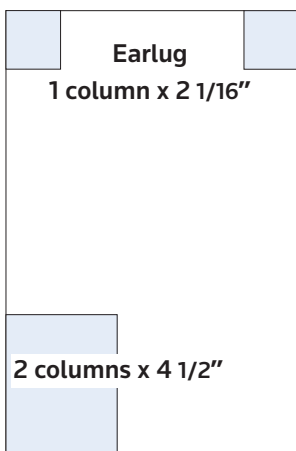
Magazine page



1/2 page



1/4 page



1/8 page

### Size requirements:

	width x depth in inches	columns wide x inches deep
Full page (bleed size)	11 x 15 1/4"	
Full page (image area)	9 1/2 x 14"	5 col x 14"
Magazine page	7 9/16 x 10"	4 col x 10"
1/2 page (horizontal)	9 1/2 x 7"	5 col x 7"
1/4 page (horizontal)	9 1/2 x 3 1/2"	5 col x 3 1/2"
1/4 page (3 columns)	5 5/8 x 5 3/4"	3 col x 5 3/4"
1/4 page (2 columns)	3 11/16 x 9 1/8"	2 col x 9 1/8"
1/8 page (vertical)	3 11/16 x 4 1/2"	2 col x 4 1/2"
Business card	3 1/2 x 2"	
Front Page Earlug	1 11/16 x 2 1/16"	
Front Page Footerstrip	9 1/2 x 1 3/4"	

### Column widths

	in inches
1 column	1 3/4"
2 columns	3 11/16"
3 columns	5 5/8"
4 columns	7 9/16"
5 columns	9 1/2"

**Note: Bleeds only apply to full page ads.** (Trim size of publication is 10 3/4 x 15".)