

HR Reporter

CANADIAN

THE NATIONAL JOURNAL OF HUMAN RESOURCE MANAGEMENT www.hrreporter.com
 YOUR DIRECT CONNECTION TO CANADA'S EMPLOYERS



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EDITORIAL MANDATE

Canadian HR Reporter, the national journal of human resource management, provides independent, timely, relevant and trusted news, information, case studies and features to HR and business professionals across the country. In addition to the newspaper, which is sent out every two weeks, paid subscribers receive an e-mail alert linked to *Canadian HR Reporter's* website, www.hrreporter.com. The publication's dynamic online presence includes daily news postings, recent issues and an archive featuring thousands of articles.

ABOUT

National biweekly journal of HR management

- Nearly 35,000 readers look forward to *Canadian HR Reporter's* widely respected in-depth coverage and provocative editorial commentary every two weeks.
- Nearly one-half (45.8%) of subscribers hold management positions as chief human resources officers, vice-presidents, directors and managers of HR. Plus, an additional 1 in 10 are president/CEOs or a senior corporate executive.
- 96% of readers rated *Canadian HR Reporter* as excellent or good.
- More than 87% of readers look at the ads in *Canadian HR Reporter* always or sometimes.
- When it comes to buying HR-related products or services, more than 70 per cent of readers are involved in information gathering and 58.3 per cent have final say on product selection and approval.
- If it's important for you to reach Canada's employers, isn't this where you want to invest your advertising dollars?

Note: Results are from a Spring 2013 survey of readers conducted by *Canadian HR Reporter*.



CIRCULATION

Canadian HR Reporter biweekly tabloid

Publication data

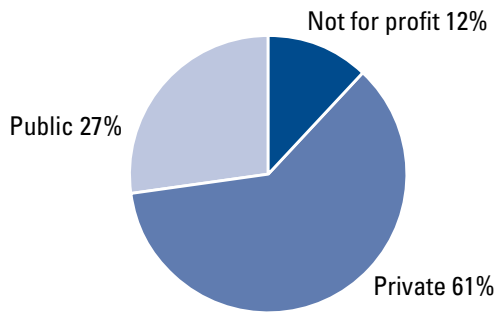
- Frequency: biweekly, 22 times a year
- National circulation: 11,000+
- Pass-along readership: approx. 3 per copy
- Readers per issue: 34,500+
- Circulation audit (annual): CCAB

About CHRR subscribers

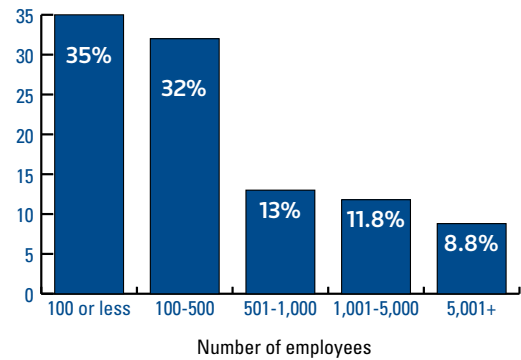
- 86% are 35 years plus
- 55% are managers, directors, vice-presidents, CEOs
- 70% are involved in information gathering when selecting HR products/services
- 71% are female
- 63% work in non-unionized organizations
- 58% are responsible for approving vendors and purchases

Organizations our subscribers work for

Sectors



Number of employees

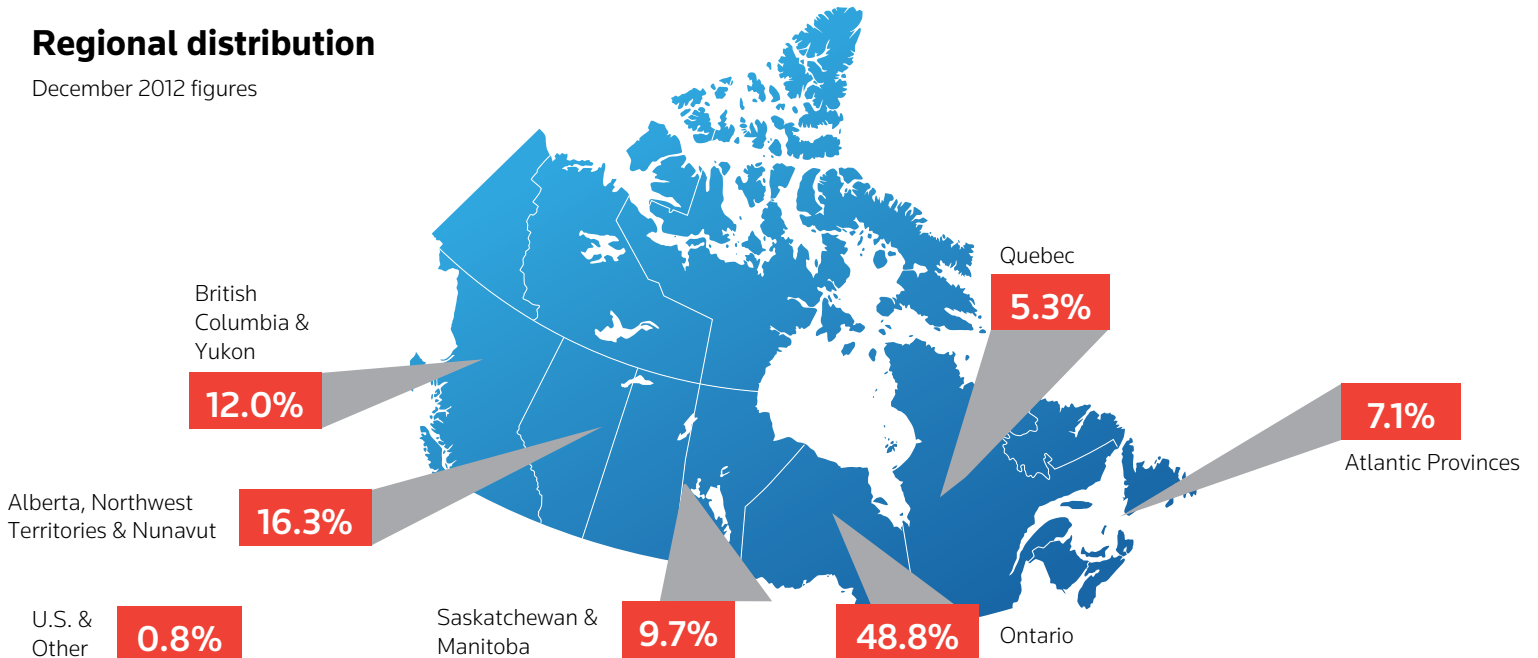


CHRR readers have purchase influence on

- | | | |
|---------------------------------------|------------------------------------------------|-------------------------------------|
| ■ Benefit programs 60% | ■ Investment fund providers 13% | ■ Recruitment/headhunting firms 59% |
| ■ Disability management 44% | ■ Lawyers 43% | ■ Relocation services 17% |
| ■ EAP services 51% | ■ Office equipment 26% | ■ Software 37% |
| ■ Event planning 33% | ■ Organization change management practices 43% | ■ Temporary staff 48% |
| ■ HR consulting services 50% | ■ Private investigators 15% | ■ Training programs/courses 69% |
| ■ HR legal compliance information 54% | | ■ OHS products/services 37% |

Regional distribution

December 2012 figures



MORE WAYS to connect with Canada's employers

EVERY TWO WEEKS **Canadian HR Reporter** hits the desks of HR management decision-makers across Canada, packed with news of the profession, the most talked-about issues, and advertising information.

Ad formats available: space ads, inserts, digital



24 HOURS A DAY **www.hrreporter.com** offers advertisers over 18,000 unique monthly visits, providing nearly 58,000 impressions.

HR Vendors Guide Online is a searchable vendor directory at the ready whenever an HR manager has a product or service need.

HR Newswire reaches over 10,000 subscribers 52x a year — all delivered to readers' personal e-mail boxes.



Ad formats available: variety of banner ads, sponsorships, vendor-listing upgrade

HR VENDORS GUIDE 2014 is *Canadian HR Reporter's* classic comprehensive print reference featuring easy-to-use (and share) vendor listings, including a 4-colour glossy section of Canadian employment lawyer profiles.

Ad formats available: space ads, profiles, best practice advertorials, vendor-listing upgrades, inserts, digital



CHRR's **2014 HR wall calendar** is a year-round fixture in HR offices across Canada, an ideal platform for announcing annual conferences and seminars, as well as advertising products and services. A really smart buy at very low cost!

Ad formats available: space ads

Executive Series Digest reaches 20,000+ senior-level executives at companies across Canada with 100+ employees. This semi-annual publication is a must to advertise in. Distribution: 20,000 print copies, plus digital distribution of 10,000 emails.

Ad formats available: space ads, cover, digital positions



EDITORIAL CALENDAR

Biweekly tabloid – listed by category

Now you can quickly identify the CHRR issues that will help you reach your target audience!

TOPIC	PRINT ISSUE DATES	EMAIL ISSUE DATES
BACKGROUND SCREENING	March 25, Sept. 23	March 26, Sept. 24
BENCHMARKING	Oct. 21	Oct. 29
BENEFITS	April 8, May 20*, July 15, Sept. 9, Dec. 16	Jan. 3, April 16, May 28, July 23, Sept. 10, Dec. 17
CEOS TALK	May 20	May 28
CFOS TALK	Nov. 4	Nov. 5
COMPENSATION	May 6	May 7
COMPENSATION OUTLOOK	Oct. 21	Oct. 29
CONFLICT MANAGEMENT	March 11, July 15	March 12, July 16
CORPORATE CULTURE	Feb. 25	Feb. 26
CORPORATE SOCIAL RESPONSIBILITY	April 22	April 30
DISABILITY MANAGEMENT	Jan. 14	Jan. 15
DIVERSITY	April 22	April 23
EMPLOYEE ASSISTANCE PROGRAMS (EAPS)	March 25, Aug. 12	April 2, Aug. 27
EMPLOYEE CAREER MANAGEMENT	Jan. 28, June 17	Feb. 5, June 25
EMPLOYEE COMMUNICATIONS	Jan. 14, Sept. 23	Jan. 22, Oct. 1
EMPLOYEE ENGAGEMENT	May 6, Dec. 16	Jan. 15, May 14
EMPLOYEE SURVEYS	Dec. 16	
EMPLOYER BRANDING	April 22	April 30
EMPLOYMENT LAW	Jan. 14, June 3, Aug. 12	Jan. 22, June 4, Sept. 4
EVENTS CALENDAR – 2013	Jan. 14	
GLOBAL HR	April 8, July 15	April 9, Aug. 7
HEALTH AND SAFETY	March 11, April 22*, Sept. 9, Oct. 21, Nov. 18, Dec. 16	March 19, April 23, Sept. 17, Oct. 22, Nov. 26, Dec. 17
HR ASSOCIATIONS	Feb. 25, June 17	Feb. 26, July 3
HR CAREER DEVELOPMENT	Sept. 9	Sept. 17
HR CERTIFICATION	Nov. 18	Nov. 19
HR EDUCATION	Feb. 25*, March 11, Aug. 12, Dec. 2	March 5, March 19, Aug. 13, Dec. 10
HR LEADERS TALK	Jan. 28, Nov. 18	Jan. 29, Nov. 19
HR METRICS	Sept. 23	Oct. 1
LABOUR RELATIONS	Feb. 25, Oct. 7, Aug. 12	March 5, Aug. 20, Oct. 16
MANAGING/LEADERSHIP	Feb. 11, March 11, June 3, Sept. 9	Feb. 20, March 12, June 11, Sept. 10
ORGANIZATIONAL EFFECTIVENESS	March 25	April 2
OUTPLACEMENT	April 8	April 16
OUTSOURCING	Jan. 28, Sept. 23	Jan. 29, Sept. 24
PAYROLL	April 22, June 17, Sept. 9*, Dec. 2	April 23, July 9, Sept. 10, Dec. 3
PENSIONS	Feb. 11, May 20, Oct. 7, Nov. 4	Feb. 20, May 22, Oct. 8, Nov. 5
PERFORMANCE MANAGEMENT	Jan. 28, Nov. 18	Feb. 5, Nov. 26
RECOGNITION	Oct. 7*, May 6, Dec. 2	May 7, Oct. 16, Dec. 10
RECRUITMENT	Feb. 11, June 3, July 15, Oct. 7	Feb. 12, June 4, July 30, Oct. 8
RELOCATION	May 20, Sept. 23*	May 28, Oct. 1
SALARY SURVEYS	Oct. 21	Oct. 22
SOCIAL MEDIA	June 17	June 18
STAFFING	May 20, Oct. 21	May 22, Oct. 29
TECHNOLOGY	April 8, Oct. 7, June 17, Nov. 4	April 9, July 9, Oct. 16, Nov. 12
TOTAL REWARDS	Aug. 12*	Aug. 13
TRAINING AND DEVELOPMENT	Feb. 11, March 25, May 6, Nov. 4, Dec. 2	Feb. 12, March 26, May 14, Nov. 12, Dec. 3
WELLNESS	June 3	June 11
YEAR IN REVIEW	Jan. 14	Jan. 8

* Expanded section

YOUR DIRECT CONNECTION TO CANADA'S EMPLOYERS

2013 INTEGRATED EDITORIAL CALENDAR

JANUARY | FEBRUARY | MARCH



	PRINT/NEWSWIRE	DATES	EDITORIAL LINEUP	CLOSING DATES
JANUARY	Print Edition	JANUARY 14	Disability Management Employee Communication Employment Law The Year in Review 2013 Events Calendar	Space: Dec. 3 Material: Dec. 6
	Print Edition	JANUARY 28	Outsourcing HR Leaders Talk Performance Management Employee Career Management	Space: Dec. 31 Material: Jan. 3
	Canadian HR Newswire	Jan. 3 Jan. 8 Jan. 15 Jan. 22 Jan. 29	Human Resources Professionals Association Annual Conference CERIC – National Career Development Conference Benefits The Year in Review Disability Management, Employee Engagement Employee Communication, Employment Law Outsourcing, HR Leaders Talk	
FEBRUARY	Print Edition	FEBRUARY 11	Recruitment Training & Development Pensions Managing/Leadership	Space: Jan. 14 Material: Jan. 17
	Print Edition	FEBRUARY 25	Corporate Culture HR Associations Labour Relations Expanded Section: HR Education	Space: Jan. 28 Material: Jan. 31
	Canadian HR Newswire	Feb. 5 Feb. 12 Feb. 20 Feb. 26	Performance Management, Employee Career Management Recruitment, Training & Development Pensions, Managing/Leadership Corporate Culture, HR Associations	
MARCH	Print Edition	MARCH 11	Managing/Leadership HR Education Conflict Management Health & Safety	Space: Feb. 11 Material: Feb. 14
	Print Edition	MARCH 25	Training & Development Background Screening Organizational Effectiveness EAPs	Space: Feb. 25 Material: Feb. 28
	Canadian HR Newswire	Mar. 5 Mar. 12 Mar. 19 Mar. 26	Labour Relations, HR Education Managing/Leadership, Conflict Management HR Education, Health & Safety Training & Development, Background Screening	

2013 INTEGRATED EDITORIAL CALENDAR

APRIL | MAY | JUNE

	PRINT/NEWSWIRE	DATES	EDITORIAL LINEUP	CLOSING DATES
APRIL	Print Edition	APRIL 8	Global HR Technology Outplacement Benefits	Space: Mar. 11 Material: Mar. 14
	Print Edition	Bonus Distribution APRIL 22	Human Resources Institute of Alberta Annual Conference Diversity Payroll Employer Branding Corporate Social Responsibility Expanded Section: Health & Safety	Space: Mar. 25 Material: Mar. 28
	Canadian HR Newswire	Bonus Distribution Apr. 2 Apr. 9 Apr. 16 Apr. 23 Apr. 30	Partners in Prevention Western Conference on Safety BC Human Resources Management Association Annual Conference Organizational Effectiveness, EAPs Global HR, Technology Outplacement, Benefits Diversity, Payroll, Health and Safety Employer Branding, Corporate Social Responsibility	
MAY	Print Edition	MAY 6	Compensation Recognition Employee Engagement Training & Development	Space: Apr. 8 Material: Apr. 11
	Print Edition	MAY 20	Staffing Pensions Relocation CEOs Talk Expanded Section: Benefits	Space: Apr. 22 Material: Apr. 25
	Canadian HR Newswire	Bonus Distribution May 7 May 14 May 22 May 28	Canadian Pension & Benefits Institute Annual Conference Compensation, Recognition Employee Engagement, Training & Development Staffing, Pensions Benefits, Relocation, CEOs Talk	
JUNE	Print Edition	JUNE 3	Recruitment Employment Law Managing/Leadership Wellness	Space: May 6 Material: May 9
	Print Edition	Bonus Distribution JUNE 17	Human Resources Association of Nova Scotia Conference Social Media Employee Career Management HR Associations Technology/Payroll	Space: May 21 Material: May 23
	Canadian HR Newswire	Bonus Distribution June 4 June 11 June 18 June 25	Canadian Payroll Association Conference Recruitment, Employment Law Managing/Leadership, Wellness Social Media Employee Career Management	

NOTE: Editorial subject to change.

2013 INTEGRATED EDITORIAL CALENDAR

	PRINT/NEWSWIRE	DATES	EDITORIAL LINEUP	CLOSING DATES
JULY	Print Edition	JULY 15	Conflict Management Benefits Recruitment Global HR	Space: June 17 Material: June 20
	Canadian HR Newswire	July 3 July 9 July 16 July 23 July 30	HR Associations Technology/Payroll Conflict Management Benefits Recruitment	
AUGUST	Print Edition	AUGUST 12	HR Education Labour Relations EAPs Expanded Section: Total Rewards	Space: Jul. 15 Material: Jul. 18
	Canadian HR Newswire	Aug. 7 Aug. 13 Aug. 20 Aug. 27	Global HR HR Education Labour Relations EAPs	
SEPTEMBER	Print Edition	SEPTEMBER 9	Managing/Leadership Benefits HR Career Development Health and Safety Expanded Section: Payroll	Space: Aug. 12 Material: Aug. 15
		Bonus Distribution	National Payroll Week Canadian Society of Safety Engineering Annual Conference	
	Print Edition	SEPTEMBER 23	Background Screening Outsourcing HR Metrics Employee Communication Expanded Section: Relocation	Space: Aug. 26 Material: Aug. 29
		Bonus Distribution	Canadian Employee Relocation Council Annual Conference	
	Canadian HR Newswire	Sept. 4 Sept. 10 Sept. 17 Sept. 24	Total Rewards Managing/Leadership, Benefits, Payroll HR Career Development, Health & Safety Background Screening, Outsourcing	

2013 INTEGRATED EDITORIAL CALENDAR

OCTOBER | NOVEMBER | DECEMBER

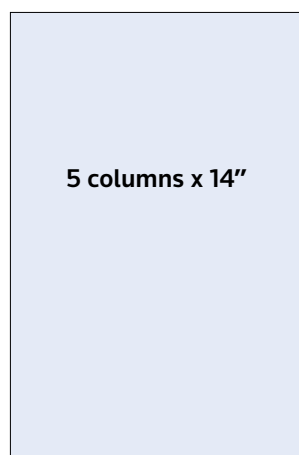
	PRINT/NEWSWIRE	DATES	EDITORIAL LINEUP	CLOSING DATES
OCTOBER	Print Edition	OCTOBER 7	Recruitment Pensions Labour Relations Technology Expanded Section: Recognition	Space: Sept. 9 Material: Sept. 12
	Print Edition	OCTOBER 21	Health & Safety Salary Surveys Staffing Compensation Outlook Benchmarking	Space: Sept. 23 Material: Sept. 26
	Canadian HR Newswire	Oct. 1 Oct. 8 Oct. 16 Oct. 22 Oct. 29	HR Metrics, Employee Communication, Relocation Recruitment, Pensions Labour Relations, Technology, Recognition Health & Safety, Salary Surveys Staffing, Compensation Outlook, Benchmarking	
NOVEMBER	Print Edition	NOVEMBER 4	CFOs Talk Pensions Technology Training & Development	Space: Oct. 7 Material: Oct. 10
	Print Edition	NOVEMBER 18	HR Certification HR Leaders Talk Performance Management Health & Safety	Space: Oct. 21 Material: Oct. 24
	Canadian HR Newswire	Nov. 5 Nov. 12 Nov. 19 Nov. 26	CFOs Talk, Pensions Technology, Training & Development HR Certification, HR Leaders Talk Performance Management, Health & Safety	
DECEMBER	Print Edition	DECEMBER 2	Employment Law Payroll Training & Development Recognition HR Education	Space: Nov. 4 Material: Nov. 7
	Print Edition	DECEMBER 16	Health & Safety Benefits Employee Surveys Employee Engagement	Space: Nov. 18 Material: Nov. 21
	Canadian HR Newswire	Dec. 3 Dec. 10 Dec. 17	Payroll, Training & Development Recognition, HR Education, Employment Law Health & Safety, Benefits	

Rates & data

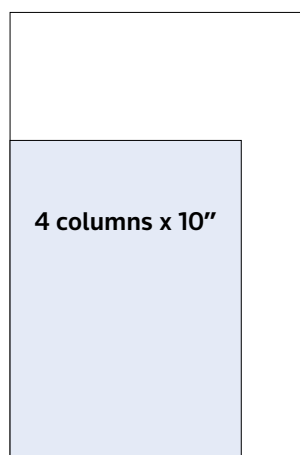
2013 display advertising rates — 4-colour (HST not included. Rates are in net, Canadian dollars.)

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

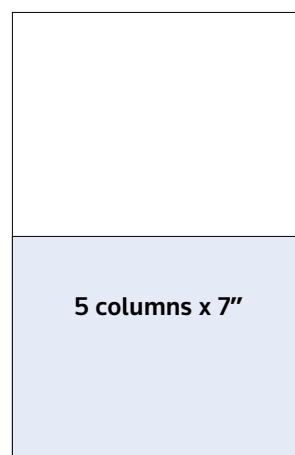
* Business card ads are non-commissionable.
10% discount on black and white ads.



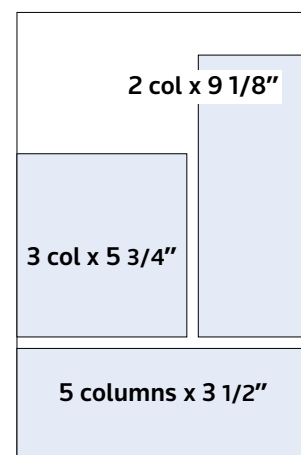
Full page



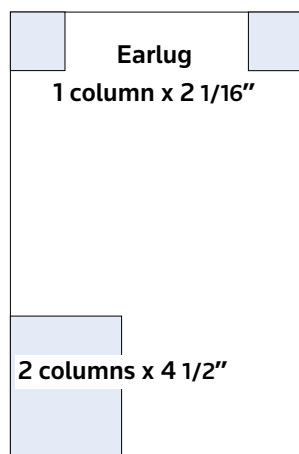
Magazine page



1/2 page



1/4 page



1/8 page

Size requirements:

	width x depth in inches	columns wide x inches deep	Column widths in inches
Full page (bleed size)	11 x 15 1/4"		1 column 1 3/4"
Full page (image area)	9 1/2 x 14"	5 col x 14"	2 columns 3 11/16"
Magazine page	7 9/16 x 10"	4 col x 10"	3 columns 5 5/8"
1/2 page (horizontal)	9 1/2 x 7"	5 col x 7"	4 columns 7 9/16"
1/4 page (horizontal)	9 1/2 x 3 1/2"	5 col x 3 1/2"	5 columns 9 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"		

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

INSERTS

Rates & data

Inserts

Distribution: National
Inserts required: 11,000 approx.
Weight/size: Up to 25 grams (Heavier inserts must be priced separately)
 To fit into tabloid size of CHRR

Type:	Rate
Blown-in	\$4000
Polybagged on front	\$4400

•**Label boxes:** "For insert into CHRR, _____ issue, Box 1 of ____" etc.
 •**For insert queries, please contact** pamela.menezes@thomsonreuters.com

Shipping details

Polybagged inserts to: Carswell Distribution Center 245 Bartley Dr. Toronto, ON M4A 2V8 Attn: Rick Lee	Blown-in inserts to: Tip Top Bindery 335 Passmore Ave., Toronto, ON M1V 4B5 Attn: John Macklin
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Notes:
 •Partial distributions by postal code are available. Quantity & rate is based on the circulation in your selected area(s). Please talk to your sales representative for details.
 •HST is not included. Rates are in net Canadian Dollars.

Key Data for Canadian HR Reporter

Rate Card #26
Effective January 1, 2013

Published by: Carswell, a division of Thomson Reuters Canada Limited
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Production:

Tabloid format, cold web offset, 50 lb. uncoated book stock.

Frequency: 22 times per year.

Circulation: 11,000.

Subscription: \$169 per year.

Frequency discounts:

To earn frequency discounts, the schedule of insertions must be completed within the contract year. The contract year is 22 consecutive issues, beginning in the issue of the first insertion. Advertisers may schedule with a given frequency. Rebates and/or short rates will be calculated at the end of the contract year.

Guaranteed positions: add 20%.

Value added — Advertiser Index

Each advertiser is listed in the advertiser index with reference to the page the ad appears on as well as contact information at no charge.

Copy & Contract Regulations:

- A. Advertiser and advertising agency assume liability for all content (including text, representation, and illustrations) of advertisements printed. They will also assume responsibility for any claims arising therefrom made against the publisher and will indemnify the publisher against any claim that may be brought by any person against any claim arising out of the publication of any such advertisements. The publisher reserves the right to reject any advertising which is not in keeping with the publication's standards.
- B. Rates subject to change without notice. Publisher reserves the right to increase advertising rates at any time and all contracts are accepted subject to this reservation. The advertiser reserves the right to cancel contract without short rate at any date upon which higher rates are made effective by the publisher.
- C. Publisher is not bound by any condition, printed or otherwise, appearing on contracts or copy instructions, when such conflict with policies covered by the rate card.
- D. Publisher shall be entitled to payment, as herein provided, upon having completed the printing of the advertising and having taken reasonable steps to ensure that the publication will be distributed.
- E. Publisher will not be responsible for reproduction of colour advertisements unless progressively pulled proofs, as specified, are supplied. Production costs for photographs, art work, plates, etc. will be charged to the advertiser. Custom duties and sales taxes on imported inserts are chargeable to the advertiser.
- F. Advertiser and agency agree that the publication shall be under no liability for their failure for any cause to insert any advertisement.
- G. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher.
- H. The publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstance not within the direct control of the publisher.
- I. Written cancellation of advertising space bookings must be received by advertising space close of issue involved. If it is not, an administrative fee of 35% of the ad cost will be charged.
- J. Payment due upon publication. In case of first time advertisers, payment is due by materials delivery deadline. Payment is to be forwarded to *Canadian HR Reporter's* Toronto office in Canadian funds.

Commissions:

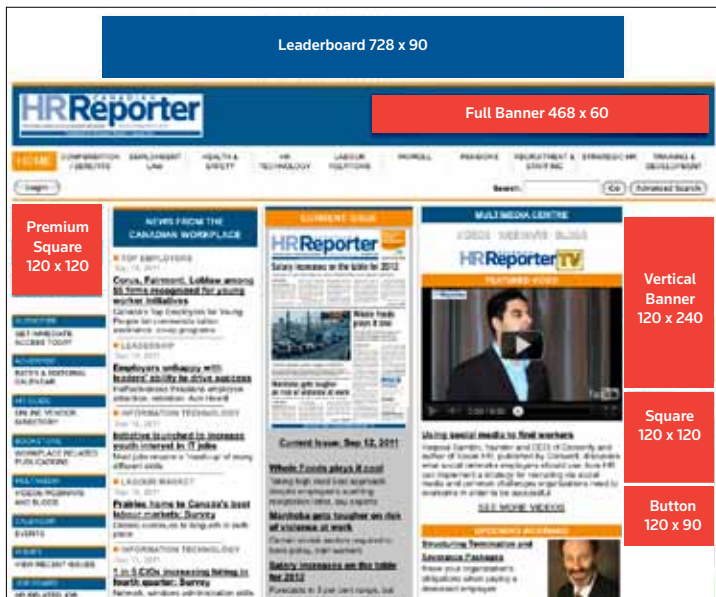
Agency Commission - 15 per cent on gross billing for space, colour, and position to recognized agencies only (some restrictions apply).

www.hrreporter.com: Rates and data

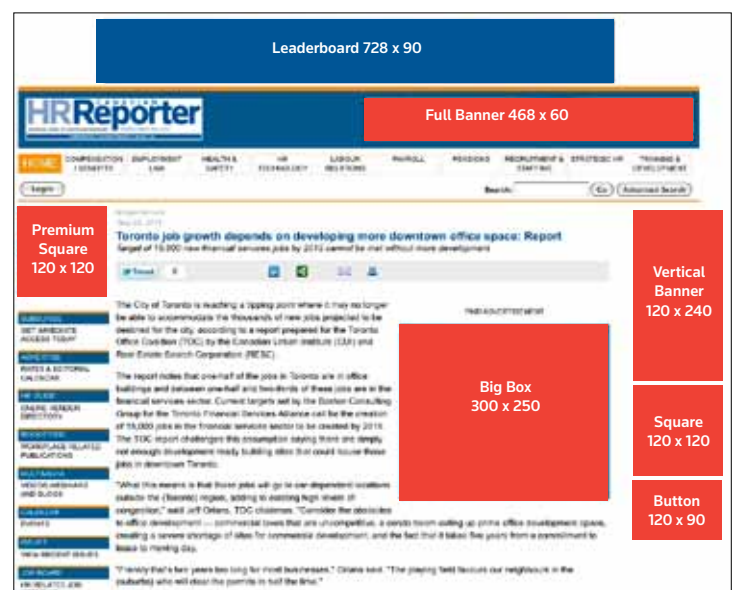
The dynamic online face of Canada's most respected HR publication

Here's the perfect place to reach an HR audience on their time.

Home page



Article page



Rates and sizes (HST not included. Rates in net, Canadian dollars.)

Ad type	Size (pixels)	Position(s) available	Monthly rate
Leaderboard	728 x 90	run of site	\$1950
Full	468 x 60	run of site, except HR Vendors Guide	\$1350
Big box	300 x 250	article pages only	\$1150
Premium square (left-hand side)	120 x 120	run of site, except HR Vendors Guide	\$999
Vertical (right-hand side)	120 x 240	run of site**	\$1150
Square (right-hand side)	120 x 120	run of site**	\$850
Button (right-hand side)	120 x 90	run of site**	\$575

Frequency discounts 3 month - 10% 6 month - 15% 12 month - 20%

** Run of site does not include HR Vendors Guide, subscribe and advertise page.

Meets IAB industry standard

The facts:

- 19,000+ unique visits per month
- 60,000+ impressions per month

For material specifications, see page 22.

CANADIAN HR NEWSWIRE

Reach over 10,000 newsletter subscribers every week with your advertising message. The *Canadian HR Newswire* is delivered directly to readers' personal e-mail boxes.

Leaderboard 728 x 90

CANADIAN HR NEWSWIRE

PUBLISHED BY CANADIAN HR REPORTER

www.hrreporter.com

STAY CURRENT
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Standard banner 468 x 60

**Vertical
120 x240**

**Square
banner
120 x 120**

NEWS

Nova Scotia launches \$3.5-million hiring incentive program

Program aims to boost hiring of youth, apprentices, unemployed
Canadian HR Reporter, online

B.C. probes complaint over China workers

Union claims recruitment firms misbehaving
Canadian HR Reporter, online

Salaries expected to increase by 3 per cent in 2013: Conference Board

Union wage projections slightly below actual increases for 2012
Canadian HR Reporter, online

Making a mistake workers' highest fear

Circulation: Approx. 10,000 per issue

Rates and sizes (HST not included. Prices Per Ad. Rates are in net Canadian dollars)

Ad type	Size (in pixels)	1x	3x	6x	12x
Leaderboard	728 x 90	\$1000	\$950	\$850	\$800
Vertical	120 x 240	\$800	\$780	\$740	\$700
Standard Banner	468 x 60	\$750	\$715	\$640	\$600
Square	120 x 120	\$550	\$525	\$470	\$440

Reach over **10,000** *Canadian HR Newswire* subscribers with a custom-designed single sponsor e-newsletter at a cost of \$3,000

LEADERBOARD:
728 x 90 pixels



Be the HR and compensation expert your board needs.
The Directors College Human Resources and Compensation Committee (H.R.C.C.) Register today at thedirectorscollege.com!

CANADIAN HR NEWSWIRE Extra!

Ottawa vows balanced budget in 2015, without 'slash and burn'
Feds plan job grant to better match unemployed workers to skills training
Canadian Labour Reporter, online

Supreme Court allows class-action overtime lawsuits against CIBC, Scotiabank
Thousands of workers allegedly denied pay
Canadian HR Reporter, online

Be careful who you 'CC', especially when it comes to terminating employees
Lawyer looks at implications of Ontario Superior Court case
Employment Law Today, online

FEATURE AD:
728 x 290 pixels



Be the HR and compensation expert your board needs.
The Directors College Human Resources and Compensation Committee program teaches the role of the board compensation committee in aligning an organization's people, HR processes, and HR culture to its business strategy.

Register Today
Module 1: Compensation Mandate, Processes, and Performance
April 22-23, Toronto
Module 2: Compensation Design, Strategy, and Risk
May 27-28, Toronto
thedirectorscollege.com

EXECUTIVE SERIES DIGEST

Reach a unique audience of only very senior level executives in companies with 100+ employees across Canada.

Published in conjunction with the **Strategic Capability Network**, *Executive Series Digest* is a bi-annual publication that takes a strategic, high level look at issues affecting senior business leaders.

Topics could include:

- Risk-proofing HR
- Is management broken?
- Getting recognition right
- Getting the most out of coaching
- Leading in turbulent times
- The design of business
- Networking
- New ideas on developing managers
- Case studies and more.



Publication type: Stand alone, national, magazine-sized, 4 colour glossy, plus digital edition

Distribution: 20,000+ senior executives with titles such as Chairman, CEO, CFO, President or Director in companies with 100+ employees, plus inclusion in the digital edition distributed to 10,000 Canadian HR Reporter readers and senior executives.

Issue date: Spring and Fall

Booking deadline: April 30 (Spring Issue) • Sept. 24 (Fall Issue)

Material deadline: May 6 (Spring Issue) • Sept. 30 (Fall Issue)

Note: HST not included. Rates are in gross Canadian Dollars.

Profile Position/Size	Image Area	Trim Size	Bleed Size	Cost (4 colour)
OBC	7 1/4" x 9 3/4"	8 1/4" x 10 3/4"	8 3/4" x 11 1/4"	\$4874
IFC / IBC	7 1/4" x 9 3/4"	8 1/4" x 10 3/4"	8 3/4" x 11 1/4"	\$4512
DPS	15 1/2" x 9 3/4"	16 1/2" x 10 3/4"	17" x 11 1/4"	\$6138
Full page	7 1/4" x 9 3/4"	8 1/4" x 10 3/4"	8 3/4" x 11 1/4"	\$3610
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Section headings include:

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- Conference Planning
- Diversity/Equity
- Employment/ Immigration Law
- Health & Safety
- HR Professional Development
- Labour Relations
- Outplacement
- Outsourcing
- Organizational Effectiveness/ HR Consulting
- Pensions
- Recognition
- Recruitment & Staffing
- Relocation
- Technology/HRMS
- Training & Development

Distribution: 18,000+ HR professionals and senior business executives

Publication date: December 2013
Ad space close: September 9, 2013
Material deadline: September 16, 2013

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Ad rates:	Cost (4-colour)	Size w x h	Column widths
Trim Size 8 1/8" x 10 5/8" • Bleed Size 8 5/8" x 11 1/8"			
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Inside front/back cover (includes 4-colour charge)	\$5795	7 1/4 x 10"	2 col. = 4 5/8"
Section opener positions	\$4995	7 1/4 x 10"	3 col. = 7 1/4"
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1/2 page (horizontal only)	\$2225	7 1/4 x 4 5/8"	
1/3 page (horizontal)	\$1775	7 1/4 x 3 1/8"	
1/3 page (vertical) 1 column wide	\$1775	2 1/4 x 9 1/4"	
1/3 page (square)	\$1775	4 5/8 x 4 5/8"	
1/4 page (horizontal)	\$1395	7 1/4 x 2 3/8"	
1/6 page (vertical)	\$995	2 1/4 x 4 7/8"	
Employment Lawyers Directory Profile (with colour headshot)	\$895	100 to 150 word profile + headshot	
Line rate	\$9.65 / line		

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Features:

- A 120x120 pixel online ad (sample at left) on HR Vendors Guide Online's home and search result pages, with a URL link to your website, for 1 year
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- Featured Supplier 1 x/yr in Canadian HR Newswire
- 120 x 74 pixel company logo
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- E-mail address with hyperlink
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Other packages:

Gold: 1 year - \$785.00

Features:

- Premier placement for your listing above Silver, Bronze and Basic in search results
- 120 x 74 pixel company logo
- Website with hyperlink
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- Company name (medium bold font)
- Mailing address
- Phone number
- Fax number

Silver: 1 year - \$525.00

Features:

- Premier placement for your listing above Bronze and Basic in search results
- 120 x 74 pixel company logo
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- A unique 50 word description of your company's products and services in each category selected.
- Inclusion of your 50 word description in HR Vendors Guide 2013 print edition
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- Company name (bold font)
- Mailing address
- Phone number
- Fax number

Bronze: 1 year - \$299.00

Features:

- Placement for your listing above Basic in search results
- Website (no hyperlink)
- E-mail (no hyperlink)
- A unique 50 word description of your company's products and services in each category selected
- Contact name
- Company name
- Mailing address
- Phone number
- Fax number

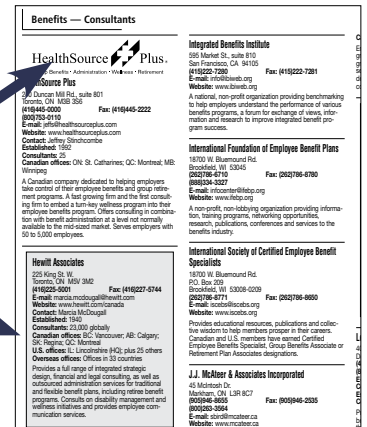
Print upgrades:

Print upgrades available for the HR Vendors Guide 2013 print edition:

- Logo (\$219 per category)
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Choose from 20 categories
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- Pick your advertising space in the month that you will be promoting a new product or service, promoting a conference or seminar series, or doing a special marketing blitz to attract new customers.

Advertising space close: Oct. 15, 2013
(Limited space available)

Material deadline: Oct. 18, 2013



The samples above are from our 2011 HR Wall Calendar

Sample calendar page (actual size when opened: 10 3/4" w x 16 3/4" h)



Vertical banner ad position
 3 1/4 x 7 7/8
 \$2262

Premium Banner 3
 (3 squares)
 4 1/8" x 1 1/8"
 \$654

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Square and banner ads will be placed in vacant spaces before and after calendar dates.

Banner 6 (6 squares) 8 1/4" x 1 1/8" \$1012						Saturday
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	1
2	3	4	5	6	7	8
One square 1 3/8" x 1 1/8" \$298	10	11	12	13	14	15
Banner 2 (2 squares) 2 3/4" x 1 1/8" \$384		Banner 5 (5 squares) 6 7/8" x 1 1/8" \$893				
Banner 3 (3 squares) 4 1/8" x 1 1/8" \$569			Banner 4 (4 squares) 5 1/2" x 1 1/8" \$746			
Full banner (7 squares) 10 3/4" x 1 1/8" \$1131						

Note: HST not included. Rates are in gross Canadian Dollars.

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FREE WEBINAR

How will Next Generation HCM Technology Impact Your Organization?

Peter Nasson
Director of Product Management and Strategy
Ceridian Canada
Date: Nov. 14, 2012
Time: 12 — 1 p.m. ET
Cost: FREE

Webinar Speaker:



Peter Nasson
Director of Product Management and Strategy
Ceridian Canada

Webinar Description:

Learn how Human Capital Management and Software-as-a-Service technology can help you save time and money with faster ROI and greater predictability and reliability.

Join us for a free webinar presented by Peter Nasson, Director of Product Management and Strategy, that will address the HCM challenges that organizations face and the quantifiable value SaaS applications bring to organizations, including:

- The HCM technological evolution — how the industry has grown, changed and developed in order to address business challenges
- The definition of SaaS and reasons why companies choose it — configurability, accessibility, affordability, reliability, predictability, speed and proven ROI
- The specific value SaaS HCM applications bring to organizations, such as cost savings and faster ROI

There will be a 10 minute Q&A session at the end of the presentation.

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Date: Nov. 14, 2012
Time: 12 — 1 p.m. ET
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Space is limited.

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Ceridian's Peter Nasson, Director of Product Management and Strategy, shares:

- The HCM technological evolution — how the industry has grown, changed and developed in order to address business challenges
- The definition of SaaS and reasons why companies choose it — configurability, accessibility, affordability, reliability, predictability, speed and proven ROI
- The specific value SaaS HCM applications bring to organizations, such as cost savings and faster ROI
- And much more!

Presenter: Peter Nasson, Director of Product Management and Strategy, Ceridian Canada

Peter is an accomplished business executive with a proven record of successfully managing product portfolios. He has excelled in multiple aspects of product management, service delivery, global staffing, lean operating methods and renewed marketing direction focused on exceeding customer expectations. He brings over 20 years of financial industry experience through his tenure with multiple top Fortune companies such as Citigroup, Toronto Stock Exchange, Pitney Bowes and ADP.

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Canadian HR Reporter provides:

- the technology infrastructure to power the webinar
- an experienced webinar co-ordinator who works with the client to develop content with the client's chosen presenter, moderates the live event including managing technology during the webinar
- email and website marketing of the event
- a complete list of attendees
- Cost - \$7,000

PRINT MATERIAL SPECIFICATIONS

Canadian HR Reporter and **HR Vendors Guide** are printed on a cold web offset press using 50lb uncoated book stock. **HR Wall Calendar** and **Executive Series Digest** are printed on a heatset web press using glossy stock.

- Due to ongoing advancements in technology, material specs are subject to change. Please contact our advertising co-ordinator for up-to-date specs.
 - Format: PDF/X-1a files are preferred (2400 dpi, all fonts embedded, no RGB). Photoshop and Illustrator files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines. We do not accept ads created in Microsoft Office/Publisher or Corel Draw.
 - Colour: Process colour must be CMYK. No RGB colours.
 - Text: Reversed text and colour text must be no smaller than 10 point.
 - Border: Partial ads need a minimum 0.5 pt border.
- We cannot accept responsibility for output if a high quality contract proof (ie. Epson, Fuji) is not supplied.
- Ensure that the print .pdfs for all ads are PDF/X-1a compatible, flattened without transparencies and without any RGB or Spot colours. Ads smaller than a full page ad do not require crop marks or any bleed.

Send Material To

- E-mail: To Pamela Menezes at pamela.menezes@thomsonreuters.com and
- FTP: Please contact Pamela Menezes for access details. Please be sure to zip or stuff your file before sending.
- Courier: Pamela Menezes, *Canadian HR Reporter*, Thomson Reuters Canada Limited
One Corporate Plaza, 2075 Kennedy Rd., 11th floor, Toronto, ON M1T 3V4

Contact Us

If you have any questions, or need assistance, please contact:

Pamela Menezes, Production Co-ordinator @ (416) 649-9298 Fax: (416) 298-5031

ONLINE SPECIFICATIONS

E-newsletter material specifications

- **File size:** 40K maximum
- **File format:** GIF, JPG, or PNG. (Please note: we cannot accept flash ads for e-newsletters.)
- **Send to:** Forward ad material and URL directly to pamela.menezes@thomsonreuters.com / 416-649-9298

Website material specifications

- **File size:** 50K maximum
- **File format:** GIF, animated GIF, JPG, PNG and SWF (see below for flash specs)
- **Send to:** Forward ad material and URL directly to pamela.menezes@thomsonreuters.com / 416-649-9298

Specs for Flash Ads:

If you need us to track clickthroughs on your ad, please **embed our tracking link** in the flash movie (.fla file) before creating the flash ad (.swf) and ensure the link opens in a new browser window. Please contact Pamela Menezes for the tracking link as it is unique for each ad placement.

Note: Our email server **blocks .swf attachments**. Please contact Pamela Menezes for ftp site information.