

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

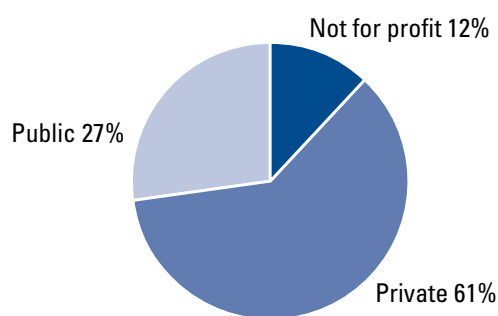
- Frequency: biweekly, 22 times a year
- National circulation: 11,000+
- Pass-along readership: approx. 3 per copy
- Readers per issue: 34,500+
- Circulation audit (annual): CCAB

About CHRR subscribers

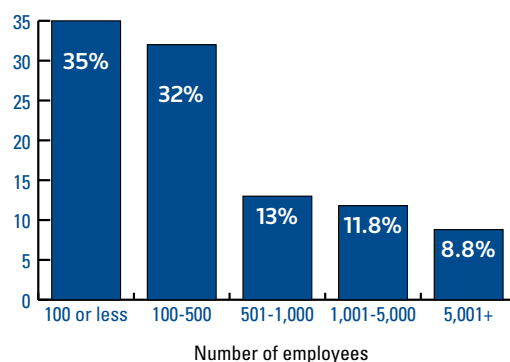
- 86% are 35 years plus
- 55% are managers, directors, vice-presidents, CEOs
- 70% are involved in information gathering when selecting HR products/services
- 71% are female
- 63% work in non-unionized organizations
- 58% are responsible for approving vendors and purchases

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

