

# CANADIAN HR REPORTER 2018 MEDIA KIT

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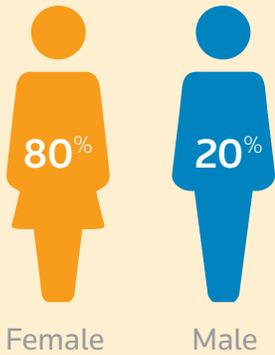
**HRReporter**<sup>Canadian</sup>



the answer company

**THOMSON REUTERS®**

# OUR AUDIENCE



## TOP 4 PRODUCTS/ SERVICES

respondents make recommendations on

- Training programs/courses
- Benefits programs
- HR legal compliance information
- Recruitment/headhunting firms

**61%** are involved in product/ service recommendations

**38%** are end-decision makers for purchases

## DISTRIBUTION

Unparalleled reach to HR professionals across Canada:

**Ontario:**  
**23,000 HRPAs members**  
receive 4 issues per year

**B.C./Alberta:**  
**11,700 CPHR members**  
receive 4 issues per year

**Ontario+:**  
**10,000 non-HRPA members**  
receive 4 issues per year

**ALL** on top of our regular national distribution of **10,400** that receive all 12 issues!

## LARGEST READING GROUPS



In the next 2 years they are looking to invest in:



23%

Group Insurance Plan



27%

Recognition/ Service Awards



27%

External Training & Development/ Professional Development



33%

HRMS/HRIS

## ORGANIZATION SIZE

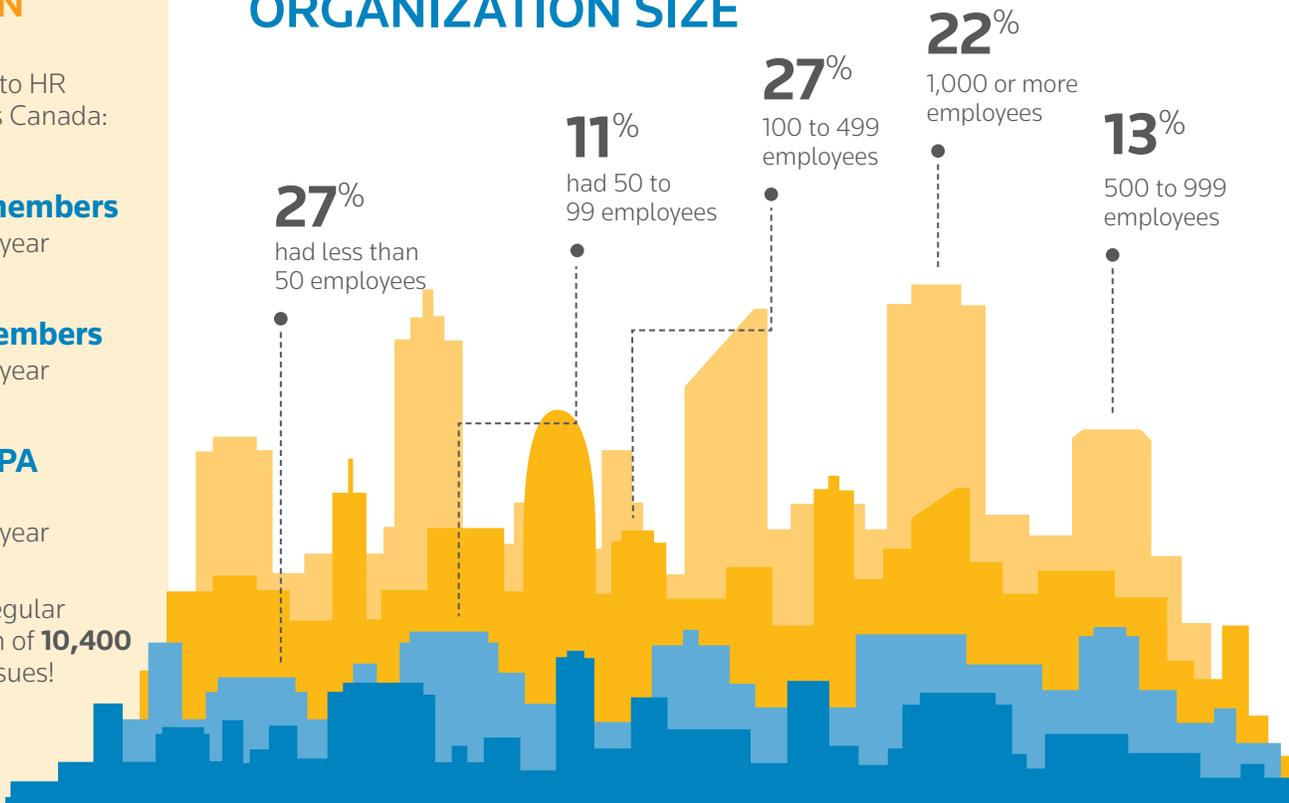
27% had less than 50 employees

11% had 50 to 99 employees

27% 100 to 499 employees

22% 1,000 or more employees

13% 500 to 999 employees



## ONE PUBLICATION, ALL CANADIAN HR PROFESSIONALS

### NEW FOR 2018!

*Canadian HR Reporter* has joined forces with the largest HR associations in Canada to put our content in the hands of every member of an HR association in Ontario, British Columbia and Alberta.

This is an unprecedented opportunity to reach a huge number of HR professionals in some of the largest markets in the country.

You can reach:

- *Canadian HR Reporter's* national audience (**10,400 copies**) plus every member of the Human Resources Professionals Association in Ontario (**23,000 members**) for a total audience of **33,400**
- *Canadian HR Reporter's* national audience (**10,400 copies**) plus every member of the British Columbia & Yukon chapter of the Chartered Professionals in Human Resources (**6,000 members**) and the Alberta chapter of the Chartered Professionals in Human Resources (**5,700 members**)
- *Canadian HR Reporter's* national audience (**10,400 copies**) plus a special distribution to professionals in Ontario who are not a member of HRP (A) (**10,000 copies**) for a total audience of **20,400**

### The issue splits for 2018 are as follows:

Month	Regular National Circulation	Bonus Circulation	Total Print Copies Delivered	Rate Card
January	10,400	*Ontario+ (10,000)	20,400	1
February	10,400	Alberta, B.C. (11,700)	22,100	1
March	10,400	HRPA (23,000)	33,400	2
April	10,400	*Ontario+ (10,000)	20,400	1
May	10,400	Alberta, B.C. (11,700)	22,100	1
June	10,400	HRPA (23,000)	33,400	2
July	10,400	*Ontario+ (10,000)	20,400	1
August	10,400	Alberta, B.C. (11,700)	22,100	1
September	10,400	HRPA (23,000)	33,400	2
October	10,400	*Ontario+ (10,000)	20,400	1
November	10,400	Alberta, B.C. (11,700)	22,100	1
December	10,400	HRPA (23,000)	33,400	2

\*Ontario+ is a list of 10,000 professionals in Ontario who are not members of the HRP (A)

Timely, relevant and trusted news and information issued bi-weekly and available in print & digital formats.

- Published 12x annually
- Readership: HR Professional (66%), Middle Management/Professional non-HR (10%), HR Consultant (9%), C-Suite/Director non-HR (4%), Other (11%)
- National Distribution Location: ON (46%), AB (19%), BC (11%), Atlantic (5%), Prairies (11%)

## PRINT



### CANADIAN HR REPORTER

Since 1987, *Canadian HR Reporter* has served as Canada's indispensable guide to human resources management.

Published monthly in print 12 times per year, with 48 bonus weekly digital editions, the popular tabloid offers readers the most current news, information on the latest trends and practices, expert advice, experiences and insights from HR practitioners, research and resources. Each issue provides real-world solutions to perplexing HR situations (from peers and industry experts), helpful case studies and insightful commentary.

In every issue you'll find countless sponsorship opportunities including:

- Legal View: Our look at employment law featuring recent court cases and arbitration decisions
- Weird Workplace: A look at the more offbeat stories our editors uncover
- Toughest HR Question
- HR By the Numbers Infographic

Plus don't miss the Executive Series, a monthly look at topics of interest to CHROs, vice-presidents and other C-suite executives, done in co-operation with the Strategic Capability Network.

### CANADIAN HR REPORTER'S NEWSLETTER GROUP

A unique opportunity to target specific HR markets including employment law, payroll, labour relations and health & safety available in print & digital editions.



Canadian Employment Law Today



Canadian Labour Reporter



Canadian Payroll Reporter



Canadian Safety Reporter



Administrative Assistant's Update

## WEBSITES



### CANADIAN HR REPORTER hrreporter.com

The homepage for Canada's HR profession, providing breaking news, videos, columns from thought leaders and a searchable archive dating back to 2000. Also provides a directory of vendors HR professionals turn to when searching for new suppliers.

- 51,000+ monthly sessions
- 865,000 annual impressions

# WEBSITES



## CANADIAN EMPLOYMENT LAW TODAY

**employmentlawtoday.com**

- 12,500+ monthly sessions
- 16,000+ monthly page views



## CANADIAN LABOUR REPORTER

**labour-reporter.com**

- 4,000+ monthly sessions
- 6,500+ monthly page views



## CANADIAN SAFETY REPORTER

**safety-reporter.com**

- 1,500+ monthly sessions
- 3,000+ page views



## CANADIAN PAYROLL REPORTER

**payroll-reporter.com**

- 3,000+ monthly sessions
- 4,000+ page views

# E-NEWSWIRES



## HR NEWSWIRE

A weekly e-newsletter featuring top stories, videos and blogs of the week.

- 12,500 distribution to Canadian HR professionals and senior executives
- 37% average open rate
- 50 issues per year



## HR NEWSWIRE EXTRA

A custom-designed single sponsor e-newsletter, allowing advertisers to comprehensively communicate their message to potential buyers.

- 12,500 distribution to Canadian HR professionals and senior executives
- 36% average open rate



## CANADIAN EMPLOYMENT LAW TODAY E-NEWSLETTER

Current news and practical advice for employers

- 26 issues per year
- 440 subscribers
- 35% average open rate



## CANADIAN LABOUR REPORTER E-NEWSLETTER

Serving labour relations professionals since 1956

- 48 issues per year
- 171 subscribers
- 27% average open rate



## CANADIAN SAFETY REPORTER E-NEWSLETTER

The workplace safety source for OHS managers and HR professionals

- 12 issues per year
- 178 subscribers
- 30% average open rate



## CANADIAN PAYROLL REPORTER E-NEWSLETTER

The compliance and strategy source for payroll and HR professionals

- 12 issues per year
- 211 subscribers
- 29% average open rate

# AWARDS AND EVENTS

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## NATIONAL HR AWARDS

Heading into its fourth year, the prestigious National HR Awards honour the best practices in human resources across Canada. Features in-depth editorial, videos of award winners and a gala cocktail reception to celebrate the winners.

- 100+ attendees
- Numerous unique sponsorship opportunities
- See [www.nationalhrawards.com](http://www.nationalhrawards.com)



## CANADA'S SAFEST EMPLOYERS AWARDS

[safestemployers.com](http://safestemployers.com)

Heading into its seventh year, Canada's Safest Employers honours the best and brightest in the world of safety.

- 350+ attendees
- Numerous unique sponsorship opportunities available
- See [www.safestemployers.com](http://www.safestemployers.com)



## CANADIAN HR REPORTER READERS' CHOICE AWARDS

Every year, we ask our readers to name their favourite HR vendors and suppliers. To ensure your firm is nominated, send an email to [todd.humber@tr.com](mailto:todd.humber@tr.com) asking to be included on the list for 2018. Nominations open in February and the winners are celebrated in a special section in the July issue.

- More than 32,000 ballots cast in 2017
- Special section and digital edition marketed by Canadian HR Reporter and Thomson Reuters throughout the year
- Winners packages include seals, inclusion in HR Vendors Guide and more!

## HR WEBINARS

An interactive platform to share your business expertise and gain exposure for your brand.

## CUSTOM

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### CUSTOM MEDIA AND BUSINESS DEVELOPMENT SOLUTIONS

We provide design, print, video and digital solutions, webinars, round tables and more. Whatever your business need we can create a solution that gets you where you need to be.

## SOCIAL MEDIA

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Our social media accounts delivering up-to-the moment news and analysis for the HR community.

- Over 18,000 followers across our accounts, delivering 18 million impressions per year
- Over 13,000 Twitter followers (@HRReporter)

## CONTACT US

For more information on any of these solutions, contact Paul Burton **416.649.9928** | [paul.burton@tr.com](mailto:paul.burton@tr.com)

## 2018 ADVERTISING RATES

### RATE CARD 1 – NATIONAL PLUS HRPD DISTRIBUTION

Applies to March, June, September and December print and digital editions

**Circulation: 33,400**

**PRINT/DIGITAL – BOOK 4 ISSUES AND SAVE 10%**

**BOOK ALL 12  
ISSUES AND  
SAVE 25%!**

Colour	Size	1x	4x	12x
	Full page	\$7,655	\$6,895	\$5,165
	Magazine page	\$5,855	\$5,275	\$3,955
	1/2 page	\$4,665	\$4,195	\$3,155
	1/4 page	\$3,035	\$2,735	\$2,055
	1/8 page	\$1,965	\$1,765	\$1,325
	OBC	\$9,455	\$8,505	\$6,385
	Wrap outside front	\$11,475	\$10,325	\$7,745
	Business card	\$435	\$395	\$295
	Front page earlug	\$2,625	\$2,365	\$1,775
Front page footer	\$5,085	\$4,575	\$3,435	

### RATE CARD 2 – NATIONAL PLUS B.C., ALBERTA AND YUKON DISTRIBUTION AND NATIONAL PLUS ONTARIO+ DISTRIBUTION

Applies to January, February, April, May, July, August, October, November issues print and digital editions

**Circulation: 20,400 + 22,100 (includes BC & Alberta)**

**PRINT/DIGITAL – BOOK 4 ISSUES AND SAVE 10%. BOOK ALL EIGHT ISSUES AND SAVE 20%**

Colour	Size	1x	4x	8x
	Full page	\$6,505	\$5,855	\$5,205
	Magazine page	\$4,975	\$4,475	\$3,985
	1/2 page	\$3,965	\$3,575	\$3,175
	1/4 page	\$2,585	\$2,325	\$2,065
	1/8 page	\$1,675	\$1,515	\$1,345
	OBC	\$8,035	\$7,235	\$6,425
	Wrap outside front	\$9,755	\$8,775	\$7,805
	Business card	\$375	\$335	\$295
	Front page earlug	\$2,235	\$2,015	\$1,615
Front page footer	\$4,325	\$3,895	\$3,465	

## 2018 ADVERTISING RATES

### WWW.HRREPORTER.COM

	Size	1 month	3 month	6 month	12 month
Leaderboard Run of site	728 x 90 and 600 x 100 mobile friendly	\$2,185	\$1,965	\$1,855	\$1,745
Big Box Run of site	300 x 250	\$1,425	\$1,285	\$1,205	\$1,135
Big Box (in Article section)	300 x 250	\$1,295	\$1,165	\$1,095	\$1,035

### HR NEWSWIRE

Size	1x	3x	6x	12x
Jr Leaderboard (600 x 100)	\$1,205	\$1,045	\$955	\$905
Big Box (300 x 250)	\$1,095	\$945	\$865	\$815
Sponsor Spotlight (text box)	\$905	\$875	\$835	\$785
Half Big Box (300 x 100)	\$845	\$805	\$725	\$685

### HR REPORTER WEEKLY



#### NEW FOR 2018!

We're excited to launch *Canadian HR Reporter WEEKLY*, a digital-only publication that is delivered exclusively to our paid subscribers. This combination HTML email and digital edition is delivered to paid subscribers and features **ONLY ONE ADVERTISING POSITION!** Be the exclusive sponsor with a package that includes:

- Leaderboard and expanded big box ad in the newswire
- Half Page advertisement in the digital edition

**Price: \$995 per issue**

## 2018 EDITORIAL CALENDAR

	EDITORIAL LINEUP	IMPORTANT DATES	HR NEWSWIRE IMPORTANT DATES
January 2018	<b>In Focus:</b> Recruitment <b>Features:</b> HR Associations, Payroll	<b>Ad Closing:</b> December 4, 2017 <b>Material Deadline:</b> December 11, 2017	<b>Live Date:</b> January 2, 9, 16, 23, 30 <b>Close Date:</b> Previous Tuesday
February 2018	<b>In Focus:</b> Background Screening <b>Features:</b> Mental Health, Recognition	<b>Ad Closing:</b> January 8, 2018 <b>Material Deadline:</b> January 15, 2018	<b>Live Date:</b> February 6, 13, 20, 27 <b>Close Date:</b> Previous Tuesday
March 2018	<b>In Focus:</b> Professional Development <b>Features:</b> EFAPs, Labour Relations	<b>Ad Closing:</b> February 5, 2018 <b>Material Deadline:</b> February 12, 2018	<b>Live Date:</b> March 6, 13, 20, 27 <b>Close Date:</b> Previous Tuesday
April 2018	<b>In Focus:</b> Health & Safety <b>Features:</b> Compensation, Engagement	<b>Ad Closing:</b> March 5, 2018 <b>Material Deadline:</b> March 12, 2018	<b>Live Date:</b> April 3, 10, 17, 24 <b>Close Date:</b> Previous Tuesday
May 2018	<b>In Focus:</b> Benefits <b>Features:</b> Relocation/Travel, Recruitment	<b>Ad Closing:</b> April 2, 2018 <b>Material Deadline:</b> April 9, 2018	<b>Live Date:</b> May 1, 8, 15, 22, 29 <b>Close Date:</b> Previous Tuesday
June 2018	<b>In Focus:</b> HR Technology <b>Features:</b> Performance Management, HR Leaders Talk	<b>Ad Closing:</b> May 7, 2018 <b>Material Deadline:</b> May 14, 2018	<b>Live Date:</b> June 5, 12, 19, 26 <b>Close Date:</b> Previous Tuesday

\*Editorial subject to change

Continued on next page

### IN EVERY ISSUE

- *Employment Law*
- *HR By the Numbers Infographic*
- *Toughest HR Question*

## 2018 EDITORIAL CALENDAR

	EDITORIAL LINEUP	IMPORTANT DATES	HR NEWSWIRE IMPORTANT DATES
July 2018	<p><b>In Focus:</b> Wellness  <b>Features:</b> Diversity, Pensions  <b>Awards:</b> 2018 Readers' Choice Awards</p>	<p><b>Readers' Choice</b>  <b>Ad Closing:</b> May 15, 2018  <b>Material Deadline:</b> May 22, 2018</p> <p><b>Ad Closing:</b> June 4, 2018  <b>Material Deadline:</b> June 11, 2018</p>	<p><b>Live Date:</b> July 3, 10, 17, 24, 31  <b>Close Date:</b> Previous Tuesday</p>
August 2018	<p><b>In Focus:</b> Recognition  <b>Features:</b> Corporate Social Responsibility, HR Metrics</p>	<p><b>Ad Closing:</b> July 3, 2018  <b>Material Deadline:</b> July 9, 2018</p>	<p><b>Live Date:</b> August 7, 14, 21, 28  <b>Close Date:</b> Previous Tuesday</p>
September 2018	<p><b>In Focus:</b> Payroll  <b>Features:</b> Teambuilding, Outsourcing</p>	<p><b>Ad Closing:</b> August 7, 2018  <b>Material Deadline:</b> August 13, 2018</p>	<p><b>Live Date:</b> September 4, 11, 18, 25  <b>Close Date:</b> Previous Tuesday</p>
October 2018	<p><b>In Focus:</b> Mental Health  <b>Features:</b> Professional Development, Background Screening</p>	<p><b>Ad Closing:</b> September 4, 2018  <b>Material Deadline:</b> September 10, 2018</p>	<p><b>Live Date:</b> October 2, 9, 16, 23, 30  <b>Close Date:</b> Previous Tuesday</p>
November 2018	<p><b>In Focus:</b> Compensation/Salary Surveys  <b>Features:</b> CEOs Talk, Holiday Parties/Events  <b>Awards:</b> 2018 National HR Awards + Top 25 HR Professionals in Canada</p>	<p><b>Ad Closing:</b> October 9, 2018  <b>Material Deadline:</b> October 15, 2018</p>	<p><b>Live Date:</b> November 6, 13, 20, 27  <b>Close Date:</b> Previous Tuesday</p>
December 2018	<p><b>In Focus:</b> Relocation/Travel  <b>Features:</b> Outplacement, Benefits</p>	<p><b>Ad Closing:</b> November 5, 2018  <b>Material Deadline:</b> November 12, 2018</p>	<p><b>Live Date:</b> December 4, 11, 18  <b>Close Date:</b> Previous Tuesday</p>

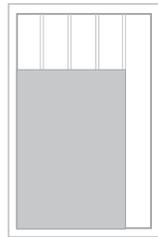
\*Editorial subject to change

### IN EVERY ISSUE

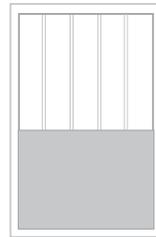
- *Employment Law*
- *HR By the Numbers Infographic*
- *Toughest HR Question*



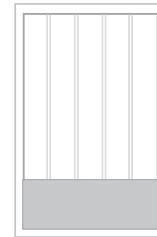
**FULL PAGE**  
10.75" x 15"  
+ 0.25" bleed  
Image area  
9.625 x 14"



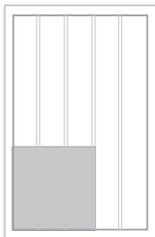
**MAGAZINE PAGE**  
7.66" x 10"



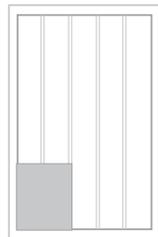
**1/2 PAGE**  
9.625" x 7"



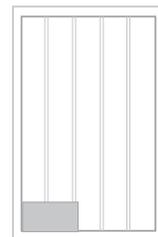
**1/4 PAGE HORIZONTAL**  
9.625" x 3.5"



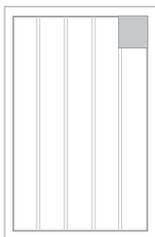
**1/4 PAGE SQUARE**  
5.7" x 5.75"



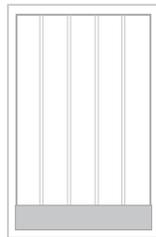
**1/8 PAGE**  
3.75" x 4.5"



**BUSINESS CARD**  
3.75" x 2"



**FRONT PAGE EARLUG**  
1.8" x 2"



**FRONT PAGE FOOTERSTRIP**  
9.75" x 1.75"



**WRAP OUTSIDE FRONT**  
7.25" x 12.7"  
+ 0.5" bleed  
Image area:  
6.75" x 12.2"

### PRINT REQUIREMENTS:

- PDF/X-1a files are preferred (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours). Acceptable formats include: InDesign, Adobe Illustrator, Adobe Photoshop.
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
- Please ensure the full page ad has bleed and crop marks.
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper colour reproduction.

### PUBLISHER'S CONDITIONS:

- Advertising material is subject to approval by the publisher. Cancellations and space changes are not accepted after the closing date. If "new" artwork is not received by the materials deadline, a repeat of your most recent creative will be used.
- Applicable taxes will be added to all rates.

### WEB AND NEWSWIRE REQUIREMENTS:

**IMAGE TYPE:** GIF, JPG, Animated GIF\*: Single to infinitely looping banners accepted

**IMAGE FILE SIZE:** 50K maximum for static or animated GIF

**LINKING URL:** An active URL must be provided

**TESTING:** All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Firefox, Chrome, Internet Explorer, and Safari

**NOTE:** Please ensure ads without background colour have a key line.

**\*For Newswire ads: Animated GIFs do not rotate on all email systems so please ensure the first frame of your animated GIF has a message.**

### PRODUCTION INQUIRIES

Contact Pamela Menezes:  
416-649-9298 | [pamela.menezes@tr.com](mailto:pamela.menezes@tr.com)