

Canadian HRReporter 2019 MEDIA PLANNER



the answer company
THOMSON REUTERS®

MANY 'TALL POPPIES'
CAN AT WORK

Travellers to U.S. could face greater scrutiny as of Oct. 17
Canadians linked to cannabis could face lifetime ban: Lawyers

Thomson Reuters, Best Buy, Salesforce among top employers for 2019
Criteria include benefits, performance management, community involvement

Canadian HR News

HR Videos

Health minister repeats laws, saying B.C. needs satisfied, secure health workers
Bombardier cutting about 5,000 jobs as part of restructuring plan



CONTACT US

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Paul Burton

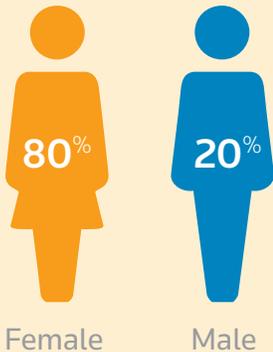
Sales Manager

416.649.9928

paul.burton@tr.com

hrreporter.com

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:
23,500 HRPAs receive 4 issues per year

B.C. & Atlantic Canada:
7,200 HR association members receive 4 issues per year

Alberta & Prairies:
8,200 HR association members receive 4 issues per year

ALL on top of our regular national distribution of **10,100** that receive all 12 issues!

LARGEST READING GROUPS



USE OUTSOURCED HR SERVICES



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

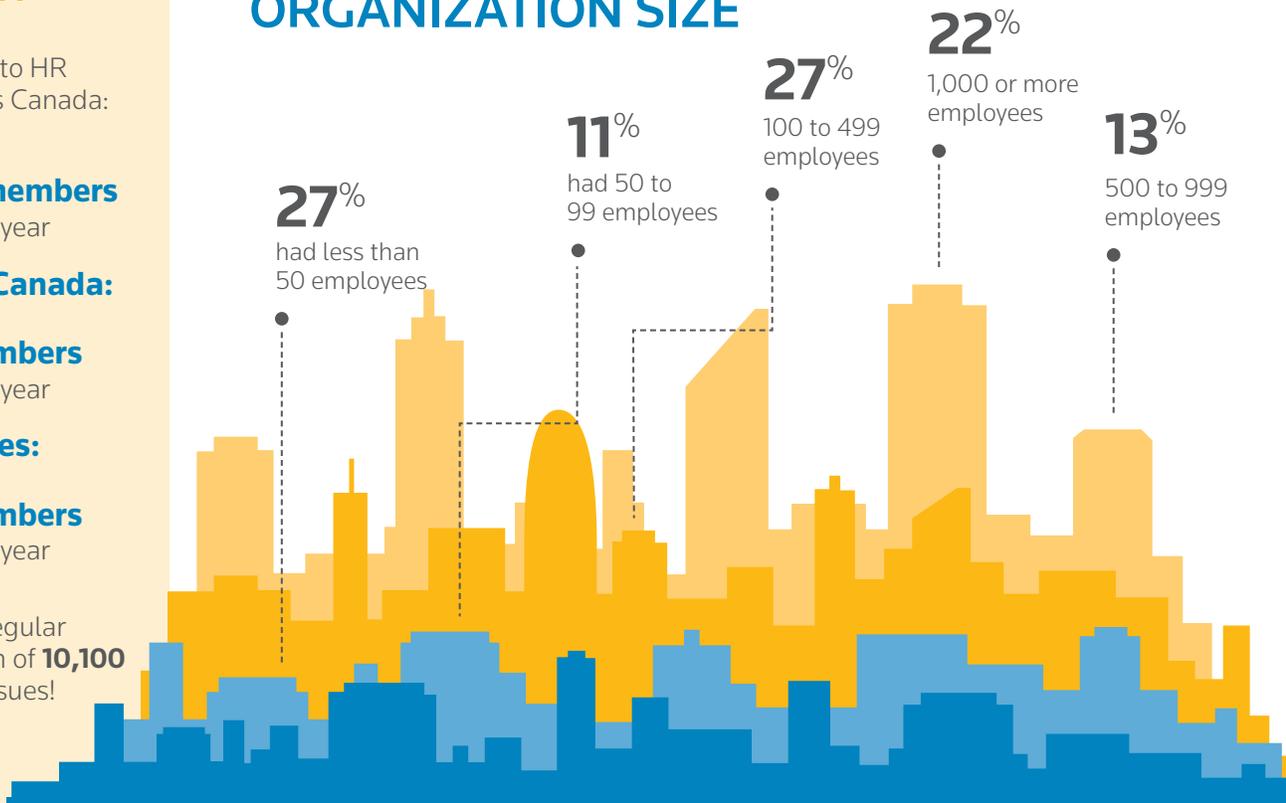
27% had less than 50 employees

11% had 50 to 99 employees

27% 100 to 499 employees

22% 1,000 or more employees

13% 500 to 999 employees

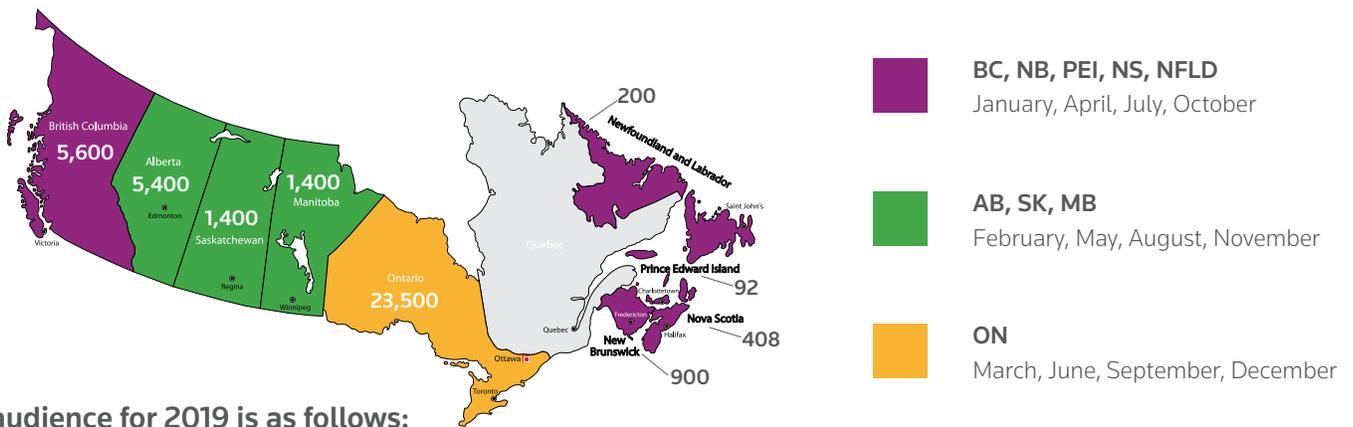


ONE PUBLICATION, ALL CANADIAN HR PROFESSIONALS

Canadian HR Reporter has joined forces with the largest HR associations in Canada to put our content in the hands of the majority of HR association members across Canada. This is an unprecedented opportunity to reach a huge number of HR professionals in some of the largest markets in the country.

Partnerships include the Human Resources Professionals Association (HRPA) as well as Certified Human Resources Professionals (CHRP) in British Columbia, Alberta, Saskatchewan, Manitoba, New Brunswick, Prince Edward Island and Newfoundland and Labrador plus more than 400 professionals in Nova Scotia.

You can reach our national distribution of 10,100 copies plus:



The audience for 2019 is as follows:

Month	Regular National Circulation	Bonus Circulation	Total Print Copies Delivered	Rate Card
January	10,100	7,200	17,300	2
February	10,100	8,200	18,300	2
March	10,100	23,500	33,600	1
April	10,100	7,200	17,300	2
May	10,100	8,200	18,300	2
June	10,100	23,500	33,600	1
July	10,100	7,200	17,300	2
August	10,100	8,200	18,300	2
September	10,100	23,500	33,600	1
October	10,100	7,200	17,300	2
November	10,100	8,200	18,300	2
December	10,100	23,500	33,600	1

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 (45%), AB (15%), BC (15%), Atlantic (5%), Prairies (11%), QC (9%)

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, 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.

WEBSITE



HRREPORTER.COM

The homepage for Canada's HR profession provides 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.

- 90,000+ monthly impressions
- 1 million+ annual impressions

E-NEWSWIRES



HR NEWSWIRE

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

- 12,800 distribution to Canadian HR professionals and senior executives
- 35% 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.

- 12,800 distribution to Canadian HR professionals and senior executives
- 35% average open rate

AWARDS AND EVENTS



NATIONAL HR AWARDS

nationalhrawards.com

Heading into its fifth 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 reception to celebrate the winners.

- 150+ attendees
- Numerous unique sponsorship opportunities



CANADA'S SAFEST EMPLOYERS AWARDS

safestemployers.com

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

- 350+ attendees
- Numerous unique sponsorship opportunities available



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 asking to be included on the list for 2019. Nominations open in February and the winners are celebrated in a special section in the July issue.

- More than 64,000 votes in 2018
- Special section and digital edition marketed by *Canadian HR Reporter* and Thomson Reuters throughout the year
- Winners packages include seals

HR WEBINAR

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



CUSTOM

CUSTOM MEDIA AND BUSINESS DEVELOPMENT SOLUTIONS

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

ROUNDTABLE

Get face-to-face with your customers and prospects by delivering a high-impact event.



SOCIAL MEDIA



Our social media accounts deliver 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 14,000 Twitter followers (@HRReporter)

2019 EDITORIAL CALENDAR*

	EDITORIAL LINEUP*	IMPORTANT DATES	HR NEWSWIRE IMPORTANT DATES
January	In Focus: HR Associations Feature: Recruitment	Ad Closing: November 28, 2018 Material Deadline: December 10, 2018	Live Date: January 8, 15, 22, 29 Close Date: Previous Tuesday
February	In Focus: Employment Law Features: Mental Health, Performance Management	Ad Closing: January 9, 2019 Material Deadline: January 21, 2019	Live Date: February 5, 12, 19, 26 Close Date: Previous Tuesday
March	In Focus: Training/Professional Development Features: EFAPs, Labour Relations	Ad Closing: February 6, 2019 Material Deadline: February 19, 2019	Live Date: March 5, 12, 19, 26 Close Date: Previous Tuesday
April	In Focus: Health & Safety Features: Compensation, Culture/Engagement	Ad Closing: March 6, 2019 Material Deadline: March 18, 2019	Live Date: April 2, 9, 16, 23, 30 Close Date: Previous Tuesday
May	In Focus: Benefits Features: Relocation/Travel, Pensions	Ad Closing: April 3, 2019 Material Deadline: April 15, 2019	Live Date: May 7, 14, 21, 28 Close Date: Previous Tuesday
June	In Focus: HR Technology Features: Recognition, Background Screening	Ad Closing: May 8, 2019 Material Deadline: May 21, 2019	Live Date: June 4, 11, 18, 25 Close Date: Previous Tuesday

*Editorial subject to change

IN EVERY ISSUE

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

2019 EDITORIAL CALENDAR*

	EDITORIAL LINEUP*	IMPORTANT DATES	HR NEWSWIRE IMPORTANT DATES
July	<p>In Focus: Wellness Features: Diversity, Recruitment Awards: 2019 Readers' Choice Awards</p>	<p>Readers' Choice Ad Closing: May 14, 2019 Material Deadline: May 28, 2019</p> <p>Ad Closing: June 5, 2019 Material Deadline: June 17, 2019</p>	<p>Live Date: July 2, 9, 16, 23, 30 Close Date: Previous Tuesday</p>
August	<p>In Focus: HR Leaders Talk Features: Corporate Social Responsibility, HR Metrics</p>	<p>Ad Closing: July 3, 2019 Material Deadline: July 15, 2019</p>	<p>Live Date: August 6, 13, 20, 27 Close Date: Previous Tuesday</p>
September	<p>In Focus: Payroll Features: Risk Management, Outsourcing, Professional Development/Training</p>	<p>Ad Closing: August 7, 2019 Material Deadline: August 19, 2019</p>	<p>Live Date: September 3, 10, 17, 24 Close Date: Previous Tuesday</p>
October	<p>In Focus: Mental Health Features: Outplacement, Benefits</p>	<p>Ad Closing: September 4, 2019 Material Deadline: September 16, 2019</p>	<p>Live Date: October 1, 8, 15, 22, 29 Close Date: Previous Tuesday</p>
November	<p>In Focus: Compensation/Salary Surveys Features: Recognition, Absence Management, Background Screening Awards: Canada's Safest Employers</p>	<p>Ad Closing: October 9, 2019 Material Deadline: October 21, 2019</p>	<p>Live Date: November 5, 12, 19, 26 Close Date: Previous Tuesday</p>
December	<p>In Focus: CEOs Talk Awards: 2019 National HR Awards</p>	<p>Ad Closing: November 6, 2019 Material Deadline: November 18, 2019</p>	<p>Live Date: December 3, 10, 17 Close Date: Previous Tuesday</p>

*Editorial subject to change

IN EVERY ISSUE

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

For advertising information contact: Paul Burton | 416.649.9928 | paul.burton@tr.com
 Contact Sarah Dobson, Editor, for any editorial inquiries | 416.649.7896 | sarah.dobson@tr.com

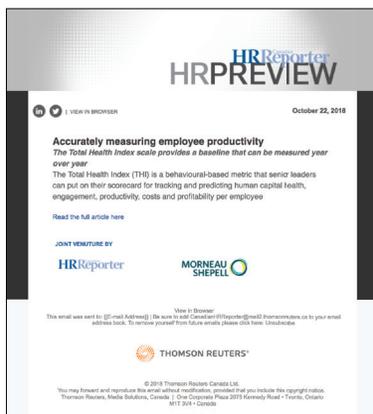
Sponsored Content

AN EFFECTIVE AND TARGETED WAY TO DELIVER YOUR CUSTOMIZED MESSAGE



Connect with a large and active audience through sponsored content. Through integrating your brand into ours, you can increase the likelihood of your content being consumed, position yourself as an expert and increase the chances of a prospect becoming a client.

Sponsored content offers the unique opportunity to position your expertise as thought leaders and to highlight your products and services in an editorial format. Sponsored content opportunities are available in all our print and digital issues.



BONUS - Lead generation!

Sponsored content articles are brought to our readers' attention with a special HR Preview email two weeks before publication. Readers fill out a form — and names and emails are given to you as leads — in exchange for the ability to have a sneak peek at your content. Exposes your brand to 12,800 names on the email list.

SPONSORED CONTENT RATES & SPECIFICATIONS

HR REPORTER



Full page article
max. 1,170 words



Full page article +
1/4 page ad • max. 900 words

HR REPORTER NEWSLETTER SERIES



Full page article • max. 390 words



Full page article +
1/4 page ad • max. 310 words

SAVE UP TO 20%

MEDIA BRAND	DESCRIPTION	RATE	COMPARABLE DISPLAY ADVERTISING RATE
	Full page - 900 words + 1/4 page ad sq or 1,170 (no ad) + <i>Canadian HR Newswire Sponsor Spotlight</i>	\$5,355	\$7,630
Canadian Employment Law Today	Full page - 310 words + 1/4 page ad or 390 (no ad)	\$985	\$1,235
Canadian Safety Reporter Canadian Payroll Reporter Canadian Labour Reporter	Full page - 310 words + 1/4 page ad or 390 (no ad)	\$785	\$985

DEADLINE

Booking deadline is two weeks prior to advertising closing deadline. Material deadline is two weeks prior to material closing deadline.

LAYOUT

Our production department will lay out your content in a format pleasing to our audience, based on mock-up examples.

APPROVALS

The final layout will be supplied to you for approval prior to publication.

MATERIAL INQUIRIES & SUBMISSION

Contact Pamela Menezes, Production Coordinator: 416-649-9298 | pamela.menezes@tr.com

Applicable taxes will be added to all rates. Advertising and packages subject to availability.

MATERIAL REQUIRED

- Content: MS Word
- Logo: high-resolution (300 dpi); jpg, tiff or eps; cmyk; all fonts embedded
- Image: high-resolution (300 dpi at 7" wide); jpg or tiff; CMYK; all fonts embedded
- Ad - 1/4 square - 5.7" w x 5.75" h; pdf format
- 50 word summary of article for *HR Preview*

For more information on any of these solutions, contact Paul Burton **416.649.9928** | paul.burton@tr.com

2019 ADVERTISING RATES

RATE CARD 1 – NATIONAL PLUS HRPD DISTRIBUTION

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

Circulation: 33,600

PRINT/DIGITAL – BOOK 4 ISSUES AND SAVE 10%

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

Colour	Size	1x	4x	12x
	Full page		\$7,885	\$7,095
Magazine page		\$6,025	\$5,425	\$4,515
1/2 page		\$4,805	\$4,325	\$3,605
1/4 page		\$3,125	\$2,815	\$2,345
1/8 page		\$2,025	\$1,825	\$1,515
OBC		\$9,735	\$8,765	\$7,305
Wrap outside front		\$11,815	\$10,635	\$8,865
Business card		\$445	\$405	\$335
Front page earlug		\$2,705	\$2,435	\$2,025
Front page footer		\$5,235	\$4,715	\$3,925

RATE CARD 2

NATIONAL + BC/MARITIMES OR NATIONAL + ALBERTA/PRAIRIES

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

Total Circulation: 17,300 (includes BC/Maritimes) | 18,300 (includes Alberta/Prairies)

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

Colour	Size	1x	4x	8x
	Full page		\$6,695	\$6,025
Magazine page		\$5,125	\$4,615	\$3,995
1/2 page		\$4,085	\$3,675	\$3,265
1/4 page		\$2,665	\$2,395	\$2,135
1/8 page		\$1,725	\$1,555	\$1,375
OBC		\$8,275	\$7,445	\$6,615
Wrap outside front		\$9,995	\$8,995	\$7,995
Business card		\$385	\$345	\$305
Front page earlug		\$2,305	\$2,075	\$1,845
Front page footer		\$4,455	\$4,005	\$3,565

Applicable taxes will be added to all rates

2019 ADVERTISING RATES

WWW.HRREPORTER.COM

	Size	1 month	3 month	6 month	12 month
Leaderboard Run of site	728 x 90 (600 x 100 mobile friendly) and 300x50 if targe provided	\$1,995	\$1,895	\$1,800	\$1,710
Big Box Run of site	300 x 250	\$1,465	\$1,395	\$1,325	\$1,255
Big Box (in Article section)	300 x 250	\$1,335	\$1,265	\$1,205	\$1,145

Ads are one of three in rotation

HR NEWSWIRE

Size	1x	3x	6x	12x
Jr Leaderboard (600 x 100)	\$1,245	\$1,185	\$1,125	\$1,065
Big Box (300 x 250)	\$1,125	\$1,065	\$1,015	\$965
Sponsor Spotlight*	\$935	\$885	\$845	\$805

*Includes logo, 50 words of text and url link

HR NEWSWIRE EXTRA

Size	Size (pixels)	Sole Sponsorship Rate
Ad* Text + url	600 x 350 100 words	\$3,285

* jpg format; non-animated; no keyline; preferably white background

Applicable taxes will be added to all rates.

For more information on any of these solutions, contact Paul Burton **416.649.9928** | paul.burton@tr.com



INTEGRATED CAMPAIGNS – ONE BUY, ALL FORMATS

Put your message in front of Canada’s best HR audience in every format – print, digital, newswire, website and social media.

GOLD	SILVER	BRONZE
<p>COST: \$5,995 (VALUE: \$9,380)</p> <p>Print/Digital: 1/2 page ad in <i>Canadian HR Reporter</i></p> <p>Website: Big Box for 1 month on <i>hrreporter.com</i></p> <p>Email: Big Box in 2 issues of <i>Canadian HR Newswire</i></p> <p>Social Media: 2 sponsored Tweets to our @hrreporter followers</p>	<p>COST: \$3,995 (VALUE: \$6,215)</p> <p>Print/Digital: 1/4 page ad in <i>Canadian HR Reporter</i></p> <p>Website: Big Box for 1 month on <i>hrreporter.com</i></p> <p>Email: Big Box in 1 issue of <i>Canadian HR Newswire</i></p> <p>Social Media: 1 sponsored Tweet to our @hrreporter followers</p>	<p>COST: \$2,995 (VALUE: \$5,115)</p> <p>Print/Digital: 1/8 page ad in <i>Canadian HR Reporter</i></p> <p>Website: Big Box for 1 month on <i>hrreporter.com</i></p> <p>Email: Big Box in 1 issue of <i>Canadian HR Newswire</i></p> <p>Social Media: 1 sponsored Tweet to our @hrreporter followers</p>

Applicable taxes will be added to all rates. Advertising and packages subject to availability.

CANADIAN HR REPORTER 17,300-33,600 circulation

HRREPORTER.COM 950,000+ annual page impressions

CANADIAN HR NEWSWIRE 12,800 recipients

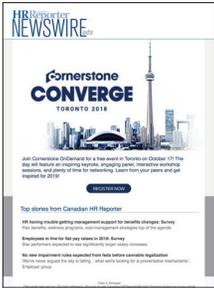


14,000 followers

To book your campaign please contact Paul Burton | paul.burton@tr.com | 416.649.9928

LEAD GENERATION AND CONTENT MARKETING SERVICES

Custom E-Newsletters



Target readers with a specific message sponsored by your organization. We can customize your message and send it out to our subscribers. Promote events, new products and boost your web

traffic with a custom e-newsletter.

We provide a brief update of what's happening in the HR profession in a particular area.

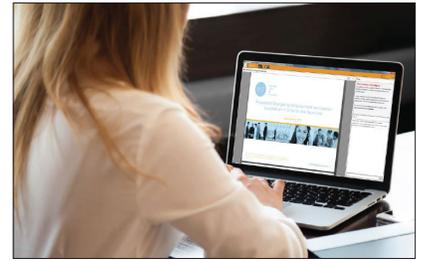
Custom Events and Executive Roundtables



Get face-to-face with your customers and prospects at events. *Canadian HR Reporter* can deliver high-impact and successful industry events such as seminars, workshops, conferences, focus groups and roundtables. Have an existing show that needs a boost? Work with us to create a show within your show to bring additional attendees and sponsors.

Live Webinars

Canadian HR Reporter offers client-sponsored live webinars. A total turnkey lead generation solution hosted on our webinar platform. Our webinar co-ordinator works with the client's presenter to organize material and moderates the event.



Videos

Videos are a popular feature on *hrreporter.com* and a great way to reach our audience. Our carefully selected videos offer diverse and valuable information for HR professionals. Videos delve into leading stories in the current HR profession, showcasing opinions and insights from professionals in topics such as workplace law, cannabis in the workplace, compensation and benefits, and HR technology.



Sponsored Content

Sponsored content is an effective and targeted way to engage our readers and deliver your customized message. It helps further establish your brand as a thought leader and provides you with the real estate to foster a stronger relationship with potential customers. Sponsored content can be used in a variety of ways to generate new leads, showcase products and engage audiences.



Metrics and Analysis

Everything we do is measured, analyzed and reported on. Whether it's our print magazine circulation audits, website traffic, detailed email metrics or sponsored marketing reports for events – if we do it, we measure it and share it with our partners.

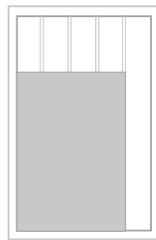


Contact Paul Burton at

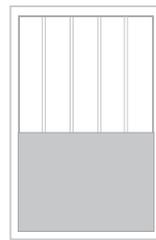
416.649.9928 | paul.burton@thomsonreuters.com



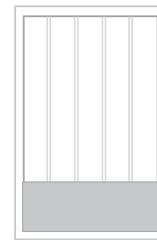
FULL PAGE
10.75" x 15"
+ 0.25" bleed
Image area
9.625 x 14"



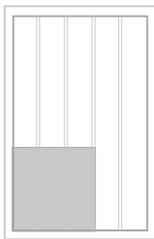
MAGAZINE PAGE
7.66" x 10"



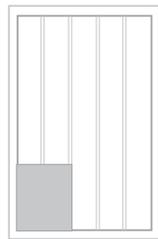
1/2 PAGE
9.625" x 7"



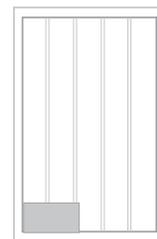
1/4 PAGE HORIZONTAL
9.625" x 3.5"



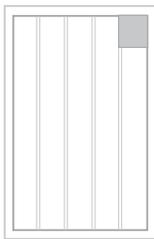
1/4 PAGE SQUARE
5.7" x 5.75"



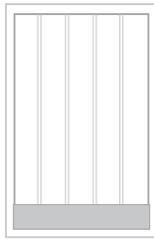
1/8 PAGE
3.75" x 4.5"



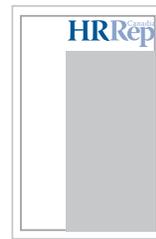
BUSINESS CARD
3.75" x 2"



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

DIVERSITY & INCLUSION: Our audiences and your customers are diverse. Please consider using images and language that are inclusive and representative of Canadian society when creating your artwork and campaigns.