



HR PROFESSIONALS MAGAZINE™

The Official Media Sponsor for SHRM in Alabama, Arkansas, Georgia, Kentucky, Mississippi and Tennessee

2019 Media Kit

Advertising Rates

HR Professionals Magazine™
1779 Kirby Parkway 1-62
Memphis, TN 38138
(901) 598.0123 ph
Cynthia@HRProsMagazine.com
www.**HR**Professionals**Magazine**.com

Make the **most effective media buy** for your business.

– HR Professionals Magazine™ –

1 **MAXIMUM COVERAGE – Reach your target.** 28,000 Executive level decision makers receive *HR Professionals Magazine*™. Our HR trade publication is approved by SHRM and is drop shipped to every SHRM Chapter in Tennessee, Alabama, Georgia, Kentucky, Arkansas, and Mississippi for distribution at their monthly membership meeting. Our readership is over 40,000 and includes SHRM members and HR Professionals, HR Directors, HR Managers, Benefits Managers, Compensation Analysts, Employee Relations Managers, HRIS Analysts, Payroll Managers, Corporate Recruiters, and Organizational Development and Training Managers. We also have 14,000 digital subscriptions.

2 **BRANDING – Used daily as a convenient Reference Tool.** The content is detailed and comprehensive. Our contributors are all local HR specialists, educators, and attorneys who are highly regarded as experts in their field. It is the most authoritative and closely read HR trade publication in Tennessee, Alabama, Georgia, Kentucky, Arkansas, and Mississippi. SHRM members and HR Professionals catalog all issues as a reference source, so your message will be viewed over and over. **Do your other media sources offer this long-term exposure?**



3 **PRIVILEGED UP-TO-DATE INFORMATION – HR Professionals Magazine™ covers every discipline of the Human Resources profession including legal issues, latest research and case studies within a focused market. Our mission is to inform and educate HR professionals.**

Each issue also features a key HR Professional on the cover and includes their professional profile. Advertisers have high impact opportunities in every issue!

Compensation & Benefits
Ethics
Staffing & Recruiting

Business leadership
HR technology
Employment law

Diversity
Employee training
Relocation

Employee Relations
Employee Development
Labor/union relations

4 **HIGHLY TARGETED – Greater coverage in your backyard to best hit your potential customers.** *HR Professionals Magazine*™ is the only HR trade publication that covers this very focused geographic area targeting 28,000 executive level decision makers in the HR community and their CFOs. There is no other HR publication that reaches this target market!

5 **SHELF LIFE – 92% of all US adults read magazines.** *HR Professionals Magazine*™ is a monthly subscription based trade publication, the “one and only” HR trade publication that reaches executive level decision makers in the HR community and their CFOs. A trusted reference tool for all HR professionals.

6 **OUR WEBSITE – www.HRProfessionalsMagazine.com, has over 30,000 page views per month.** We are proud that 88% of our visitors return monthly with 12% new visitors each month. Our bounce rate of 1.13% is among the lowest in the industry.

HURRY!

Do you provide a product or service for HR professionals?

If your answer is YES, contact us today about advertising and sponsorship opportunities.



HR PROFESSIONALS MAGAZINE™

Serving the Professional - Advancing the Profession

CYNTHIA Y. THOMPSON, MBA, SHRM-SCP, SPHR
Editor | HR Professionals Magazine



(901) 598.0123 PH | (901) 205.0628 FAX

1779 KIRBY PARKWAY 1-62 | MEMPHIS, TN 38138

www.HRProfessionalsMagazine.com | Cynthia@HRProsMagazine.com

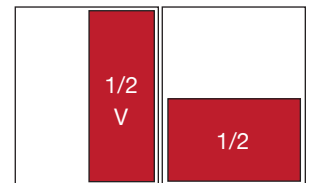
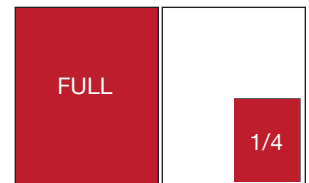


2019 Advertising Rates

All rates are NET

Full Color

	1X	3X	6X	12X
Cover	\$3500			
Inside Front Cover/ Page 2	\$2200	\$2000	\$1800	\$1700
Back Cover	\$2500	\$2400	\$2200	\$2000
Inside Back Cover	\$2000	\$1800	\$1600	\$1500
2 Page Spread	\$3000	\$2800	\$2600	\$2000
Full Page	\$1700	\$1600	\$1400	\$1300
Half Page	\$1000	\$900	\$800	\$700
Quarter Page	\$700	\$600	\$550	\$500



Special Placement – Add \$200

Design Fee – Add \$150

HRProfessionalsMagazine.com Digital Advertising

Contact Cynthia Y. Thompson, Editor, for a quote.

You may reach her by email at Cynthia@HRProsMagazine.com or by phone or text at (901) 598.0123.

POLICY

HR Professionals reserves the right to deny any advertising that we deem inappropriate. We do not allow any advertising that reduces the effectiveness of the magazine or its advertisers in any way. This is a company strategy policy. If you have any questions, please feel free to contact Cynthia Y. Thompson, Cynthia@HRProsMagazine.com, or the legal department of The Thompson HR Firm, LLC.

2019 Editorial Calendar

**Every issue focuses on
employment law and
employee benefits.**

We also bring you breaking HR news and research on evolving strategic HR issues.



HR Professionals Magazine is the official media sponsor for SHRM in Alabama, Arkansas, Georgia, Kentucky, Mississippi and Tennessee.

HR Professionals Magazine will be included in attendee conference bags at all State Conferences and events.

We are also official media sponsors for:

SHRM Employment Law Conference in Washington March 18-20

SHRM Talent Conference and Exposition in Nashville April 8-10

SHRM Annual Conference and Exposition in Las Vegas June 23-26

SHRM Leadership Development Forum in Boston October 2-3

ISSUE	SPACE CLOSES	MATERIALS DUE	SPECIAL EMPHASIS
January	December 10	December 15	2019 U.S. News Best Lawyers in Employment Law Employment Law and Employee Benefits Update
February	January 10	January 15	Profiles of Top Companies in Payroll and HRIS Technology Employment Law and Employee Benefits Update
March	February 10	February 15	Profiles of Rising Stars from Chambers USA and Super Lawyers Labor and Employment Law - New Legislation SHRM Employment Law Conference in Washington DC, March 18-20 SHRM-Atlanta Annual Conference, March 25-27
April	March 10	March 15	Talent Management and Recruiting Employment Law and Employee Benefits Update Arkansas SHRM State Conference in Hot Springs April 3-5 SHRM Talent Conference and Exposition in Nashville April 8-10 Tennessee SHRM Strategic Leadership Conference in Nashville April 26
May	April 10	April 15	Employment Law and Employee Benefits Update Alabama SHRM State Conference in Birmingham May 14-15
June	May 10	May 15	Profiles of Super Lawyers Employment Law and Employee Benefits Update SHRM Annual Conference in Las Vegas June 23-26
July	June 10	June 15	Top HR Educational Programs for HR Professionals Employment Law and Employee Benefits Update
August	July 10	July 15	Profiles of ERISA and Employee Benefits Attorneys Retirement Planning and Compliance Employment Law and Employee Benefits Update Kentucky SHRM State Conference in Louisville August 28-30
September	August 10	August 15	Employment Law and Employee Benefits Update Mississippi SHRM State Conference in Tupelo September 16-18 TNSHRM State Conference & Expo in Chattanooga September 18-20 Arkansas SHRM Employment Law and Legislative Conference in Little Rock September 26-27
October	September 10	September 15	Profiles of Chambers USA Top Labor and Employment Law Attorneys Employment Law and Employee Benefits Update
November	October 10	October 15	Emphasis on Employee Benefits Planning and Compliance Employment Law and Employee Benefits Update
December	November 10	November 15	Emphasis on Compensation and Performance Management Employment Law and Employee Benefits Update

**Subject to change