



HR PROFESSIONALS MAGAZINE™

The official media sponsor for SHRM Chapters in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Tennessee and Texas

2023 Media Kit

Advertising Rates

HR Professionals Magazine™
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Make the **most effective media buy** for your business.

— HR Professionals Magazine™ —

1 **MAXIMUM COVERAGE** — *Reach your target.* Our distribution footprint includes 60,000 HR professionals and SHRM members in ten Southeastern states including Alabama, Arkansas, Florida, Georgia, Kentucky Louisiana, Mississippi, North Carolina, Tennessee and Texas. Our readership includes CHROs, HR Directors, HR Managers, Benefits Managers, Compensation Managers, Employee Relations Managers, HRIS Analysts, Payroll Managers, Corporate recruiters, and Training Managers. We have over 60,000 readership in 10 states with over 25,000 digital subscribers. Our monthly digital magazine is posted on the SHRM Chapter websites and the SHRM State Council websites in our distribution footprint as a reference for their members. SHRM is a key sponsor of our publication and a monthly contributor. Our goal is to connect HR professionals with the products and services of our sponsors. We do this through our digital and print issues plus dedicated emails with lead generation, webinars pre-approved for SHRM and HRCI recertification credits, and Facebook Live and LinkedIn video content.

2 **BRANDING** — *Used daily as a convenient Reference Tool.* The content is detailed and comprehensive. Our contributors are all 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 Alabama, Arkansas, Florida, Georgia, Kentucky Louisiana, Mississippi, North Carolina, Tennessee and Texas. 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
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Business leadership
HR technology
Employment law

Diversity
Employee training
Employee Benefits

Employee Relations
Employee Development
Labor/union relations

4 **HIGHLY TARGETED** — *HR Professionals Magazine™ is the only HR trade publication that covers this very focused geographic area targeting 60,000 HR professionals and executive level decision makers in the HR community.* 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 HR professionals and decision makers in the HR community. 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

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Editor | Publisher

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ADVERTISING RATES

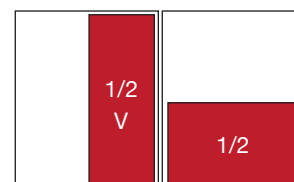


2023 Advertising Rates

All rates are NET

Full Color

	1X	3X	6X	12X
Cover	\$3000			
Inside Front Cover/ Page 2	\$2000	\$2000	\$1800	\$1700
Back Cover	\$2300	\$2000	\$1800	\$1700
Inside Back Cover	\$1000	\$1000	\$1000	\$900
2 Page Spread	\$1500	\$1450	\$1400	\$1350
Full Page	\$1000	\$900	\$850	\$800
Half Page	\$750	\$700	\$650	\$600



Special Placement – Add \$200

Design Fee – Add \$150

HRProfessionalsMagazine.com Digital Advertising

Dedicated emails with analytics - \$850

Sponsored webinar with lead generation - \$750

All articles are posted on Facebook, LinkedIn, and Twitter. Expand your online reach by up to 20,000 by adding Facebook ads with analytics to your article or ad - \$150

All sponsors receive complimentary Facebook Live videos from the SHRM State Conferences and the national SHRM Conferences.

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.



2023 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 Chapters in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, and Tennessee. South Carolina and Texas coming in 2023!
HR Professionals Magazine is distributed at all SHRM State Conferences and events in our distribution footprint.

We are also an official media sponsor for SHRM national at these important annual conferences:

SHRM Employment Law & Compliance Conference in Washington, D.C., February 26-28

SHRM Talent Conference and Exposition in Orlando April 16-19

SHRM Annual Conference and Exposition in Las Vegas June 11-14

SHRM Volunteer Leaders' Business Meeting in Washington, D.C., in November

ISSUE	SPACE CLOSES	MATERIALS DUE	SPECIAL EMPHASIS
January	December 10	December 15	Workplace Policy and the SHRM Advocacy Team
February	January 10	January 15	Payroll and HR Technology
March	February 10	February 15	Labor and Employment Law Update SHRM-Atlanta Conference in Duluth March 28-29
April	March 10	March 15	Talent Management and Recruiting Louisiana SHRM Conference in Lafayette April 20-21
May	April 10	April 15	Employee Benefits and Well-Being Alabama SHRM Conference in Birmingham May 2-4 Texas SHRM Conference in Denton May 1-2
June	May 10	May 15	2023 SHRM Annual Conference in Las Vegas
July	June 10	June 15	Top HR Educational Programs for HR Professionals
August	July 10	July 15	Preview of SHRM Fall Conferences HR Florida Conference in Kissimmee August 31-September 1 KYSHRM Conference in Lexington August 29-31
September	August 10	August 15	13th Anniversary Issue Tennessee SHRM Conference in Chattanooga September 20-22 North Carolina SHRM Conference in Wilmington September 20-22
October	September 10	September 15	Diversity and Inclusion 2023 ARSHRM Conference in Ft. Smith October 18-20
November	October 10	October 15	Employee Benefits and Retirement Planning
December	November 10	November 15	Compensation and Performance Management

**Subject to change