



HR PROFESSIONALS MAGAZINE™

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

2024 Media Kit

Advertising Rates

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

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 & SHRM members in the Southeast including Alabama, Arkansas, Florida, Georgia, Kentucky Louisiana, Mississippi, North & South 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 11 states with over 40,000 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 & South Carolina, Tennessee & Texas. SHRM members and HR Professionals catalog all issues 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
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

CYNTHIA Y. THOMPSON, MBA, SHRM-SCP, SPHR

Editor | Publisher

(901) 598.0123

1779 KIRBY PARKWAY 1-62 | MEMPHIS, TN 38138

www.HRProfessionalsMagazine.com | Cynthia@HRProsMagazine.com





2024 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.

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 Talent Conference and Exposition in Las Vegas April 14-17

SHRM Annual Conference and Exposition in Chicago June 23-26

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

ISSUE	SPACE CLOSES	MATERIALS DUE	SPECIAL EMPHASIS
January	December 10	December 15	Labor and Employment Law
February	January 10	January 15	Employee Benefits & Well-Being
March	February 10	February 15	Payroll & HR Technology
April	March 10	March 15	Louisiana SHRM Conference in Lafayette April 18-19 Highlights from the 2024 HR Conference Cruise
May	April 10	April 15	Alabama SHRM Conference at Perdido Beach May 13-15 Preview of SHRM24 in Chicago June 23-26 2024 Compensation Design
June	May 10	May 15	Preview of SHRM Fall Conferences SHRM24 in Chicago June 23-26
July	June 10	June 15	Top Educational Programs
August	July 10	July 15	Tennessee SHRM Conference in Memphis August 25-28 HR Florida Conference in Orlando August 25-28 Kentucky SHRM Conference in Louisville August 25-38
September	August 10	August 15	14th Anniversary Issue Mississippi SHRM Conference in Biloxi September 9-11 SHRM Georgia in Columbus September 25-27 North Carolina SHRM Conference in Wilmington September 25-27
October	September 10	September 15	South Carolina SHRM Conference in Myrtle Beach October 4-6 Texas SHRM HR Southwest Conference in Fort Worth October 13-16 Arkansas SHRM in Hot Springs October 21-23
November	October 10	October 15	SHRM Volunteer Leaders Business Meeting in Washington, DC Compensation and Employee Benefits for 2025
December	November 10	November 15	The SHRM Foundation

**Subject to change

ADVERTISING RATES

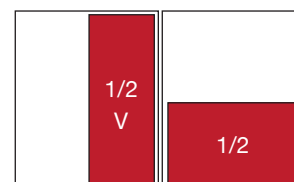


2024 Advertising Rates

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

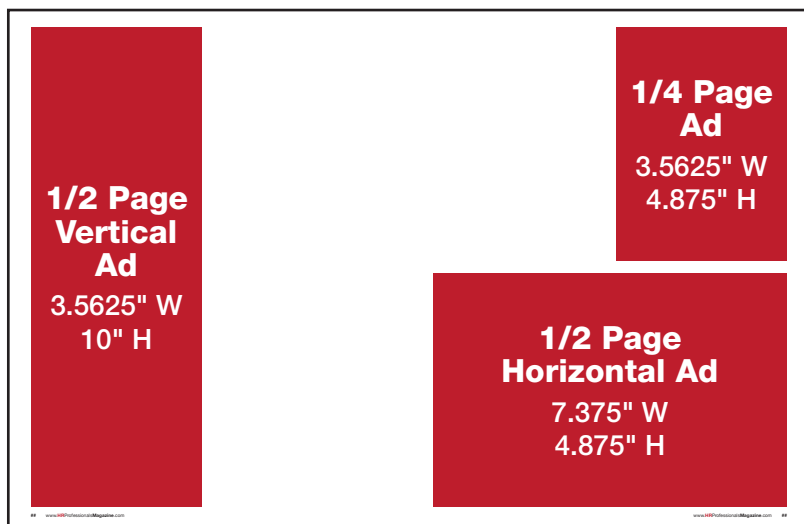
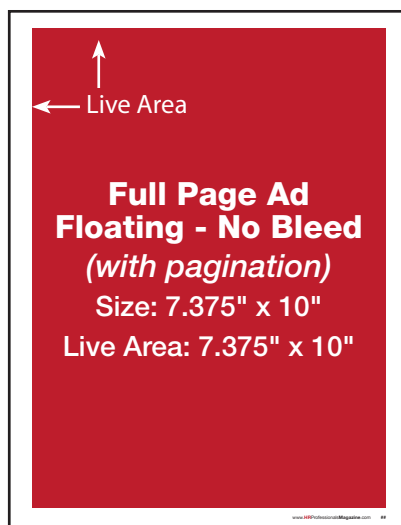
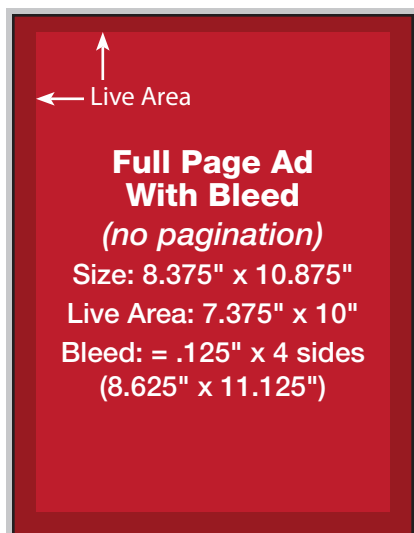
All articles are posted on Facebook, LinkedIn, and Twitter. Expand your online reach by up to 20,000 by adding Facebook ads with analytics to your article or ad - \$150

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.

Important information for art directors, designers, typographers and graphic artists



ADVERTISING DIMENSIONS (in inches)

Publication Trim Size: 8.375" x 10.875"

	WIDTH	HEIGHT
Full page (bleed)	8.625"	11.125"
Full page (live area)	7.375"	10"
Full page Floating (no bleed)	7.375"	10"

Spread

To be submitted as 2 pages, left & right side
See Full page dimensions above

1/2 page horizontal	7.375"	4.875"
1/2 page vertical	3.5625"	10"
1/4 page	3.5625"	4.875"

Special Placement – Add \$200

Design Fee – Add \$150

MECHANICAL REQUIREMENTS

HR PROFESSIONALS utilizes a digital workflow and all ad materials should be submitted in a digital format.

ACCEPTED FILE TYPES – CMYK 300 ppi resolution;
Adobe PDF, JPG, EPS or TIF

AD SIZES – All ads should be created to exact size specifications (see above.)

INSERTION ORDERS – Insertion orders must be faxed or emailed on appropriate dates to: (901) 205.0628

PUBLISHER – The Thompson HR Firm;
Cynthia Y. Thompson (901) 598.0123
Cynthia@HRprosMagazine.com | Ads@HRprosMagazine.com

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Online Advertising

Contact Cynthia Y. Thompson, Editor, for a quote.
You may reach her by email at Cynthia@HRProsMagazine.com
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DIGITAL ADVERTISING DIMENSIONS (in pixels)

Slider Ad:
700 wide x 280 tall

Leaderboard Ad:
650 wide x 152 tall

Banner Ad:
275 wide x 350 tall

Square Ad:
300 wide x 300 tall

