



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

2025 Media Kit

Advertising Rates

HR Professionals Magazine™
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www.**HR**Professionals**Magazine**.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 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	Business leadership	Diversity	Employee Relations
Ethics	HR technology	Employee training	Employee Development
Staffing & Recruiting	Employment law	Employee Benefits	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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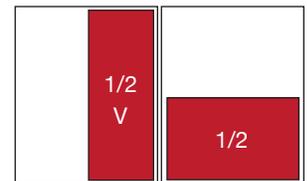
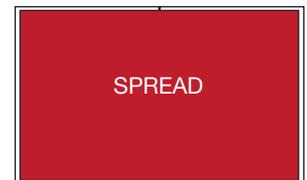


2025 Advertising Rates

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 - \$850

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.



2025 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, 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 Nashville March 25

SHRM Annual Conference and Exposition in San Diego June 29

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

ISSUE	SPACE CLOSES	MATERIALS DUE	SPECIAL EMPHASIS
January	December 10	December 15	The Impact of the Election on HR
February	January 10	January 15	Employee Benefits and Well-Bing
March	February 10	February 15	Labor and Employment Law Update
April	March 10	March 15	Payroll and HR Technology
May	April 10	April 15	Preview of SHRM Spring Conferences
June	May 10	May 15	2025 SHRM Annual Conference in San Diego
July	June 10	June 15	Top HR Educational Programs for HR Professionals
August	July 10	July 15	Preview of SHRM Fall Conferences
September	August 10	August 15	15th Anniversary Issue
October	September 10	September 15	Mental Health Awareemes
November	October 10	October 15	Employee Benefits and Retirement Planning
December	November 10	November 15	Compensation and Performance Management

**Subject to change