



# **HR** PROFESSIONALS MAGAZINE™

An official media sponsor for HR professionals and SHRM members in the U.S.

## 2026 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](http://www.HRProfessionalsMagazine.com)

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

— HR Professionals Magazine™ —

**MAXIMUM COVERAGE** — *Reach your target.* Our distribution footprint includes 60,000 HR professionals and SHRM members in ten

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.

**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?**

**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

**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!

**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.

**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](http://www.HRProfessionalsMagazine.com) | [Cynthia@HRProsMagazine.com](mailto:Cynthia@HRProsMagazine.com)



## ADVERTISING RATES



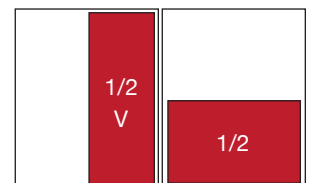
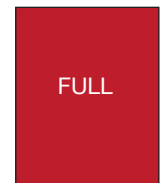
### 2026 Advertising Rates

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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

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Dedicated emails with lead generation - \$850

Sponsored webinars include lead generation - \$850

All articles and ads receive dedicated emails with lead generation.

All sponsors receive complimentary Facebook Live videos that are also posted on LinkedIn from SHRM State and and National events and conferences.

#### POLICY

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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](mailto:Cynthia@HRProsMagazine.com), or the legal department of The Thompson HR Firm, LLC.



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 distribution footprint: We are also an official media sponsor for the SHRM important

annual conferences: SHRM Talent Conference and Exposition in Dallas April 19-22

SHRM Annual Conference and Exposition in Orlando June 16-19

SHRM Volunteer Leadership Conference

ISSUE	SPACE CLOSES	MATERIALS DUE	SPECIAL EMPHASIS
January	December 10	December 15	2026 Updates in HR Management
February	January 10	January 15	Employee Benefits & Well-Being
March	February 10	February 15	2026 Updates on Labor and Employment Law
April	March 10	March 15	Payroll & HR Technology
May	April 10	April 15	Preview of SHRM Spring Conferences SHRM Talent Conference in Dallas April 19-22
June	May 10	May 15	SHRM26 in Orlando June 16-19
July	June 10	June 15	Top Educational Programs for HR Professionals
August	July 10	July 15	Preview of SHRM Fall Conferences
September	August 10	August 15	16th Anniversary Issue
October	September 10	September 15	Mental Health Awareness
November	October 10	October 15	Employee Benefits and Retirement Planning
December	November 10	November 15	Compensation and Performance Management

\*\*Subject to change