

MEDIA

Business Management

DAILY

HR
SPECIALIST



They Buy From Us.
They'll Buy From You.

ABOUT US

*They Buy From Us.
They'll Buy From You.*

BusinessManagement
DAILY

Since 1937, Business Management Daily and *HR Specialist* have helped thousands of organizations succeed by helping people succeed. Each business day, over 130,000 executives, managers, and other decision-makers turn to us for plain-English, actionable advice on human resources, leadership, office management, and more.



Our e-letters, webinars, newsletters, books, websites, special reports, looseleaf services, CDs, DVDs, and live events quickly provide these professionals the skills and strategies they need to improve their operations...increase efficiency...comply with regulations...and advance their careers.

These decision-makers share a thirst for business knowledge. And because 100% of our customers are either paid buyers or opt-in readers, they are the ideal audience for your products and services.

For more information contact Paul Legrady at (703) 905-4516 or plegrady@businessmanagementdaily.com.

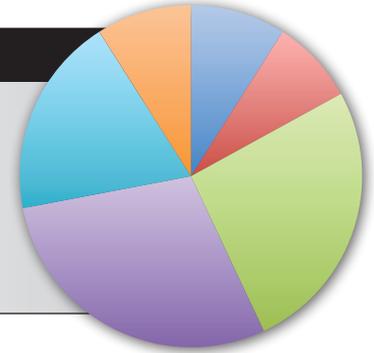


ABOUT OUR READERS

Business Management Daily and *HR Specialist* customers cut across a wide cross-section of private- and public-sector employers. Here is a breakdown of readership by company size, job title, and purchasing authority:

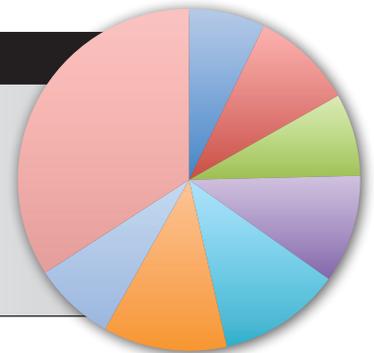
Job Title

Owner	9%	Manager	19
President	8	Administration	9
Director	26		
Vice President	29		



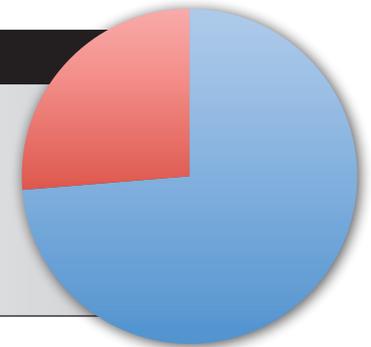
Company Size

1-5 employees	7.2%	101-200 employees	11.6
6-25 employees	9.6	201-500 employees	11.7
26-50 employees	7.8	500-1000 employees	7.7
51-100 employees	10.2	1000+ employees	34.1



Purchasing Authority

Make buying decision	73.7%
Influence, recommend or not involved	26.3



ADT Security	Blue Cross	Halliburton	Paychex
Airbus	Budget Rent-A-Car	Honeywell	Toyota
Alcoa	Caterpillar	LL Bean	U.S. Army
Aveda	Coca-Cola	McDonald's	Wells Fargo
Black & Decker	Disney/ABC	Merck	Westinghouse

OUR PRINT PRODUCTS AND EVENTS

Subscribers include decision-makers at companies like: HR

The HR Specialist
HR Specialist: Compensation & Benefits
HR Specialist: Employment Law
HR Specialist: Premium Plus
(online information service)
Manager's Legal Bulletin
The Complete Compliance Guide to Federal
& State Employment Law
Employer's Guide to Record-Keeping
Requirements



Office Administration and Technology

Administrative Professional Today
Office Manager Today
Office Technology Today
Office Technology Today All-Access Training Pass



Leadership & Management

Executive Leadership
Managing People at Work
Employee Problem-Solver

Tax

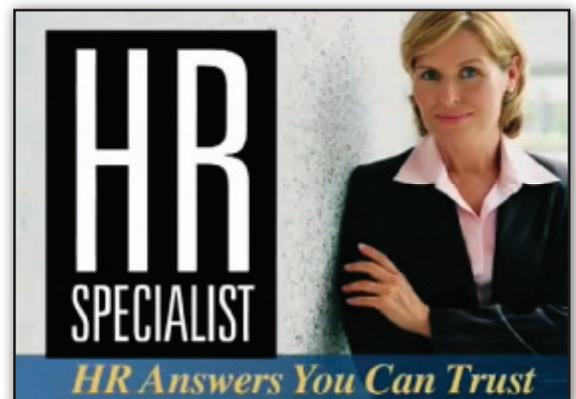
Small Business Tax Strategies

Payroll

Payroll Compliance Handbook
Payroll Legal Alert

Events

Business Management Daily and HR Specialist Webinars
HR Professionals' Week
LEAP - the Labor and Employment Law Advanced



OUR MEDIA OPTIONS

E-LETTERS

Business Management Daily's electronic newsletters provide concise updates on the workplace issues our readers care about. We feature 6 weekly e-letters, including our Week in Review digest of the week's hottest topics:

Weekly E-newsletters

E-Letter	Frequency	Circulation
Week in Review	Weekly	140,000
Office Management	Weekly	33,000
Human Resources	Weekly	82,000
Leaders & Managers	Weekly	41,000
Office Technology	Weekly	17,000

E-newsletter Rates

	Top Banner	Top Text Ad	Middle Text Ad	Bottom Text Ad	Graphic Ad	All Zones
Week in Review	\$4,650	\$4,650	\$3,720	\$3,720	\$3,720	\$6,510
Office Management	\$1,000	\$1,000	\$800	\$800	\$800	\$1,400
Human Resources	\$3,000	\$3,000	\$2,400	\$2,400	\$2,400	\$4,200
Leaders & Managers	\$1,150	\$1,150	\$920	\$920	\$920	\$1,610
Office Technology	\$650	\$650	\$520	\$520	\$520	\$910

*Package and multi-week discounts available.

Custom Publishing/Content Licensing

All Business Management Daily and *HR Specialist* e-letters are available as custom-published e-letters with our company masthead and logo. You may also license e-letter or newsletter content to create your own e-letter.



Targeted E-Promos

We will deliver your message directly to our targeted customers – not just e-letter readers, but paid subscribers, book/CD buyers, and webinar and conference attendees.

Targeted E-Promos

\$350/M

Newsletter Issue Inserts

Your brochure, flyer, or catalog may also “ride along” in our print newsletter issues. This allows you to reach our direct-mail-sold subscribers, while avoiding all postage, insertion, and mailing charges. And because your message rides along in a paid newsletter issue, every envelope is opened.

Newsletter Issue Inserts (multiple-issue discount available)

\$250/M

Newsletter Display Ads

Business Management Daily and *HR Specialist* offer limited opportunities for display advertising within our newsletters themselves. All ads must be approved by our editorial department. Banner and quarter-page ads are available. Contact us for non-HR titles.

HR Newsletters	Frequency	Circulation	Rate	
			Banner	Quarter Page
See page 4 for a full listing	Monthly	17,500 (approx.)	\$2,000	\$675



Business Management Quarterly

Four times a year, our newsletters are accompanied by a 4-page supplement that goes in-depth on a specific area of interest to our readers. This offers you the unique opportunity to target your message to the content provided (or provide our own content). You can either advertise within the Business Management Quarterly, or sponsor the entire issue – a great, low-cost way to reach our 34,000+ paid subscribers.

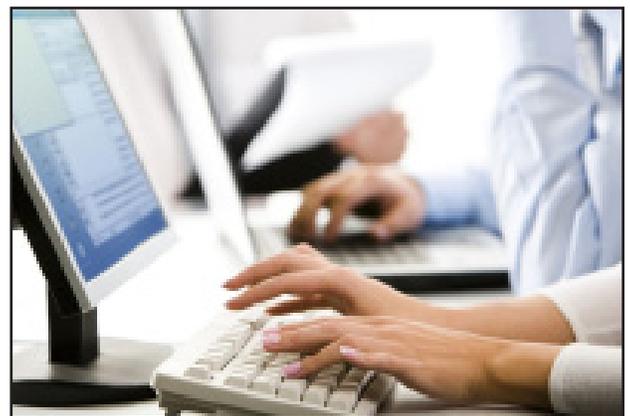
Issue	Ad Deadline	Topic
December 2017	9/15/2017	HR Training, Consulting and Coaching
March 2018	12/15/2017	Office Technology
June 2018	3/15/2018	HR/Payroll Software
September 2018	6/15/2018	Employee Incentives

Marketplace Inserts (multiple-issue discounts available)

Entire Issue	\$4,000
Full Page	2,500
Half-Page	1,500
Quarter-Page	900

Mailing List Rentals

Business Management Daily and *HR Specialist* rent lists of our masterfile ... active and expired subscribers (by topic) ... book buyers ... and webinar and conference attendees, allowing you to target very specific buyers. For more information contact Deb Goldfarb at Institute Lists at (917) 751-8439 or dgoldfarb@institutelists.com.



Webinar Sponsorships

Business Management Daily and *HR Specialist* produce over 130 webinars per year in the areas of HR ... office technology ... office administration ... leadership ... and more. We can add your logo to our promotional emails, and mention you as a sponsor of the event. Each webinar receives 3-4 email blasts, resulting in several hundred thousand impressions for your message.



You may also choose to produce your own **free webinar**, either with your own speaker or one provided by us. This event will be promoted multiple times to our highly responsive list of webinar attendees, newsletter subscribers, and e-letter readers, and both the promotions and the event itself are outstanding ways to reach targeted buyers.

Webinars (multiple-event discounts available)

Paid Webinar Sponsorships (4 efforts)	\$4,000
Free Webinars (per effort)	\$225/M

Live Conference

Every year, HR Specialist produces LEAP – the prestigious *Labor & Employment Law Advanced Practices Symposium, The HR Specialist Summit and Admin Pro Forum*. Several tiers of sponsorship are available, from including logos on promotional materials to exhibiting at the event itself. To learn more about sponsorship opportunities email plegrady@businessmanagementdaily.com.



HR Professionals' Week

The *HR Specialist* decided that our hard-working human resources pros are underappreciated – and under-rewarded. So we created our own holiday for them! Every October, HR Professionals' Week features a free live webinar ... free downloads and podcasts ... and discounts on our HR products and services.

	Frequency	Daily Rate			Weekly Rate		
		Top Banner	Box Ad	Text Ad	Top Banner	Box Ad	Text Ad
HR Professionals' Week	5 daily blasts @ 75,000 e-mails	\$775	\$575	\$575	\$3,300	\$2,400	\$240

SPECIFICATIONS

E-Letters

Top Banner Ad	600x90
Top Horizontal Text Ad	10 words (including link)
Box Ad right-hand side	160x240
Text Ad #1	20 words (including live link)
Text Ad #2	50 words (including live link)
Text Ad #3	100 words (including live link)

Business Management Quarterly

Full Page	8 3/8" x 10 7/8"
Half-Page Vertical	3 5/8" x 9 1/4"
Half-Page Horizontal	7 1/8" x 4 1/2"
Quarter-Page	3 5/8" x 4 1/2"

Newsletter Issue Inserts

Machine-insertable only
No larger than 5 1/4" x 8 1/4" folded
No larger than 8 pages
Additional postage may apply



Newsletter Display Ads - HR newsletters

Banner	7 1/4" x 1"
Quarter-Page	3 5/8" x 4 1/2"



WHAT OUR READERS TELL US

Actual testimonials from Business Management Daily and HR Specialist subscribers

"This is the only publication I care about. Topics are extremely helpful. I like the examples that are used. Keep up the good work. I plan to renew my subscription."

— B.D., Rehrersburg, PA

"It's a great resource. I use it frequently for myself, HR staff and my managers."

— H.S., Anchorage, AK

"You provide information I can sink my teeth into and use right away. You only use information that's substantiated - I feel very comfortable following your advice."

— P.D., Riverside, CA

"I was impressed and now the whole office asks for copies. A great tool."

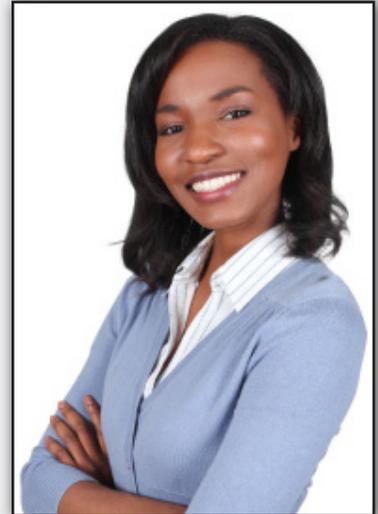
— J.O., San Diego, CA

"You zero in on what's important. No one can keep up with the screwballs in Washington, but you guys do as good a job as can possibly be done."

— J.W., Lexington, KY

"You keep me abreast of everything I need to know about. It's simple, to the point, and doesn't include a lot of details that I don't have time for."

— R.D., Astoria, NY



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Our professional staff can mix and match any of these options to create a highly targeted, customized, and cost-effective marketing program that best fits your company's goals, objectives, and budget.

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