

# HRM

THE MAGAZINE OF THE AUSTRALIAN HR INSTITUTE

**AHRI**  
Australian HR Institute®



# AUSTRALIAN HR INSTITUTE

**2019 MEDIA KIT**

# AHRI AND AHRI MEMBERS

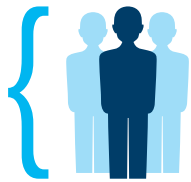
## WHO IS AHRI?

The Australian HR Institute (AHRI) is the only national association in Australia representing human resource and people management professionals. AHRI currently has over 20,000 members and is one of Australia's fastest-growing associations.

We also have four HRM platforms (Daily news, weekly news, monthly magazine and website) for dedicated HR professionals and students to subscribe and visit, where we reach nearly 183,000 users each month.

## WHO ARE AHRI MEMBERS AND HOW DO THEY USE THE MEMBER COMMS?

AHRI members are predominantly human resource and people management professionals including HR directors and managers, specialist and general HR practitioners, consultants, line managers and team leaders.



'We reach approximately **183,000** users across all platforms per month and **20,000** dedicated AHRI Members



**77%** of HRM readers work in companies with more than **101 employees**



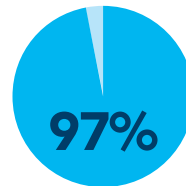
**90%** OF READERS USE HRM PLATFORMS to stay up-to-date on the latest industry news



**35%** OF READERS ENQUIRED ABOUT products or services after seeing them advertised on HRM platforms



**47%** OF OUR READERS noticed sponsored editorial



**CONSUME HR OR BUSINESS NEWS THROUGH THE HRM PLATFORMS** at least once a week



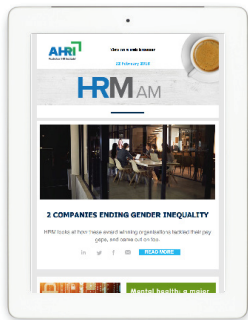
PAGE VIEWS OF THE **AHRI WEBSITES** IN 2018




**92%** OF HRM READERS agree that HRM Magazine, WEBSITE AND E-NEWSLETTERS contain interesting & relevant content.

# HRM ENEWSLETTERS

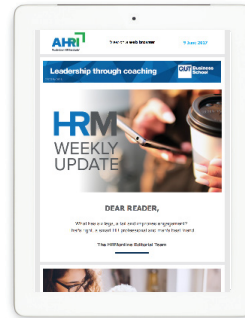
## HRM AM - EDMS




 **32,000**  
circulation

 **Av. 230**  
advert click through rate  
(CTR 22%)

## HRM WEEKLY - EDMS



 **Av. 41,000**  
circulation

 **92%**  
of readers agree the weekly  
EDM contains **interesting**  
and **relevant** content.



### HRM AM DAILY E-NEWSLETTER

Monday - Thursday Daily Newsletter to keep HR professionals and AHRI members updated with the latest breaking news and services.

**X4 POSITION 1 - \$3250 +GST**  
**X4 SPONSORED CONTENT - \$5300 +GST**



### HRM WEEKLY E-NEWSLETTER

This is an extremely popular and high exposed avenue. With dedicated weekly readers, product and services can hit a very good CTR. Please find below the types of adverts we have and their price:

**X4 TOP LEADERBOARD - \$6990 +GST**  
**X4 MREC POSITION 1 - \$6500 +GST**  
**X4 MREC POSITION 2 - \$5750 +GST**  
**X4 MREC POSITION 3 - \$4750 +GST**  
**X2 SPONSORED CONTENT - \$5500 +GST**

\*x4 = 4 separate adverts to be used in the weekly EDM

\*x2 = 2 separate adverts to be used in the weekly EDM

# HRM PRINT



## HRM MAGAZINE

This is our iconic monthly magazine that delivers to over 14,000 dedicated paid AHRI members. Delivers monthly topics, interests and constructive debates to help HR Professionals engage, learn and apply to the workforce.

**14,276**  
 circulation

**11**  
 issues per year

## HRM MAGAZINE PRICES

- DOUBLE PAGE SPREAD - \$7990 +GST**
- FULL PAGE - \$4900 +GST**
- HALF PAGE - \$3500 +GST**
- SPONSORED CONTENT FULL PAGE - \$6500 +GST**

## INSERTS

LOOSE INSERT RATES	QUANTITY	SINGLE A4 2pp DL	A3 FOLDED A4. 4pp PLUS
National	13,500	\$4,250 +GST	\$6,000 +GST

Quantity includes additional 5% to allow for spoilage.

- Maximum insert size is 210 x 275 or or onsert size is 220 x 285.
- Insert distribution with HRM is limited to 9 inserts per issue and subject to availability at time of booking.
- Bound-in inserts are available: Prices on application.
- Inserts can not be above 20 grams unless previously arranged with your sales manager. Price on application for inserts above 20 grams.
- Folding and insertion charges will apply.
- If supplying pre-folded, please use a roll fold, NOT a Z fold (backwards).

- Onserts are inserted into the plastic wrap between the flysheet and the magazine.
- Other insert options include wrapped belly-bands, belly-bands spot glued to specific pages, flysheet takeovers, tip-ons, pouches.

Please speak to Tommy for bespoke packages and quotes.

### Insert Delivery address:

Att: Mary Lucic  
 D+D Mailing  
 1064 Canley Vale Road  
 Wetherill Park NSW 2165

### PLEASE NOTE

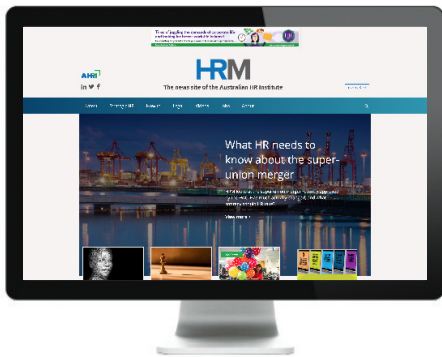
- All insert deliveries must be labelled with delivery label supplied by Mahlab.
- All insert ad material must be submitted for approval to Mahlab prior to the material

deadline. Failure to submit material for approval may result in cancellation of the booking and the advertiser incurring a 50% late cancellation charge.

- For full terms and conditions including cancellation deadlines please visit [www.mahlab.co/contact-us/terms-and-conditions](http://www.mahlab.co/contact-us/terms-and-conditions).

**REMEMBER YOU CAN ALSO ADVERTISE ON THE FLYSHEET THAT IS INSERTED TO THE FRONT OF THE MAGAZINE WHEN MAILING TO SUBSCRIBERS.**

# HRM WEBSITE



## HRM ONLINE PLATFORM

Daily digital content is geared to helping HR professionals stay informed of breaking news, and solve the problems they're encountering today.



**70,250**

average unique visitors per month



**140,000**

page views per month



## HRM ONLINE PRICES

1 X LEADERBOARD - \$5990

1 X HALF PAGE ADVERT - \$7500

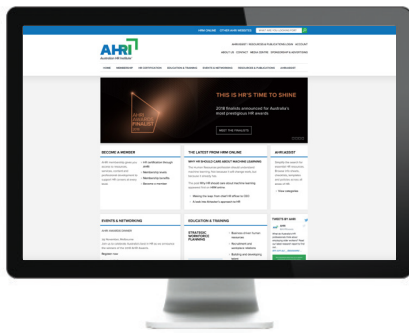
1 X SPONSORED CONTENT - \$6990

\*All prices are monthly & work on a 33% SOV basis.

## HR: CAREERS

The HR:Careers section is used to advertise job listings and is located on the homepage of HRMonline.com.au and prices start at \$500.

# AHRI WEBSITE AND EBULLETIN



**AHRI.COM.AU**



**35,862**  
unique visitors  
per month



**AHRI ONLINE**



**213,140**  
page views per month

**HOMEPAGE**

**X1 MONTH LEADERBOARD - \$ 3,500 +GST**

**SEARCH PAGE**

**X1 MONTH WIDE SKYSCRAPER - \$ 3,500 +GST**

**OTHER PAGES**

**25% SHARE OF VOICE - \$6,000 +GST**

**50% SHARE OF VOICE - \$8,500 +GST**

**100% SHARE OF VOICE - \$15,000 +GST**

Text ads will run across each page of the section embed your marketing message across the AHRI site, as well as generating impressive click through rates to your own website.



**WHAT'S ON AT AHRI WEEKLY UPDATE**



**AV. 30,729**  
circulation



**WEEKLY**  
TUESDAYS



**18%**  
open rate

**X4 POSITION 1 - \$3,000 +GST**

**X4 POSITION 2 - \$2,500 +GST**

Talk to Tommy about the advertorial, sponsored content options across the print and digital HRM platforms. Mahlab can work with you to create useful and engaging content for our audiences based on your area of expertise and objectives. Rates and production charges available on request.

# AHRI PLATFORMS SCHEDULES

## HRM MAGAZINE

COVER DATE	BOOKING DEADLINE	MATERIAL DEADLINE	INSERTS TO MAIL-HOUSE	ON DESK APPROX.
Feb-19	14 Dec	17 Dec	29 Jan	6 Feb
Mar-19	1 Feb	4 Feb	25 Feb	6 Mar
Apr-19	1 Mar	4 Mar	25 Mar	3 Apr
May-19	29 Mar	1 Apr	23 Apr	1 May
Jun-19	3 May	6 May	27 May	5 Jun
Jul-19	31 May	3 Jun	24 June	3 Jul
Aug-19	28 Jun	1 Jul	22 Jul	31 Jul
Sep-19	2 Aug	5 Aug	26 Aug	4 Sep
Oct-19	30 Aug	2 Sep	23 Sep	2 Oct
Nov-19	27 Sep	30 Sep	21 Oct	30 Oct
Dec & Jan-20	1 Nov	4 Nov	25 Nov	4 Dec

*\*If you require an extension please ask for more details.*

## WHAT'S ON AT AHRI WEEKLY UPDATE

WEEKLY SEND	AD MATERIAL DEADLINE
Every Tuesday	Monday prior

## HRM WEEKLY UPDATE NEWSLETTER

WEEKLY SEND	AD MATERIAL DEADLINE
Every Friday	Thursday prior

## HRM AM DAILY NEWSLETTER

DAILY SEND	AD MATERIAL DEADLINE
Every Morning	1 week prior

## HRMONLINE.COM.AU, AHRI.COM.AU

UPLOAD	AD MATERIAL DEADLINE
1st of each month	1 week prior

# AHRI & HRM SPECIFICATIONS

## ARTWORK REQUIREMENTS SNAPSHOT

<b>COLOUR SPACE: CMYK</b>
<b>SPOT/PMS COLOURS: NO</b>
<b>FORMAT: PRINT PDF (WITH TRIM &amp; BLEED)</b>
<b>RESOLUTION: MIN 300DPI</b>

## DIGITAL SPECIFICATIONS:

MREC – W300 x H250 pixels Format: jpg, gif
Leaderboard – w728 x h90 pixels Format: jpg, gif
Half page – w300 x h600 pixels Format: jpg, gif
Section display ad - w205 x h240 Format: jpg, gif
Maximum file size 500k
For animated gifs include a static image as safeguard for unsupported browsers, all key information should be on 1st gif panel. It will need to be a full finished file including links. Recommended animation length 15 seconds
Text ads. Headline: Max 40 characters including spaces. Body text: Max 93 characters including spaces. Exclamation marks can't be included in the copy.
Ads with white backgrounds need to have a box around them.

## SPONSORED CONTENT:

<p><b>HRM Weekly Update</b> Heading: 35 characters (including spaces), Body: 140 characters. Heading should be short and snappy. Ones with numbers, questions, 'how to' or calls to action like 'learn' or 'read' work well. Provide 'Read More' URL. Image size: 592px w x 253px d.</p>
<p><b>HRM AM Sponsored Content:</b> Heading: 35 characters (including spaces), Body: 140 characters. Heading should be short and snappy. Ones with numbers, questions, 'how to' or calls to action like 'learn' or 'read' work well. Provide 'Read More' URL. Image size: 592px w x 253px d.</p>
<p><b>Handy Tip:</b> Because of the length, it helps to think of it like a tweet. Clear and concise is best. This text is a short excerpt to entice people to click through to a larger piece of content or website. Material Deadline: 7 days prior to your send date</p>
<p><b>Sponsored Content Hub Site on HRMonline.com.au:</b> 600 - 800 word article with hyperlinks + high res Image 880Wx736H + 4x MRECs (MREC's optional)</p>

## PRINT SPECIFICATIONS

FULL PAGE		
Trim size W220mm x H285mm	Type area W190mm x H255mm	Full bleed W230mm x H295mm
HALF PAGE HORIZONTAL		
Trim size W210mm x H135mm	Type area n/a	Full bleed n/a

## FILE SUPPLY SPECS

Advertisements should be submitted as CMYK press-ready PDF files (PDF/X-1a:2001) with NO SPOT or PMS colours.

Maximum Ink Saturation 300%  
DO NOT use Registration Black.  
Convert fonts to outlines where possible to prevent fonts defaulting.

Press Ready PDF files should be submitted with crop marks and 5mm bleed on all sides where necessary.

All images should be a minimum of 300 dpi at the size they're used and all fonts should be embedded.

It is the responsibility of the advertiser to ensure that all PDF files are submitted to press-ready standard.

Incorrectly supplied material will incur a production handling fee of \$50.



**GOT A QUESTION ABOUT ARTWORK?**

Contact:  
Fiona Fennessy, P 02 9556 9125  
artwork@mahlab.co

### Artwork delivery:

Courier/Post:  
Mahlab Media  
369a Darling Street, Balmain,  
NSW, 2041



# WHO IS MAHLAB?

We are a multi-award winning content and communications agency, including a two-time finalist for global Content Marketing Agency of the Year, and were named Australian Publisher of the Year in 2017. In our 20 years of operation, the business has transformed from a print-focused custom publisher to a multi-channel content marketing agency that helps customer-focused organisations succeed in a digital-first age.

## **WE ARE STORYTELLERS**

Our award-winning journalists, editors, writers and creatives know how to find and tell stories that inspire, educate and inform.

## **WE MAKE THE COMPLEX SIMPLE, AND THE DRY INTERESTING**

We know how to excite people about everything from insurance to fitness to healthcare... and we love doing it.

## **WE IMMERSE OURSELVES IN YOUR WORLD**

Our dedicated Australian HR Institute team deeply understands your industry and objectives. We constantly build our familiarity with the challenges and opportunities you face.

## **WE LIVE AND BREATHE CONTENT CREATION, DISTRIBUTION AND AMPLIFICATION**

We believe in maximising the value of every piece of content we create.

## **WE MEASURE, OPTIMISE AND IMPROVE**

All our content is reviewed and critiqued, before and after publication, which means we're always working on making our work more effective..

**SINCE 1997 MAHLAB MEDIA HAVE BEEN CREATING COMPELLING CONTENT THAT GENERATES NEW CUSTOMERS AND ENGENDERS LOYALTY. HERE ARE A FEW OF THE BRANDS WE WORK WITH**



## EVENTS CALENDAR 2019



### AHRI International Women's Day

In celebration of International Women's Day, AHRI will bring together HR professionals and business leaders for a conversation on accelerating women in the workplace for organisational success with guest, Madeline Stuart.

**Location:** Brisbane, Sydney, Canberra, Melbourne

**Date:** 5 – 8 March

**Event Sponsor \$12,000 + GST each**



### AHRI State Conferences

The AHRI State Conferences are a series of one-day events that will run in NT, WA and SA in 2019. Opportunities vary to sponsor or exhibit providing the perfect opportunity for your business to reach a targeted and captive audience at a state/territory level.

**Location:** NT, WA, SA

**Date:** April and October (TBC)

**National Sponsorship \$30,000**

**Exhibitor \$2,500 + GST**



### AHRI Inclusion & Diversity Conference

A conference program that focuses on building management practice and recognising outstanding individuals and organisations that have demonstrated excellence within the inclusion and diversity space. An opportunity to affiliate your brand with Inclusion and Diversity.

**Location:** Sydney

**Date:** 10 March

**Partnership \$20,000 (2 available)**

**Exhibitor \$3,100 + GST**



### AHRI National Convention & Exhibition

The AHRI 2019 National Convention and Exhibition is Australia's flagship event for HR and people managers. The 2018 convention attracted over 3,000 HR professionals from around the country

**Location:** Brisbane, Brisbane Convention & Exhibition Centre

**Date:** 16 – 19 September

**Exhibition from \$7,500 + GST**

**Sponsorship from \$20,000 + GST**



### AHRI Awards

Australia's premier human resources and people management awards. The awards recognise the outstanding individuals and organisations that have demonstrated excellence in the contributions they have made to their business as well as the HR profession.

**Location:** TBC

**Date:** Late November

**Partnership \$40,000 + GST**

(2 available)

**Theme Sponsorship \$20,000 + GST**

(4 available)



### Industry Insights

AHRI's Industry Insights provides the opportunity for industry experts and thought leaders to showcase their knowledge of the ever-changing industry through a dedicated email to AHRI's database providing members either a webinar or white paper.

**Location:** Online

**Date:** Two available per month

**\$12,000 + GST each**