



2021 Media Kit



Engage with the agents of culture transformation, champions for employee wellbeing and strategic people managers across Australia

Access an engaged audience of over 24,000 human resource and business professionals across Australia through an integrated marketing communications campaign with the Australian HR Institute (AHRI).

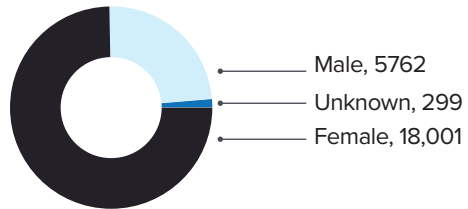
AHRI is the national association representing human resource and people management professionals with 20,000 members from Australia and across the globe.



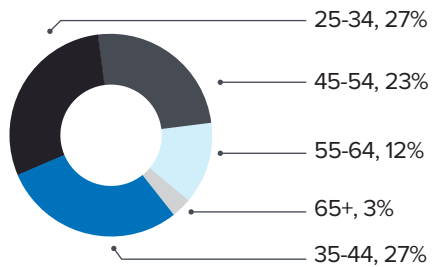
AHRI members

With over 75 years' experience servicing the HR profession, AHRI has become a must-have partner for people professionals across the entirety of their career. From HR students to executive-level CHROs, AHRI membership represents the HR profession from all walks of life.

Gender



Age



State representation

	%
New South Wales	29%
Victoria	25%
Queensland	17%
Western Australia	10%
South Australia	6%
Australian Capital Territory	5%
Overseas	4%
Northern Territory	3%
Tasmania	1%

Industries

Consulting
Govt and Defense
Manufacturing and Transport
Banking and Finance
Retail and Consumer products

Sectors

	%
Private sector	30%
Public sector	26%
Not for profit	13%

Engage with decision makers across Australia



1. Access to an engaged audience

As the professional association for HR practitioners in Australia, advertising with AHRI gives you access to a community of passionate and professional people and culture managers and affiliates.



2. Specific membership tiers for a targeted message

From student members seeking educational opportunities, mid-level HR professionals seeking career empowerment to senior-level executives with an over-arching strategic view of their company, there's an exclusive audience seeking to engage with your brand and products.



3. Alignment to AHRI's reputable brand

With over 75 years of experience engaging the HR profession, AHRI has built a reputation of trustworthy, relevant and engaging experiences for our members that carries through to companies we partner with.



4. Select from a wide range of sectors and industries

Our members are part of a wide range of industries, from primary through to financial, and from the public, private and not-for-profit sectors, meaning there's a relevant market for your product.

HRM Magazine

This is our iconic monthly magazine that delivers monthly topics, interests and constructive debates, to help HR Professionals engage, learn and apply this knowledge to the workforce.

Reach over
13,500 highly-engaged readers
every month*

Domestic and international readership
(14,276 circulation)

Ads & Sponsored Content packages and opportunities

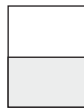
11 editions per year



Double page spread
\$8,500



Full page
\$8,500



Half page
\$8,500



Sponsored content full page
\$8,500

*All price subject to 10% GST.



HRMonline.com.au

The news site of the Australian HR Institute

70,250
unique visitors
per month

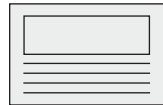
140,000
views per month



Leaderboard
\$6,500

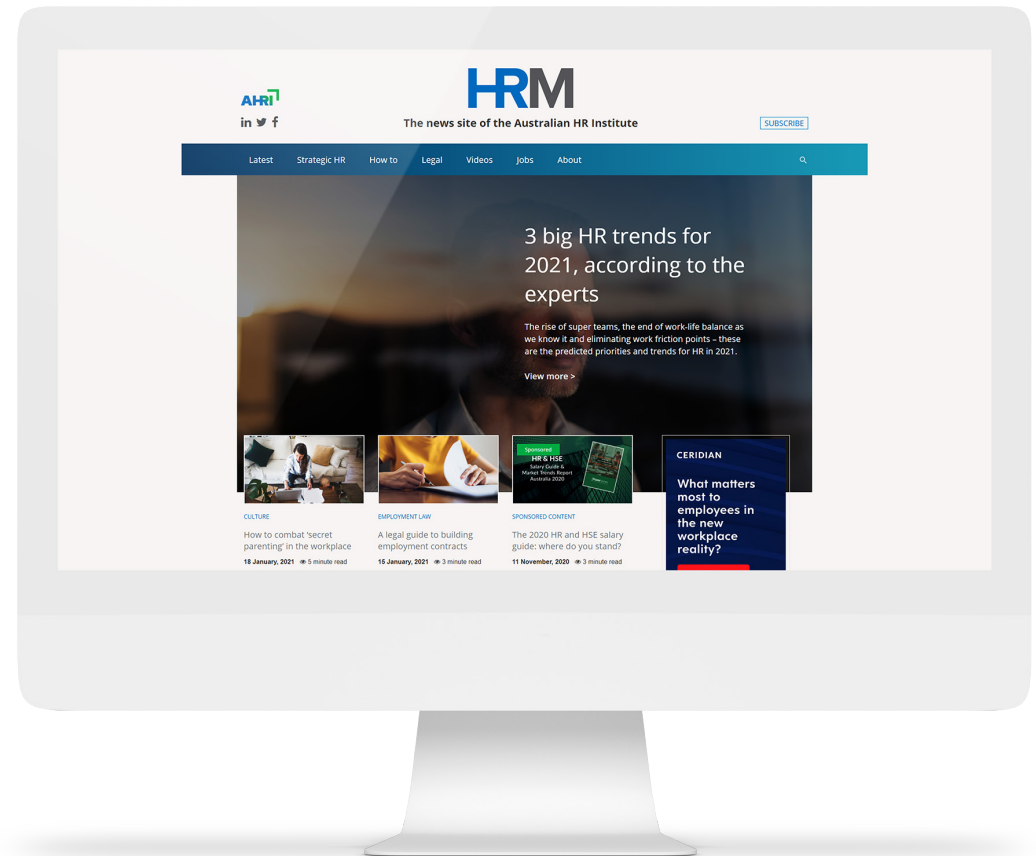


Half page advert
\$7,750



Sponsored content
\$6,990

*All prices are monthly and work on a 33% SOV basis.
All price subject to 10% GST.



AHRI.com.au

HR insights, research and resources

35,862
unique visitors
per month

213,140
views per month



Homepage
leaderboard
\$6,500



Search page wide
skyscraper
\$7,750



25% share of voice
\$6,000

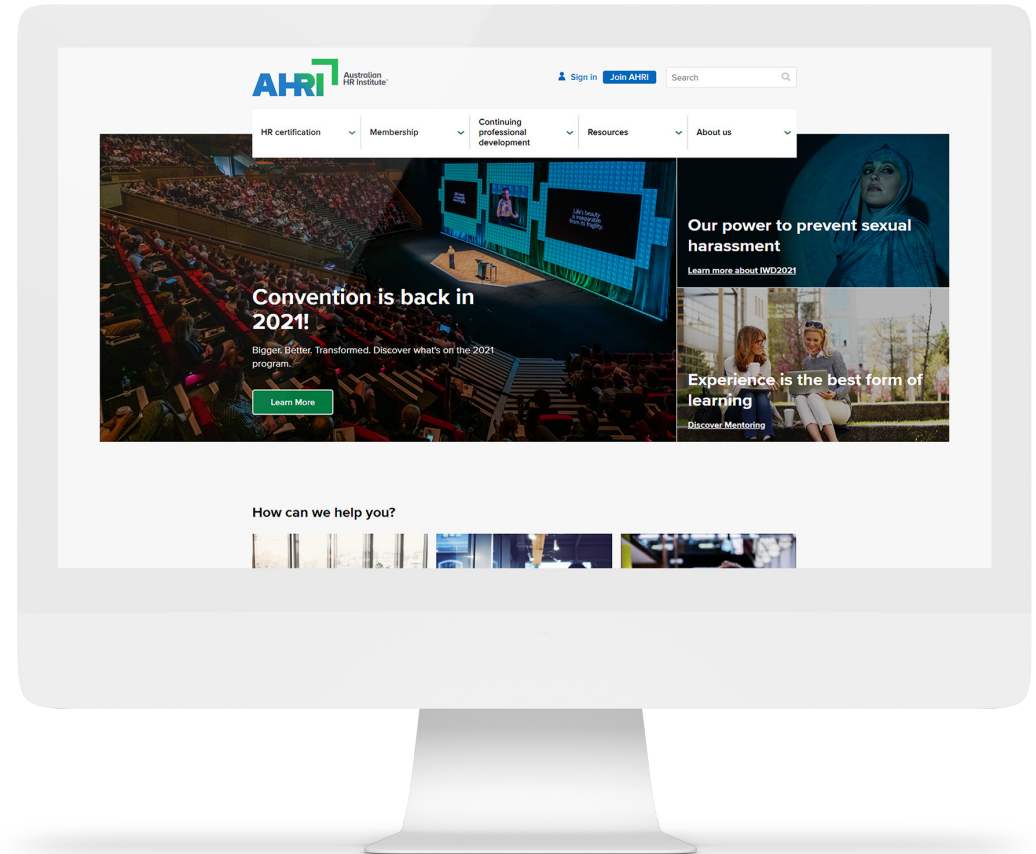


50% share of voice
\$8,500



100% share of voice
\$15,000

*All prices are monthly and work on a 33% SOV basis.
All price subject to 10% GST.

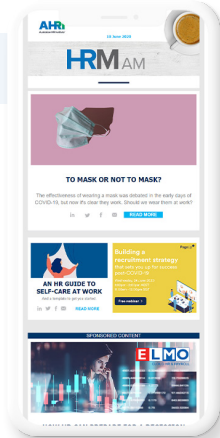


E-newsletters (EDM)

HRM AM

MON – THURS

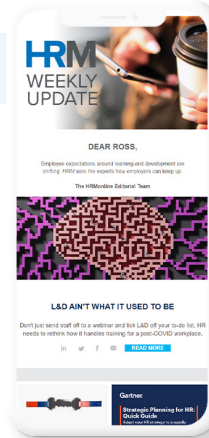
A daily online newsletter to keep HR professionals and AHRI members updated with the latest breaking news and services.



HRM Weekly

FRIDAYS

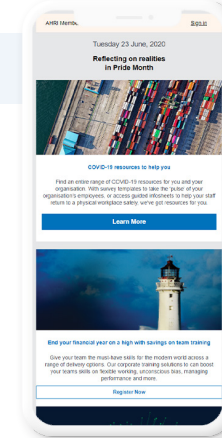
This is an extremely popular and highly exposed avenue with dedicated weekly readers, where products and services can hit a very good CTR.



What's on at AHRI

TUESDAYS

A weekly e-newsletter distributed by AHRI, which includes HRM resources, AHRI networking events, and member-exclusive content.



25% open rate **32,000** subscribers

24% open rate **41,000** subscribers

19% open rate **30,729** subscribers

	No. of sends	
Position 1	4	\$4,000
Sponsored content	4	\$6,000

* All price subject to 10% GST.

	No. of sends	
Top leaderboard	4	\$6,990
MREC position 1	4	\$6,500
MREC position 2	4	\$5,750
MREC position 3	4	\$4,500
Sponsored content	2	\$6,300

* All price subject to 10% GST.

	No. of sends	
Position 1	4	\$3,500
Position 2	4	\$3,500

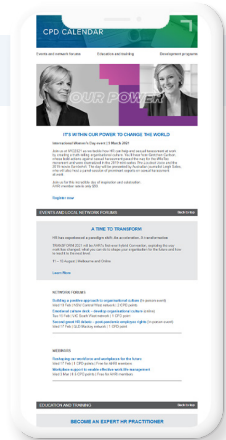
* All price subject to 10% GST.

E-newsletters (EDM)

CPD Calendar

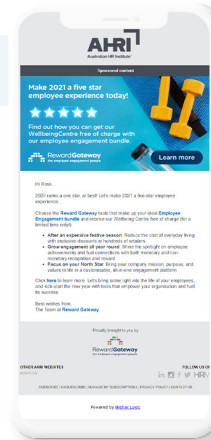
MONTHLY

All of AHRI's upcoming professional development opportunities, events and networking forums in one convenient email newsletter.



Solus

Your business, our audience. Reach the HR profession with a dedicated email detailing your product or service.



19%
open rate

38,276
subscribers

16%
open rate

30,092
subscribers

	No. of sends	
Position 1	4	\$4,000

* All price subject to 10% GST.

	No. of sends	
Full database	1	\$12,000
Segmented	1	\$4,000
Full database + webinar	1	\$12,000

* All price subject to 10% GST.

Print specifications

HRM Magazine

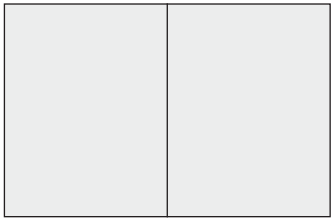
ARTWORK REQUIREMENTS

Colour space: CMYK

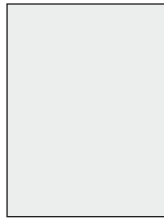
Spot/PMS Colour: NO

Print Format: Print PDF (With trim & 5mm bleed)

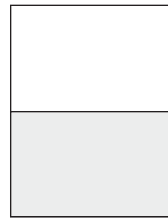
Resolution: Min 300DPI



Double page spread



Full page



Half page horizontal

	Trim size	Type area	Full bleed
Double page spread	220mm (w) x 285mm (h)	190mm (w) x 255mm (h)	190mm (w) x 255mm (h)
Full page	220mm (w) x 285mm (h)	190mm (w) x 255mm (h)	230mm (w) x 295mm (h)
Half page horizontal	210mm (w) x 135mm (h)	N/A	N/A

Digital specifications

E-newsletters (EDM)

	Dimensions
MREC	300px (w) x 250px (h)
Leaderboard - Desktop	600px (w) x 160px (h)
Leaderboard - Mobile	440px (w) x 100px (h)

Supported formats:
JPG, PNG, GIF

Websites

	Dimensions
MREC	300px (w) x 250px (h)
Leaderboard - Desktop	728px (w) x 90px (h)
Leaderboard - Mobile	320px (w) x 50px (h)
Half page – Desktop	300px (w) x 600px (h)
Half page – Mobile	300px (w) x 250px (h)

Supported formats:
JPG, PNG, GIF

Sponsored content (EDM)

	Specifications
Heading	35 characters (including spaces)
Copy	140 characters (including spaces)
Image size	592px (w) x 254px (d)
Click through	URL

Sponsored content (Websites)

	Specifications
Body	400-600 word articles
Image size	1400px (w) x 800px (d)
Click through	URL

GIFS

The first panel should always include a static image with all the key information on it as a safeguard for unsupported browsers. It will need to be a full finished file including links with an animation length of 15 sec maximum.

Platform schedules

Cover date	Booking deadline	Material deadline	Insert to mail-house	On desk approx.
Feb 21	8 Jan	13 Jan	25 Jan	2 Feb
Mar 21	29 Jan	8 Feb	22 Feb	5 Mar
Apr 21	26 Feb	8 Mar	22 Mar	5 Apr
May 21	26 Mar	6 Apr	21 Apr	3 May
Jun 21	30 Apr	10 May	24 May	2 Jun
Jul 21	28 May	14 Jun	21 Jun	7 Jun
Aug 21	2 Jul	12 Jul	22 Jul	2 Aug
Sep 21	30 Jul	9 Aug	23 Aug	6 Sep
Oct 21	27 Aug	8 Sep	22 Sep	4 Oct
Nov 21	1 Oct	11 Oct	21 Oct	1 Nov
Dec & Jan 21	29 Oct	8 Nov	22 Nov	5 Apr

Platform	Send / Upload	Ad material deadline
HRM AM EDM	Every morning	1 week prior
HRM Weekly EDM	Every Friday	Thursday prior
What's on at AHRI	Every Tuesday	Monday prior
CPD Calendar	Every month	1 week prior
HRM and AHRI Website	1st of each month	1 week prior

Inspire, delight and connect with AHRI events

AHRI events are world-class professional development and networking events tackling the challenges of a modern HR profession. Each caters to a unique part of the people and culture profession, with four major events - including Australia's HR event of the year, National Convention - plus State Conferences running annually.

CONVENTION 2021

Melbourne and online
11 - 13 August 2021

DIVERSITY & INCLUSION CONFERENCE

Sydney 21 May 2021

INTERNATIONAL WOMEN'S DAY

Virtually, 9 March 2021

STATE CONFERENCES

Darwin 23 June 2021
Perth 25 June 2021
SA & TAS (TBC)



Tailored packages to suit any requirements

Brand Awareness Package

From \$5,000

2x email banner ads
(best available position at time of booking)

1 month online banner ad
(best available position at time of booking)

* All price subject to 10% GST.

Thought Leadership Package

From \$8,500

4x email sponsored content insertions

1x permanent sponsored content migration
to HRM online

1x HRM Facebook post

* All price subject to 10% GST.

Lead Generation Package

From \$15,000

6x emailed sponsored content insertions

1x permanent sponsored content migration
to HRM online

Gated content (ebook required)

1x retargeting pixel

Social media amplification

Weekly lead updates

* All price subject to 10% GST.

Hybrid packages available upon request. Content creation available at an additional cost, starting at \$2,300 excl GST.



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ahri.com.au/media

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