HRM

THE MAGAZINE OF THE AUSTRALIAN HR INSTITUTE

AHRI
Australian HR Institute®

2022

MEDIA

KIT

CONTENTS

WELCOME TO AHRI

The Australian HR Institute (AHRI) is the only national association in Australia representing human resource and people management professionals. This includes HR directors and managers, specialist and general HR practitioners, consultants, line managers and team leaders.

AHRI currently has **over 20,000 members** and is one of Australia's fastest-growing associations. We have four HRM platforms (daily news, weekly news, monthly magazine and website) for dedicated HR professionals and students to subscribe and visit.
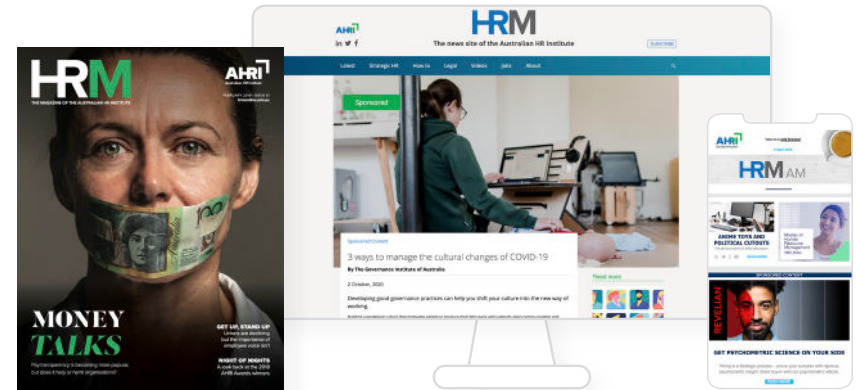
HRM ONLINE

85,000+
monthly visitors

118,000+
monthly page views

HRM PRINT

13,500+
highly-engaged readers every month*

*as of Feb 2020
Domestic and international readership (12,600 domestic, 540 international)

HRM AM

31,959+
subscribers

22.5%
open rate

WHATS ON AT AHRI

30,211+
subscribers

19.6%
open rate

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.

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

	No. of sends	
Position 1	4	$4000
Sponsored Content	4	$6000

*All prices are subject to 10% GST

HRM WEEKLY

EVERY FRIDAY

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

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

	No. of sends	
Top Leaderboard	4	$6990
MREC Position 1	4	$6500
MREC Position 2	4	$5750
MREC Position 3	4	$4750
Sponsored Content	2	$6300

*All prices are subject to 10% GST

What's on at AHRI

EVERY TUESDAY

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

18% open rate   **30,729** subscribers

	No. of sends	
x4 Position 1	4	$3500
x4 Position 2	4	$3000

*All prices are subject to 10% GST

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.

Double page spread	$8500
Full page	$5500
Half page	$3750
Sponsored Content full page	$6990

*All prices are subject to 10% GST

14,276
circulation

11
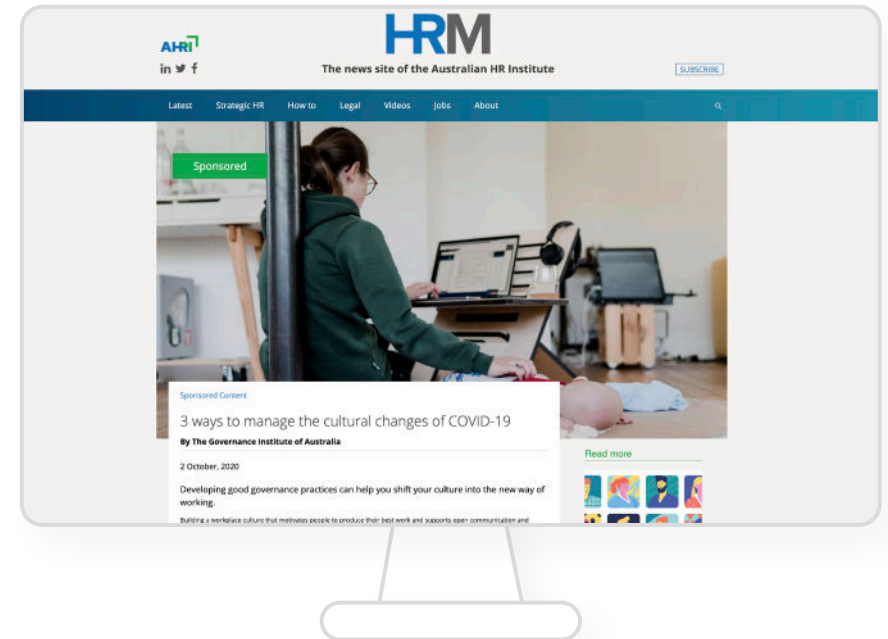issue per year

H R M   W E B S I T E

www.hrmonline.com.au

	Price per month
Leaderboard	$6500
Half page advert	$7750
Sponsored Content	$6990

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

70,250
unique visitors per month

140,000
page views per month

AHRI WEBSITE

www.ahri.com.au

	Price per month
Homepage Leaderboard	$6500
Search page Wide Skyscraper	$7750
25% Share of voice	$6000
50% Share of voice	$8500
100% Share of voice	$15000

*All prices are subject to 10% GST

35,862
unique visitors per month

213,140
page views per month
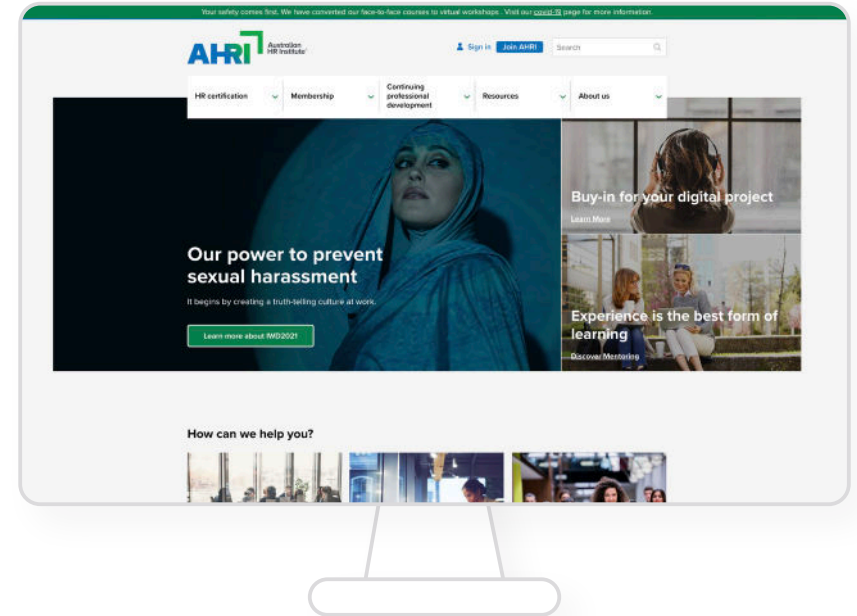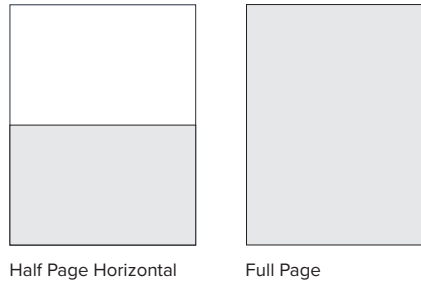
PRINT SPECIFICATIONS

HRM MAGAZINE

ARTWORK REQUIREMENTS:

Colour space: CMYK

Spot/PMS Colour: NO

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

Resolution: Min 300DPI

Half Page Horizontal   Full Page

	Trim Size	Type Area	Full Bleed
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

ENEWSLETTER (EDM):
HRM AM and HRM Weekly

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

* Format: JPG, GIF

SPONSORED CONTENT	Specifications
Heading	35 characters (including spaces)
Copy	140 characters (including spaces)
Image Size	592px (w) x 253px (d)
Click through	URL

WEBSITE:
HRMonline.com.au

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

SPONSORED CONTENT	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 22	10 Dec	10 Jan	24 Jan	2 Feb
Mar 22	28 Jan	7 Feb	21 Feb	2 Mar
Apr 22	4 Mar	14 Mar	28 Mar	6 Apr
May 22	1 Apr	11 Apr	26 Apr	5 May
Jun 22	29 Apr	9 May	25 May	3 Jun
Jul 22	3 Jun	14 Jun	27 Jun	6 Jul
Aug 22	1 Jul	11 Jul	25 Jul	3 Aug
Sep 22	5 Aug	15 Aug	29 Aug	7 Sep
Oct 22	2 Sep	12 Sep	26 Sep	5 Oct
Nov 22	30 Sep	10 Oct	24 Oct	2 Nov
Dec & Jan 22	4 Nov	14 Nov	28 Nov	7 Dec

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

WHO IS MAHLAB?

Mahlab has more than 20 years of experience working with associations to help them use independent, relevant and informative content to retain and grow their membership.

We understand that useful and inspiring content is essential for professionals to advance their careers in their chosen industry.

By advertising in trusted member environment, we can help you get your marketing messages in front of a niche and engaged audience of relevant decision-makers.
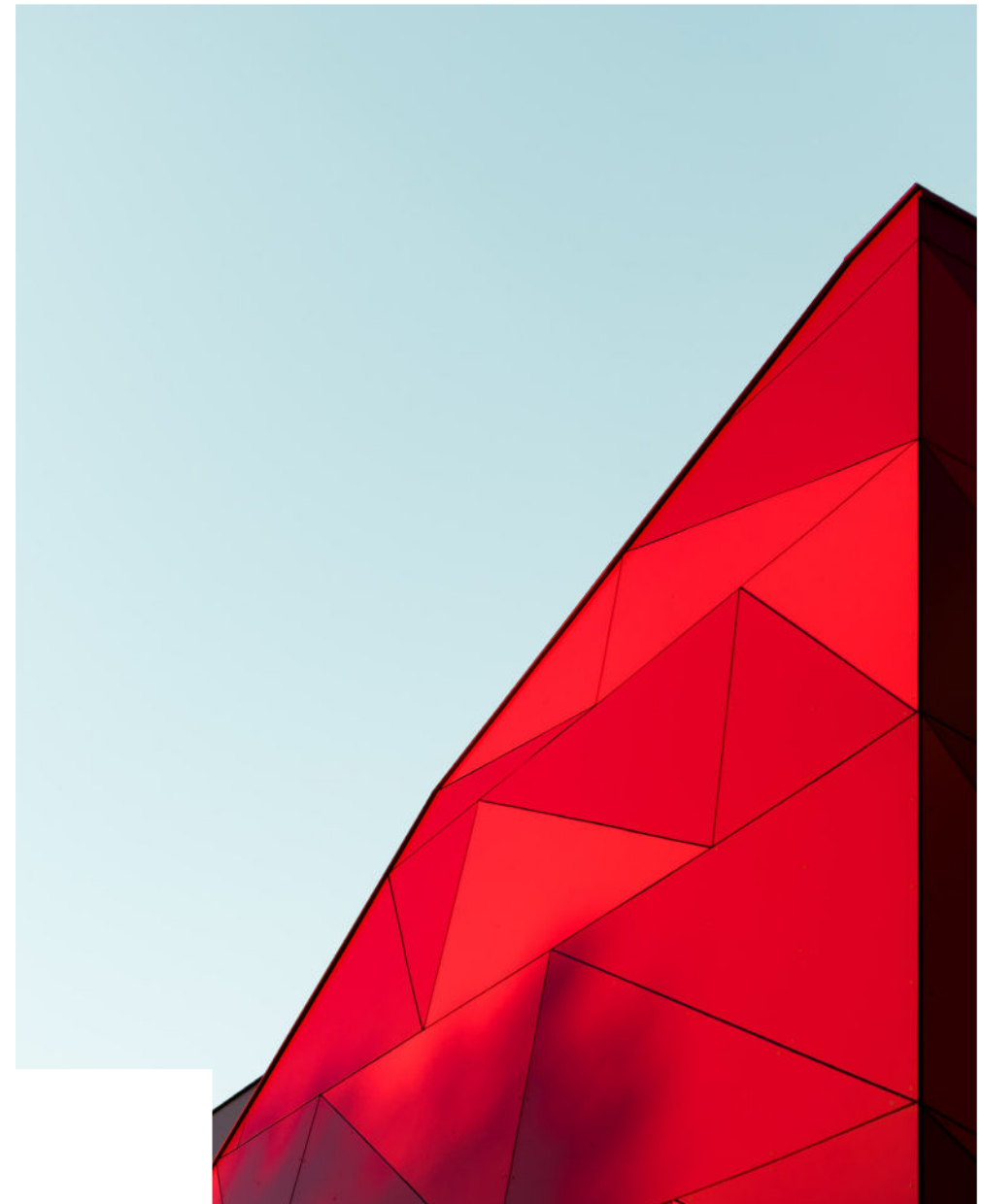
Here are brands that we currently partner with:

HRM

THE MAGAZINE OF THE AUSTRALIAN HR INSTITUTE

AHRI

Australian HR Institute®

C O N T A C T

Tommy Murphy

Group Commercial Manager

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