

PEOPLE MANAGEMENT

THE UK'S LEADING HR PUBLICATION



MEDIA PACK 2012

- 1 Official publication of CIPD**
 - The only way to reach 132,000 CIPD members
- 2 Consistently rated as having the most authoritative and highly valued editorial content**
 - PM delivers the highest level of reader engagement
 - Over 97% of readers said PM is most relevant
- 3 Largest circulation and readership in HR market**
 - PM gives unique, targeted access to the largest pool of HR professionals who buy products and services

ABC Audited Figure

Print

Circulation 131,630

Online

Average unique users - 152,922

Average page impressions - 1,040,000



Only through PM can you reach 97,406 management level HR professionals



Personnel Publications Ltd
17 Britton Street
London, EC1M 5TP

display@peoplemanagement.co.uk
T: 020 7880 7665
F: 020 7880 7690



CREATIVE SOLUTIONS 2012

➔ 78% of PM readers do not receive any other HR title



Postcard on front cover



Advertorial



Postcard on front cover from £7,725

Gain unsurpassed coverage and response from CIPD members by attaching a branded postcard on the front cover of *People Management*.

Advertorials – Online & Print from £2,000

Clients can utilise the expertise of the *People Management* editorial team to have a bespoke article written for them. These are limited to one per issue to provide maximum impact.

Sponsored Round Tables – £15,000

Create major editorial impact in *People Management* by exclusively sponsoring a round table. As sponsor you'll help set the editorial agenda, invite relevant attendees and be able to communicate your thought leadership through editorial comment.

Bellybands and Bellywraps – P.O.A

These allow the advertiser to brand across the front page of the magazine on a paper band, which either opens directly into a double page spread or wraps to itself so readers have to break through the branded band to access the magazine.

Creative Inserts – P.O.A

People Management can accommodate inserts such as barn doors, pop ups and post-it notes.

Sponsored Polywrap – P.O.A

For a minimum of six issues at a time, the polywrap, which covers the magazine, can be sponsored either in colour or mono. This means your brand message is sent directly on the outside of the issue to 125,000 CIPD members in the UK.

Webinar from £12,000

Engage CIPD members by generating thought provoking content and collect data for lead generation. Associate your branding across all *PM* sales channels alongside leading HR experts.

Facebook Sponsorship from £1,750

Align your brand with *PM's* social media competitions. Lead generation supported across print, online and *PM* Daily e-newsletter.

Polls and Mini Surveys from £2,000

Your opportunity to choose either one (poll) or multiple (survey) research questions targeted to the HR sector of your choice. Lead generation can be linked to both products.

Sponsored Videos £1,950

Share your industry knowledge and expertise with our highly engaged online audience.

Bellyband



03/



{ 34,223 PM READERS HAVE PURCHASING RESPONSIBILITY FOR HR SOFTWARE }

* People Management Readership Research 2011

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THE FACTS

➔ 70% of PM readers have been receiving People Management for more than 5 years



95,358

*People Management readers are involved in the purchasing decisions of human resources and training products and services**

Readership job title breakdown*

➔ Director	31,591
➔ Head of dept	14,479
➔ Business partner	15,796
➔ Manager / exec.	35,540
➔ Officer / advisor	27,642
➔ Assistant / admin	6,581

Over 74% (97,406) of readers hold management positions. *People Management* is sent to all current members of the CIPD, dedicated, career driven professionals who work in the fields of HR, personnel, training and development.

Unique and unrivalled access...

PM gives unique access to over 79,464* HR practitioners who do not receive other HR titles. Advertising elsewhere means missing out on this dedicated captive market.

Go further... readership 181,647*

PM reaches the largest possible audience of CIPD and non-CIPD members within the HR profession

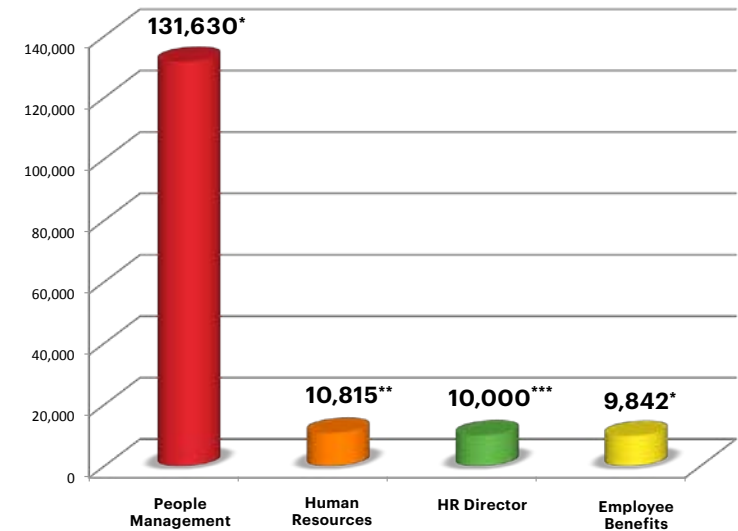
28,959 PM readers have purchasing responsibilities for employee benefits and incentives.

50,019 PM readers have purchasing responsibility for training related products.

Circulation
131,630

Readership
181,647

Magazine Circulation



*PM, EB ABC Certificate 01 July 2010 - 30 June 2011
Total Average net circulation per issue

**HR Magazine Human Resources ABC Certificate 01 July 2009 - 30 June 2010

***HR Director - media pack figure

04/



{ 27,642 READERS HAVE PURCHASING RESPONSIBILITY FOR PAYROLL/PENSIONS }

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INSERT DATA 2012

➔ 78,978 PM readers work in organisations with 1000-5000 employees



Insert Options

Insert options include: loose inserts and bound-in. Please contact a member of the sales team for prices on inserts based on weight and the below targeting on **020 7880 7665**.

Costs for Geographical Inserts

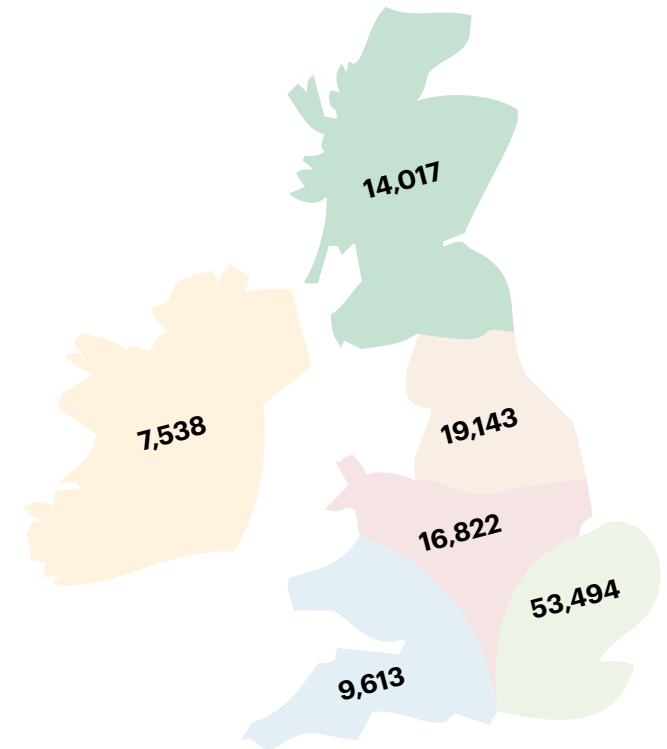
No Of Insert	Up To 10g	11-20g
10,001 - 20,000	£3,500	£3,750
20,001 - 30,000	£4,500	£4,950
30,001 - 40,000	£5,000	£5,500
40,001 - 50,000	£5,500	£6,250
50,001 - 60,000	£6,000	£7,150
60,001 - 70,000	£6,860	POA
70,001 - 80,000	£7,760	POA
80,001 - 90,000	£8,550	POA
90,001 - 100,000	£10,230	POA
100,001 - 115,000	£10,465	POA
115,001 - 120,000	£10,680	POA
120,001 - 125,000	£10,980	POA

AVAILABLE PREMIUM TARGETING OPTIONS

- ➔ Job level breakdown +25%
- ➔ Business Interest +20%
- ➔ Company Size +10%

People Management inserts - Regional breakdown

Code	Areas Covered	Circulation
AA	Mid & North Anglia, Beds & Milton Keynes, Essex, Ipswich & East London	10,114
AB	North London, Herts, Central London	13,147
AC	Thames Valley, West London, Swindon & North Wilts, Chiltern	10,630
AD	South London, Kent, SE Thames, Wessex, SW London, Sussex, Central Southern	19,603
BB	Birmingham, Coventry & Warks, Derby & Notts, Leics, black Country, N Staffs & S Cheshire, Northants, Hereford & Worcs, Shropshire & Mid Wales, Lincs	16,822
CC	Humber, W Yorks, Lancs, Manchester, Merseyside & N Wales, S Yorks, N Yorks	19,143
DD	Cumbria, N Scotland & Islands, SE Scotland, NE, Tees Valley, W of Scotland, Mid Scotland	14,017
EE	W of England, SE Wales, SW Wales, Devon & Cornwall, Gloucs	9613
EF	Northern Ireland, EIRE	7538
	Rest Of World	5180



Premium Targeting Options Available

All insert bookings are provisional until a sample is received and accepted by PPL.

05/



{ 32,908 PM READERS HAVE PURCHASING RESPONSIBILITY FOR LEGAL SERVICES }

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FRONT COVER CREATIVE OPPORTUNITIES



➔ PM readers are consumers too, with 50% purchasing entertainment leisure products more than once a month

Suppliers successfully target People Management's readership by the HR disciplines that they are most interested in. Why not use the front cover?



2012 Rates

Quantity	Cost
0 - 50,000	£7,725
50,001 - 75,000	£10,150
75,001 - 100,000	£12,575
100,001 - 125,000	£15,000

People Management is **one of the most widely recognised HR media brands in the world**, and has earned the reputation as the UK's most influential HR publication.

Advertise your services to **125,000 CIPD members** by attaching a front cover postcard to a desired issue of People Management.

This unique offering allows uninterrupted coverage and response from dedicated HR professionals.

Minimum run is 10,000 postcard front covers and you can target the membership by either the region the CIPD member lives in, their job level and/or their business interests*.

* Targeting CIPD members by their job level and location and/or their business interests will be charged at the above rates plus 15%

“Advertising with People Management magazine has added a great **reach to our UK marketing initiatives**. They have been a true partner, consistently providing the direction needed to optimise campaign results. Further, by working with People Management, iCIMS has been able to **improve brand recognition and drive the high-quality lead generation** needed to remain competitive and successful in the UK market space.”

Marketing Team Leader



06/



{ 21,061 PM READERS HAVE PURCHASING RESPONSIBILITY FOR FLEET SERVICES }

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ONLINE DISPLAY DATA 2012

➔ 54% of online users also receive *People Management* magazine every month

Average unique users

152,922

Average page impressions

1.04 M

- ➔ Nearly 70% visit the site more than once a week
- ➔ 60% of users are management level and above
- ➔ 57% earn more than 40k a year
- ➔ 24% work for organisations with over 5,000 employees

Advertising Costs

	Spec	Cost
Leaderboard	728 x 90	£45 cpm
MPU	300 x 250	£50 cpm

Sponsored Text Links

Advertisers can run google-style sponsored text links across the site.

Length Of Campaign	Text Link Cost
1 Month	£50 per month
3 Months	£45 per month
6 Months	£40 per month

OTHER ONLINE OPPORTUNITIES

- ➔ Roadblock - £2,500
- ➔ Webinar - £12,000
- ➔ Sponsored polls - £2,500
- ➔ Sponsored video - £1,950
- ➔ Online advertorial - £2,000

The screenshot shows the People Management website interface. At the top, there is a yellow banner for 'Organisational Development & Change Management' with a red arrow pointing to it labeled 'Leaderboard'. Below this, there are several content blocks. On the right side, there is a large advertisement for 'HEALTHSHIELD' with the text 'HEALTHSHIELD WE'VE GOT YOU COVERED' and a red arrow pointing to it labeled 'MPU'. In the center, there is a video player with a red arrow pointing to it labeled 'Sponsored video'. On the left side, there is a text-based advertisement with a red arrow pointing to it labeled 'Online advertorial'.

07/



{ 31,591 PM READERS HAVE PURCHASING RESPONSIBILITY FOR BUSINESS TRAVEL }

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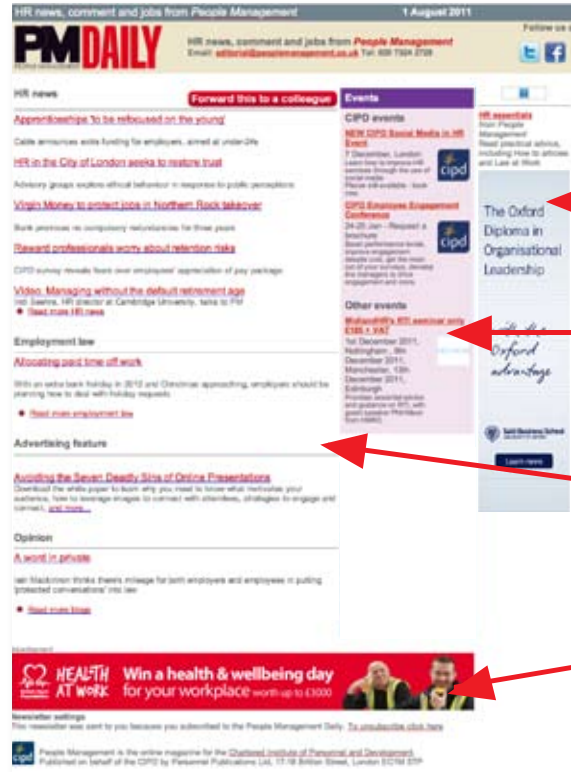
DAILY E-NEWSLETTER

➔ 31% of PM readers intend to spend between £10,000 to £20,000 on their next car purchase

People Management sends out a daily e-newsletter which delivers the latest HR news to an audience of CIPD members and HR professionals every weekday. This is delivered directly into 70,000 inboxes which has been specifically requested by the readers.

OTHER BENEFITS OF THE E-NEWSLETTER INCLUDE:

- ➔ The day's top business and employment stories for People Management professionals
- ➔ Informed opinion and analysis from our team of expert commentators
- ➔ Key point summaries with full articles only a click away on our website



As of January 2012, over 70,000 and growing quickly.

Advertising Options:

Advertising on the daily e-newsletter will give you access to this unique, specific and targeted audience of HR professionals.

Skyscraper

An opportunity to increase your brand recognition in front of requested CIPD members and HR professionals.

Cost: £450 per day

Events Listing

Advertise your latest key industry events to requested CIPD members and HR professionals.

Cost: £350 per insertion or £1,000 for 4 insertions (included will be a free listing on the events calendar).

Advertorial

Write a bespoke article which will be read by requested CIPD members as part of the People Management daily e-newsletter.

Cost: £2,000 sitting on homepage for one week then archived

Footer Adverts

An opportunity to increase your brand recognition in front of requested CIPD members and HR professionals.

Cost: £800 for 3 footer adverts on e-newsletter

Artwork Specification:

Footer - 728 x 90
Skyscraper - 160 x 600
Events logo - 50 x 45

All adverts are static



YOUR ADVERT ALONG WITH THE LATEST HR NEWS
DELIVERED STRAIGHT TO HR PROFESSIONALS

08/



{ 30,275 PM READERS HAVE PURCHASING RESPONSIBILITY FOR HEALTHCARE }

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DIRECTORY

➔ 27,642 PM readers specify PM as a practical tool for choosing HR suppliers



Print Directory Rates

Minimum insertion size is 5 SCC.
1 x 5 SCC full colour £730

Volume Discounts

6 issues £625 per insertion
12 issues £500 per insertion

NB: All costs quoted are £ sterling and do not include VAT.

➔ Advertise your brand using business card style adverts, in the Popular People Management directory section.

DIRECTORY T. 020 7880 7665 F. 020 7880 7690 www.peoplemanagement.co.uk/hr-services

<p style="text-align: center; background-color: #008000; color: white; margin: 0;">COACHING QUALIFICATIONS</p> <p style="text-align: center; background-color: #008000; color: white; margin: 0;">EXECUTIVE COACHING QUALIFICATION Open-access Programme</p> <p>Up-to-the minute learning resources, and expert tutorial support from experienced professional coaches. 3 x 2-day format.</p> <p>LEVEL 7 - Certificate in Executive Coaching & Leadership Mentoring</p> <ul style="list-style-type: none"> ✓ Sought after post-grad qualification for senior HRD professionals/ senior leaders/experienced executive coaches ✓ 300-day workshops - February 7-8, March 13-14, April 17-18 2012. ✓ Entry via application. <p>Call 07930 6607 for more information Online brochure at: www.execcoachinginfo.co.uk</p>	<p style="text-align: center; background-color: #008000; color: white; margin: 0;">BUSINESS OPPORTUNITIES</p> <p style="text-align: center; background-color: #008000; color: white; margin: 0;">DO YOU WANT TO RUN YOUR OWN HR BUSINESS?</p> <p>If you are facing redundancy? Fed up with corporate politics? Seeking a better work/life balance? Looking to fulfil an ambition?</p> <p>Then come to The HR Dept's FREE Discovery Day on Saturday 21st January 2012. Packed full of information about our successful business opportunity and model. You can take the first step to becoming your own boss.</p> <p>Find out more and register for the free event by logging onto www.hrdept.co.uk/discovery.htm</p> <p>Discovering HR Dept info@hrdept.co.uk Please call 0800 610 1166 for a no obligation chat www.hrdept.co.uk</p>	<p style="text-align: center; background-color: #008000; color: white; margin: 0;">FLEET</p> <div style="text-align: center;"> <p>Greenfleets VEHICLE FINANCE</p> </div> <p>Business Contract Hire Specialists Car and Commercial Vehicles We Work to Save You Time and Money</p> <p style="text-align: center; border: 1px solid black; border-radius: 50%; padding: 5px; display: inline-block;">We make a difference</p> <p style="text-align: center; font-weight: bold; font-size: 1.2em;">01442 822212 www.greenfleets.co.uk</p> <p style="text-align: center; font-size: 0.8em;">Proud sponsors of Mentmore Golf & Country Club</p>
<p style="text-align: center; background-color: #008000; color: white; margin: 0;">HR AND PAYROLL SERVICES</p> <div style="text-align: center;"> <p>Looking for HR and Payroll software?</p> <p>"Overall we are very happy with Cascade and continue to be impressed by its capabilities!" - Andy Knapton, HR Manager, BT Group</p> <p>T: 01712 288 4175 www.cascadehr.co.uk www.cascadepayroll.co.uk</p> </div>	<p style="text-align: center; background-color: #008000; color: white; margin: 0;">WANT TO ADVERTISE IN THIS SECTION?</p> <p style="text-align: center; background-color: #008000; color: white; margin: 0;">THEN CALL MARY O'BRIEN 020 7880 7665 PM</p>	<p style="text-align: center; background-color: #008000; color: white; margin: 0;">TRAINING IN PSYCHOMETRICS</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>BPS Level A & B Training in Psychometric Testing</p> <ul style="list-style-type: none"> • Exceptional value in both cost and quality - our clients tell us so! • Flexible, convenient, modular and self-paced! 11 months • We've trained nearly 20% of all Level B Cert. holders - making us the No 1 choice. <p>T: +44 (0)1525 720003 W www.psytech.com/training</p> </div> <div style="width: 45%;"> <p>PSYTECH INTERNATIONAL Global Leaders in Local Assessment Solutions</p> <ul style="list-style-type: none"> • One Course, two Certificates, one great price. • 8 month plus 18 follow up. • Provides access to 150+ JTI and hundreds more. • In-Company Public Courses. <p>Call for further details, multi place discounts, and more client testimonials.</p> </div> </div>
<p style="text-align: center; background-color: #008000; color: white; margin: 0;">COACHING SOLUTIONS</p> <p style="text-align: center; background-color: #008000; color: white; margin: 0;">Coaching & Management Training</p> <p style="text-align: center; background-color: #008000; color: white; margin: 0;">LEARN ONLINE</p> <p>Online Learning Learn online with a flexible way to coaching, management and executive development courses that are able to fit you.</p> <p>Workshop Based Workshop based in a 2 hour/3.5 hour/5.5 hour/7.5 hour/10.5 hour/15.5 hour/20.5 hour/30.5 hour/40.5 hour/50.5 hour/60.5 hour/70.5 hour/80.5 hour/90.5 hour/100.5 hour/110.5 hour/120.5 hour/130.5 hour/140.5 hour/150.5 hour/160.5 hour/170.5 hour/180.5 hour/190.5 hour/200.5 hour/210.5 hour/220.5 hour/230.5 hour/240.5 hour/250.5 hour/260.5 hour/270.5 hour/280.5 hour/290.5 hour/300.5 hour/310.5 hour/320.5 hour/330.5 hour/340.5 hour/350.5 hour/360.5 hour/370.5 hour/380.5 hour/390.5 hour/400.5 hour/410.5 hour/420.5 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