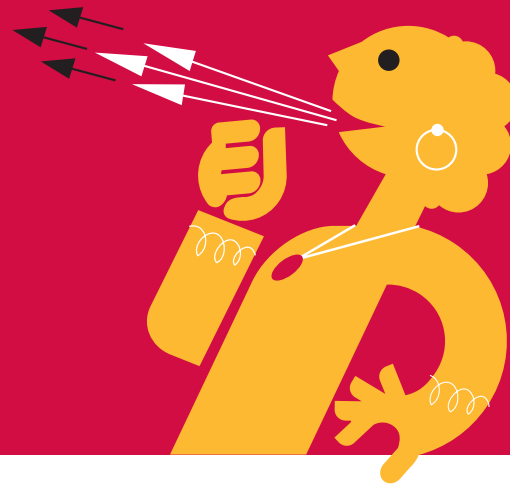


# DIRECTORY DATA 2010

"Read, used and valued by 132,168\* HR and Training professionals every fortnight"

\* ABC average net circulation July 2008 – June 2009

www.peoplemanagement.co.uk  
**People**  
management



## 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

◆ 25 issues £365 per insertion

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

Extra copies of PM will be distributed during key CIPD events: **HRD, London, April** - The UK's premier learning and development conference and exhibition.

**HR Software Show, London, June** - An event that keeps HR professionals up-to-date with the latest developments and innovations in the HR software industry.

**Annual Conference & Exhibition, Manchester, November** - This is the largest conference and exhibition in the HR calendar.

## MECHANICAL DATA

Perfect bound Printing process web offset litho

People Management's production department operates a digital workflow system therefore prefers to receive artwork via Email, FTP or CD.

Digital material must be accompanied by an exact colour proof - PPL cannot accept responsibility for digital files supplied without proofs. All file elements must be present and in the correct format.

### ◆ File formats:

Pass4Press PDF, Indesign CS3 or lower, Illustrator & Photoshop.

All files should be saved as CMYK.

PDF files are accepted as high resolution (300dpi), CMYK (we cannot take responsibility for colour content of any RGB files supplied) with fonts embedded. Adobe Acrobat Distiller version 5 is acceptable. Please note PDF's shouldn't be created using PDF writer.

◆ Method of Sending: Disk – CD, ideally Mac formatted. FTP - please telephone Kieran Tobin on 020 7880 6240 for details before sending. Laser proofs supplied as artwork are submitted at client's own risk.

Issue	Publication date	Booking and copy deadline
1	14th January	21st December
2	28th January	12th January
3	11 February	26th January
4	25th February	9th February
5	11th March	23rd February
6	25th March	9th March
7	8th April	22nd March
8	22nd April	6th April
9	6th May	20th April
10	20th May	4th May
11	3rd June	18th May
12	17th June	1st June
13	1st July	15th June
14	15th July	29th June
15	29th July	13th July
16	12th August	27th July
17	2nd September	17th August
18	16th September	31st August
19	30th September	14th September
20	14th October	28th September
21	28th October	12th October
22	11th November	26th October
23	25th November	9th November
24	9th December	23rd November
25	23rd December	7th December

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"The only official magazine of the Chartered Institute of Personnel and Development"

# THE FACTS

"Read, used and valued by 132,168\* HR and Training professionals every fortnight"

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## 95,160

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

### READERSHIP JOB TITLE BREAKDOWN\*

◆ Director	21,146
◆ Head of Dept	15,860
◆ Business Partner	13,216
◆ Manager / Exec.	34,363
◆ Officer / Advisor	38,328
◆ Assistant / Admin	9,251

Over 64% (84,585) 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.

### AVERAGE TIME SPENT READING\*

- ◆ People Management 42 minutes per issue
- ◆ Personnel Today 29 minutes per issue
- ◆ Human Resources 34 minutes per issue

### EVERYONE WANTS IT...

People Management is one of the biggest benefits of CIPD membership. Each year members have to re-subscribe and request copies of the magazine - they get it because they want it.

## 76,657

People Management readers keep the magazine as a reference tool for future reference meaning your advertising gets repeated exposure to your target market\*

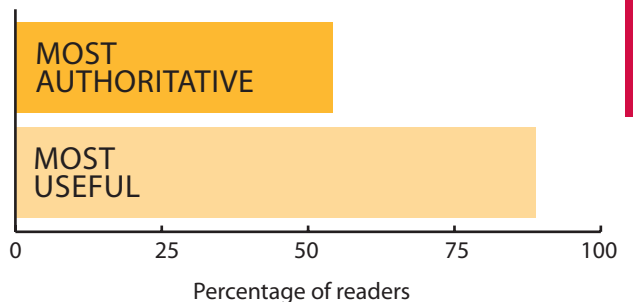
### UNIQUE AND UNRIVALLED ACCESS...

PM gives unique access to over 79,920\* HR practitioners who do not receive other HR titles. Advertising elsewhere means missing out on this dedicated captive market.

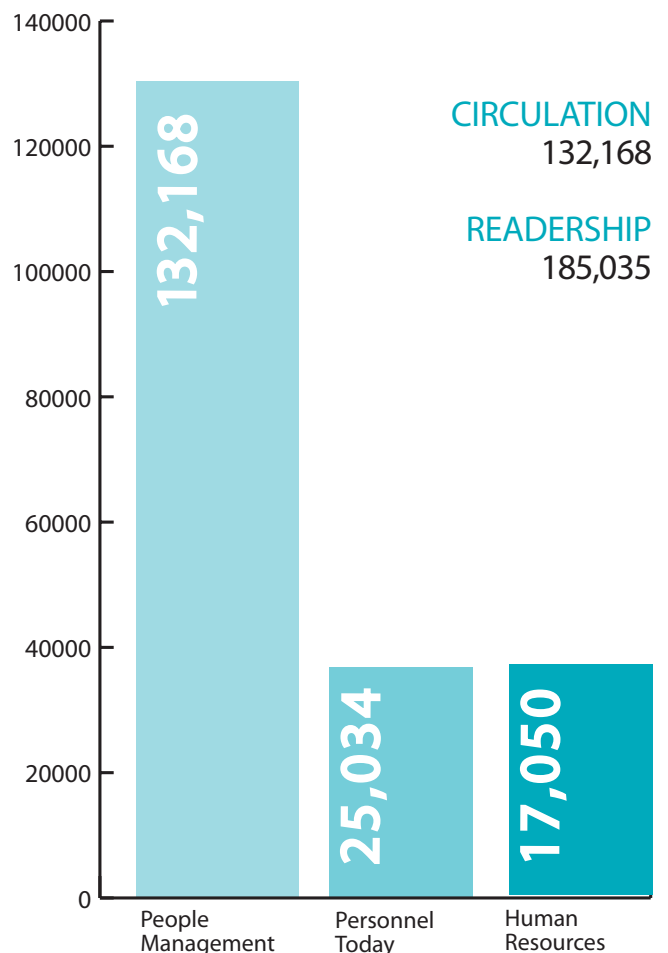
### GO FURTHER... READERSHIP 185,035\*

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

People Management readers see People Management as the most authoritative and useful magazine when compared to Personnel Today and Human Resources\*



### OFFICIAL CIRCULATION\*\*



\* People Management Readership Research 2009 \*\* ABC Average Net Circulation July 2008 - June 2009

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"People Management is the quality marketplace where the best brands advertise"