

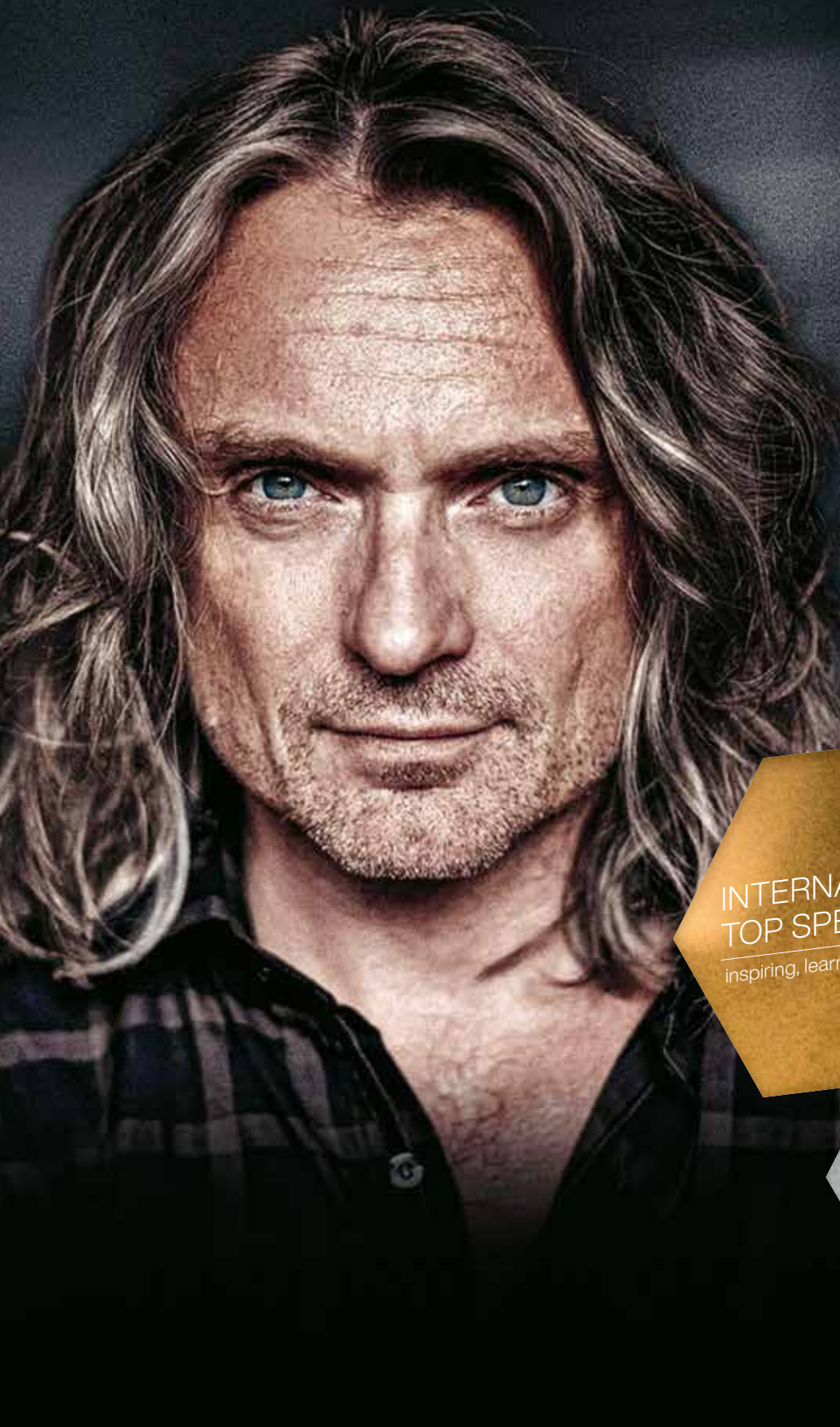
HR Today

Media Kit 2021

HR FESTIVAL

europe

BREAK
THE
NORM



hrfestival.ch

THE BIGGEST
SWISS EVENT FOR
HR PROFESSIONALS
networking, thinking ahead

INTERNATIONAL
TOP SPEAKERS
inspiring, learning

200
EXHIBITORS
AND START-UPS
meetup, exchange

KEYNOTES, TALKS,
INTERACTIVE
WORKSHOPS
MASTERCLASSES

Organizer

HR Today

Main Sponsors

 **randstad**

 **ABACUS**

tts knowledge matters.

Action Stage Sponsors

VON RUNDSTEDT

LinkedIn

HR Today

In print and online, HR Today is the place to go for HR leaders and managers looking for trustworthy information and content about the HR world. We present quality and thought-provoking journalism in a sophisticated but approachable environment. HR Today focuses on the future of work giving our readers the tools and insight they will need to shape the world of tomorrow.

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Founded in
1998



Print circulation
5000 DE / 2400 FR



Print issues
10 x DE / 6 x FR



Newsletter Subscribers
7200 DE / 1700 FR



Print readers
22200



Visits
80000 / month



Page Impressions
120000 / month



Xing-News-Follower
26700



LinkedIn-Follower
18400



Facebook-Follower
1400



Instagram-Follower
1650



Twitter-Follower
1860

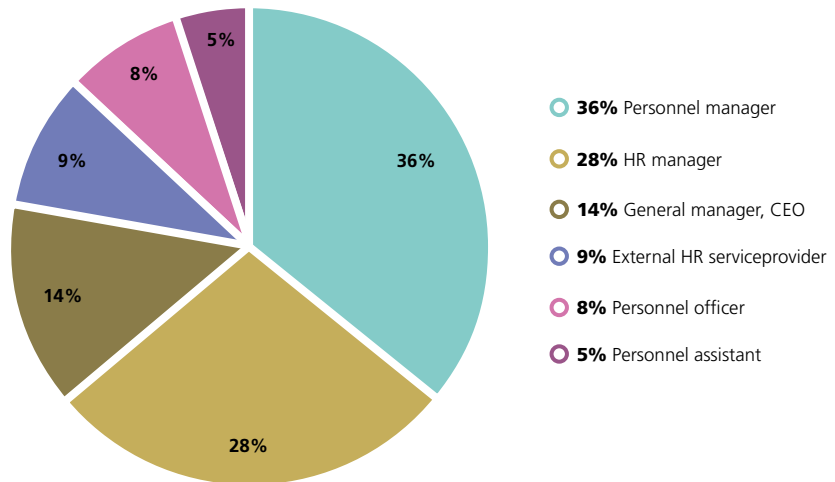
Facts & Figures



Audience

HR Today Reader Survey

Personnel managers, HR managers, CEOs, personnel officers. 50% of all HR readers hold a management position in the HR department of a company. 35% work at a company with more than 500 employees.



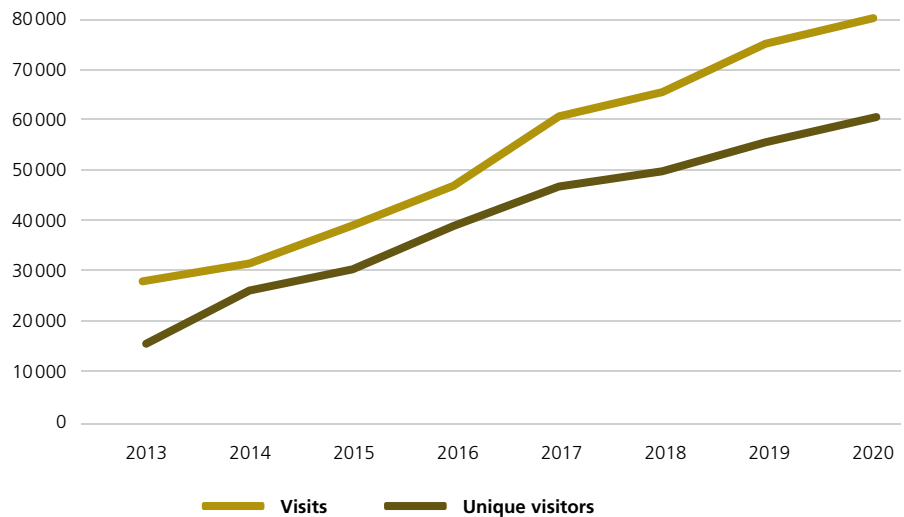
Growing numbers

HR Today online visitors

Defying the industry trend, HR Today has been growing across all channels for years and has in the meantime become one of the specialist HR online portals with the biggest reach in the German-speaking countries.

Monthly average

Source: Google Analytics



HR Today has a strong community:



Xing-News-Follower
26 700



LinkedIn-Follower
18 400



Facebook-Follower
1 400



Instagram-Follower
1 650



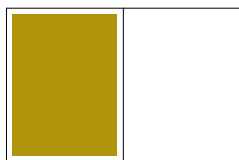
Twitter-Follower
1 860

Ad Materials Print

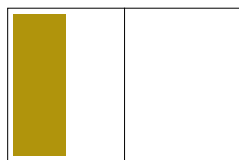
Print advertisements have an intensive and lasting effect. Our reader survey revealed that each copy of HR Today magazine is read by up to three people. Our readers strongly identify with the HR Today brand – which also benefits our advertising clients.

All prices exclude VAT. Display advertising: 20 %, agency commission: 10 %

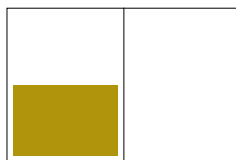
Advertising rates and services



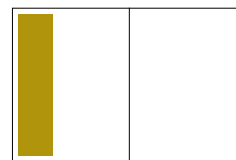
1/1 page
211 x 311 mm
CHF 4450.–



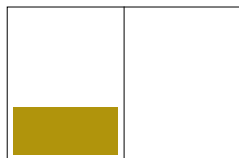
1/2 page upright
103 x 311 mm
CHF 2650.–



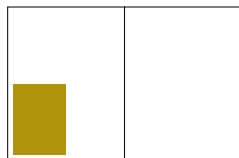
1/2 page across
211 x 153 mm
CHF 2650.–



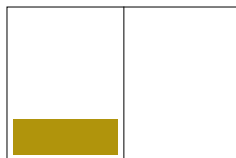
1/3 page upright
67 x 311 mm
CHF 2150.–



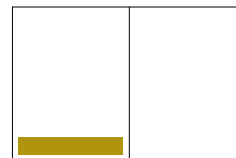
1/3 page across
211 x 101 mm
CHF 2150.–



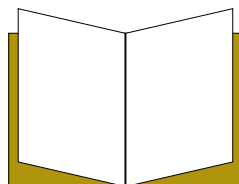
1/4 page upright*
103 x 153 mm
CHF 1900.–
*without text connection



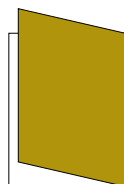
1/4 page across
211 x 74 mm
CHF 1900.–



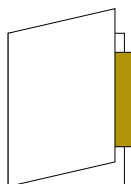
1/8 page across
211 x 35 mm
CHF 1200.–



Cover page U2/U3
244 x 340 mm
(+ 3mm bleed)
CHF 5100.–



Cover page U4
244 x 340 mm
(+ 3mm bleed)
CHF 5100.–



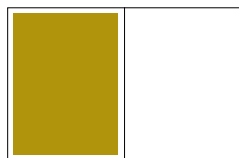
Supplement
up to 50 g
(more than 50 g on request)
**CHF 4500.– +
CHF 900.– Postage**

Individual scaled discounts
on request

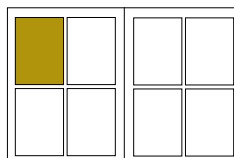
SME discounts
on request

Start-up discount:
Companies with fewer than 20 employees that have been in operation for less than three years are entitled to a start-up discount.

Special advertising formats



sponsored article
211 x 311 mm max. 4000 characters
(incl. spaces, other sizes on request)
Typeset and layout by the customer: **CHF 4450.–**
Typeset and layout by HR Today: **CHF 5950.–**



Topic specials
Double page, eight advertisers
each 103 x 145 mm high
CHF 1000.–

Educational market

Academic texts and studies. Max. 3200 characters (incl. spaces)

Price on request

Content partnerships

Research, Newstar, Opinion on request

Technical data

Magazine format: 244 x 340 mm (+ 3 mm bleed)

Type area: 211 x 311 mm

Data transfer:

High-end PDF 300 dpi: info@hrtoday.ch

Magazine Editorial Calendar

Magazine	Issue date	Deadline	Topics HR Today German	Topics HR Today French
HRTD 01/02 HRTF 01	27.01.21	08.01.21	Organisational development Continuing Professional Development Taking stock	Leadership & management Gaining inspiration from living things to become a better manager
HRTD 03	24.02.21	05.02.21	Recruitment Teamwork HR committees Special Languages	
HRTD 04 HRTF 02	31.03.21	12.03.21	Inclusion Onboarding Outplacement Special Employee mobility Special Time management	Work organisation Office working, working from home and coworking spaces Special Employee mobility Special Time management
HRTD 05 HRTF 03	28.04.21	09.04.21	HR FESTIVAL europe Work 50 HR startup market Special HR FESTIVAL europe exhibitors	Freelancers The company confronted by the precarious nature of freelancers, multi-jobbers and interns Special Executive search
HRTD 06	02.06.21	14.05.21	Compensation & benefits Social investment Learning Special HR service providers	
HRTD 07/08	30.06.21	11.06.21	Leadership HR innovation Reputation management Special Occupational health management	
HRTF 04	04.08.21	16.07.21		Development as a state of mind How to make criticism, hurdles and challenges an integral part of a corporate culture Special Recruitment
HRTD 09	25.08.21	06.08.21	HR technologies HR change management Loyalty Special Continuing Professional Development	
HRTD 10 HRTF 05	22.09.21	03.09.21	Vocational education and training Business continuity planning Generation management Special Outsourcing	Employee feedback Individuals are a mine of information, yet ideas are often left untapped Special Outsourcing
HRTD 11	27.10.21	08.10.21	After the pandemic – new worlds of work Mobility Digitalisation Special Coaching	
HRTD 12 HRTF 06	24.11.21	05.11.21	Safety and security Occupational health management Payroll Special HR software	Inclusive capitalism A company should not just set out to make a profit Special HR software

Ad Materials Online

hrtoday.ch

One of the most widely accessed specialist HR platforms in the German-speaking countries.



Visits
80 000 / month



Page Impressions
120 000 / month



App Downloads
2 600

Display advertising

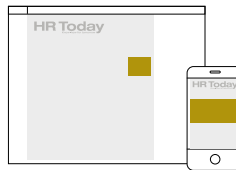
Inclusive price / month



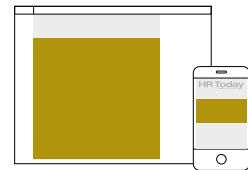
Wideboard
994 × 250 pixels
Front page: CHF 2 500.–
Column: CHF 2 000.–



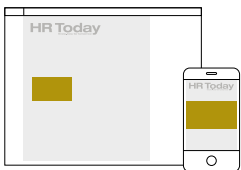
Sticky ad
300 × 600 pixels
Front page: CHF 2 000.–
Column: CHF 1 500.–



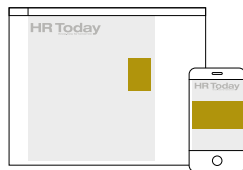
Rectangle
300 × 250 pixels
Front page: CHF 1 500.–
Column: CHF 1 000.–



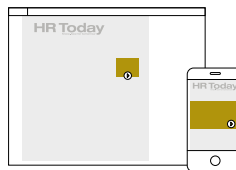
Sponsored article
Up to max. 2 000 characters
Column: CHF 2 000.–
- unlimited duration
- one week on the main page
then in the corresponding
category



Sponsored ad main
220 × 160 pixels article
picture + 400 characters
text incl. spaces and special
characters
Front page: CHF 1 800.–
Column: CHF 1 500.–



Sponsored ad column
220 × 160 pixels article
picture + 400 characters
text incl. spaces and special
characters
Front page: CHF 1 200.–
Column: CHF 900.–



Video Ad
hrtoday.tv
CHF 1 000.–

Consisting of:
- Headline
- Introductory text, max. 300
characters
- Body text, max. 4 000
characters
- Up to three pictures
- Up to three links in the text

Technical data

Formats: jpg, gif, png, max. 500 KB, static and animated

Ad Materials Online



Newsletter Subscribers
7 200



Ø Opening rate
32%



Ø Click rate
10%

Newsletter



Weekly Newsletter

Every Thursday, the HR Today editorial team sends a newsletter with selected top news to over 7 200 subscribers. This newsletter has an above average opening rate of 32%.

Newsletter rectangle

300 x 250 pixels
CHF 1290.-

Sponsored ad

220 x 160 pixels article picture
+ 400 characters text incl. spaces
and special characters
CHF 990.-

Monster ad

468 x 400 pixels
CHF 1490.-



Exclusive newsletter

for your services and events
Content with pictures & text
suiting your brand.
Word with 72 dpi images,
layout is provided by HR Today.
Preview sent before publication.
7 200 recipients (dates by
availability)
CHF 2 500.-



Book your job advertisement on the largest job portal
for HR positions.
CHF 280.- / 4 weeks

Technical data

Formats: jpg, gif, png, max. 500 KB, static and animated

Wideboard

The screenshot shows the 'Wideboard' section of the HR Today Blog. It features a header with the 'HR Today BLOG' logo and navigation tabs for 'Blog', 'Podcasts', 'Trends', and 'Podcast Stories'. The main content area displays three article teasers:

- PERSONALENTWERTUNG: Über Sinn und Unsinn eines gesetzlichen Mindestlohns** - Includes an illustration of a funnel labeled 'Personaleinstellung'.
- JUNGE FACHKRÄFTE: Ruiniert COVID-19 den Lehrstellenmarkt?** - Includes an illustration of an open book labeled 'Junge Fachkräfte'.
- PROFIS AM ARBEIT: Über Sinn und Unsinn von Dresscodes** - Includes an illustration of a person in a suit.

Each article includes a small image, a title, a sub-headline, and a short introductory paragraph. A sidebar on the right contains a search bar, a 'Blog betriebl. Mitarbeiter' section, and a 'Sp. Ad' (Sponsored Ad) placeholder. At the bottom, there is a 'Podcast' section with a 'Play' button and a 'Podcast: Arbeit 100%' label.

blog.hrtoday.ch

Industry experts post articles on our blog in the areas they know best. These articles are highlighted through our newsletter, webpage, social media and our magazine.

Wideboard

994 x 250 pixels

CHF 1000.-

Sponsored Ad Column

220 x 160 pixels article picture + 400 characters text incl.

spaces and special characters

CHF 600.-

Media partnerships

HR Today is present at all relevant industry events.

We are also accompanying some events through media partnerships.

Events 2021

**HSG TALENTS
CONFERENCE**

March 1st - 19th 2021
HSG Talents Conference St. Gallen
hsgtalents.ch

HR FESTIVAL
europe

May 18th - 19th 2021
HR FESTIVAL europe
hrfestival.ch

ostschweizer
personaltag

June 10th 2021
Eastern of Switzerland staff day in Gossau
personaltag.ch

 Gesundheitsförderung Schweiz
Promotion Santé Suisse
Promozione Salute Svizzera

September 1st 2021
National conference on occupational
health management
bgm-tagung.ch

recruitingconvention

September – October 2021
11. Recruiting Convention Zürich
recruitingconvention.ch

**BASEL
ECONOMIC
FORUM** **BEF**

November 12th 2021
BEF Basel Economic Forum Basel
baseleconomicforum.ch

 **HR BarCamp**
Zürich

Various events in 2021
HR Barcamp Zürich
hrbarcampzuerich.ch

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