

# HR Today

Media Kit 2021



# FESTIVAL



Zurich 29-30/03/2022

europe



«The innovative concept has convinced us. The event is the ideal place to get into conversation with our target group.»

**tts** Matthias Langenbacher  
Executive Director tts Talent Management Consulting GmbH

Book your booth now  
[hrfestival.ch](http://hrfestival.ch)

6000  
HR DOERS  
AND EXPERTS  
Networking, thinking ahead

30 KEYNOTES  
AND TLAKS,  
32 SESSIONS  
To inspire, learning

200  
EXHIBITORS  
AND START-UPS  
Meeting, exchanging

Organizer



Main sponsors



Action Stage sponsors



## 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  
**7 300 DE / 1 750 FR**



Print readers  
**22 200**



Visits  
**80 000 / month**



Page Impressions  
**120 000 / month**



Xing-News-Follower  
**26 850**



LinkedIn-Follower  
**20 830**



Facebook-Follower  
**1 400**



Instagram-Follower  
**1 800**



Twitter-Follower  
**1 890**

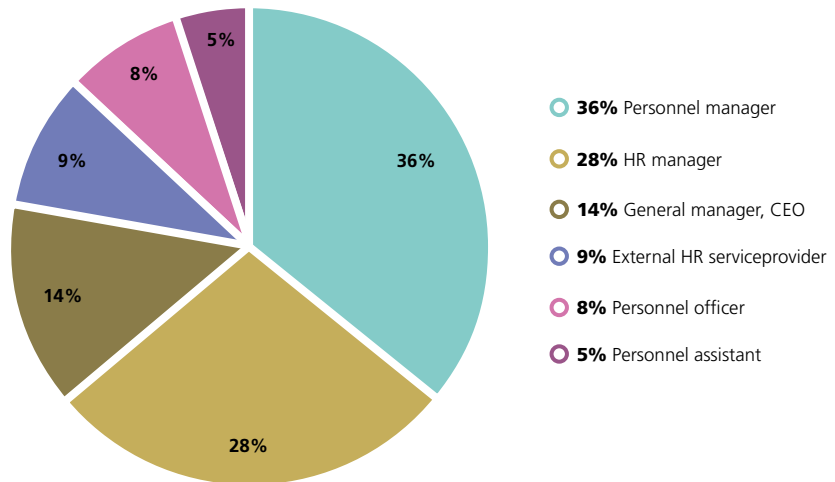
## Facts & Figures



### 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.



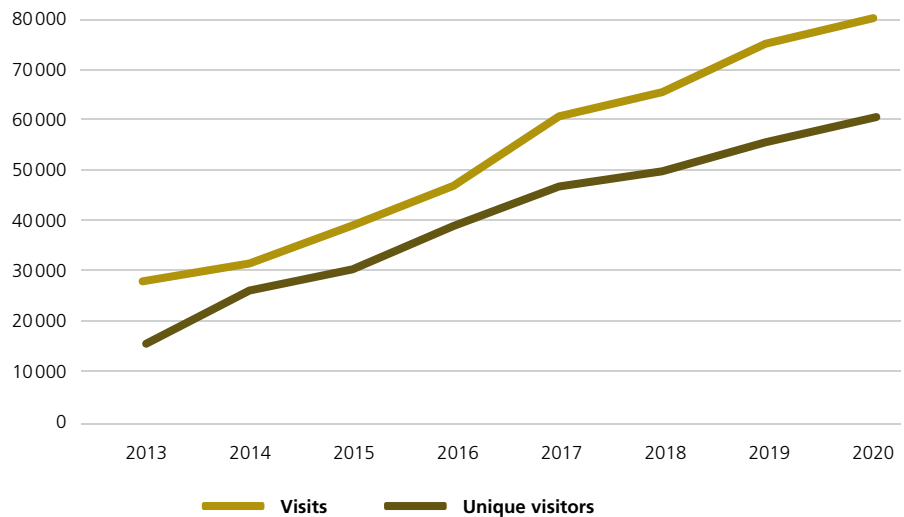
### Growing numbers

#### 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**



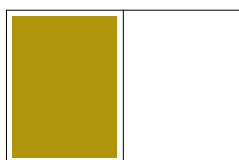
Twitter-Follower  
**1 860**

## Ad Materials Print

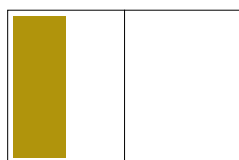
Print advertisements have an intensive and lasting effect. Our reader survey revealed that each copy of HR Today magazine is read by up to three people. Our readers strongly identify with the HR Today brand – which also benefits our advertising clients.

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

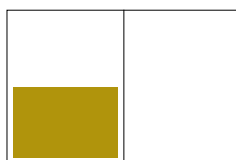
### Advertising rates and services



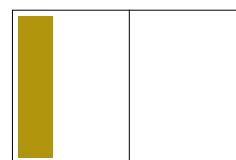
1/1 page  
211 x 311 mm  
**CHF 4450.–**



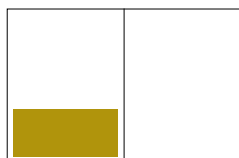
1/2 page upright  
103 x 311 mm  
**CHF 2650.–**



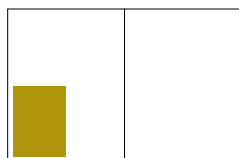
1/2 page across  
211 x 153 mm  
**CHF 2650.–**



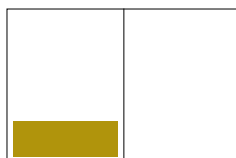
1/3 page upright  
67 x 311 mm  
**CHF 2150.–**



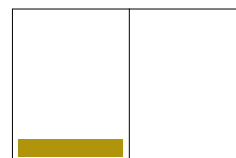
1/3 page across  
211 x 101 mm  
**CHF 2150.–**



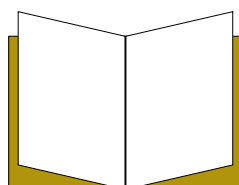
1/4 page upright\*  
103 x 153 mm  
**CHF 1900.–**  
\*without text connection



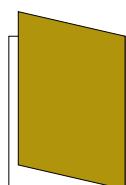
1/4 page across  
211 x 74 mm  
**CHF 1900.–**



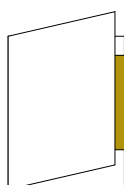
1/8 page across  
211 x 35 mm  
**CHF 1200.–**



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



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



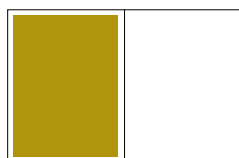
Supplement  
up to 50g  
(more than 50 g on request)  
**CHF 4500.– +**  
**CHF 900.– Postage**

**Individual scaled discounts**  
on request

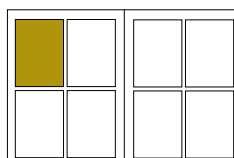
**SME discounts**  
on request

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



## Ad Materials Online

[hrtoday.ch](http://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

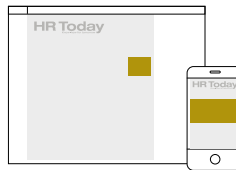
Inclusive price / month



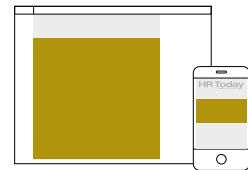
**Wideboard**  
994 × 250 pixels  
**Front page: CHF 2 500.–**  
**Column: CHF 2 000.–**



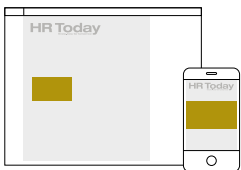
**Sticky ad**  
300 × 600 pixels  
**Front page: CHF 2 000.–**  
**Column: CHF 1 500.–**



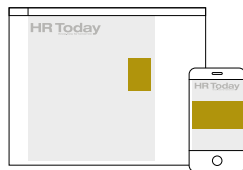
**Rectangle**  
300 × 250 pixels  
**Front page: CHF 1 500.–**  
**Column: CHF 1 000.–**



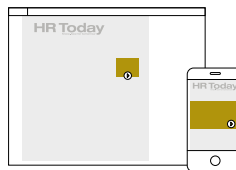
**Sponsored article**  
Up to max. 2 000 characters  
**Column: CHF 2 000.–**  
- unlimited duration  
- one week on the main page  
then in the corresponding  
category



**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  
**7 300**



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 7 300 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.

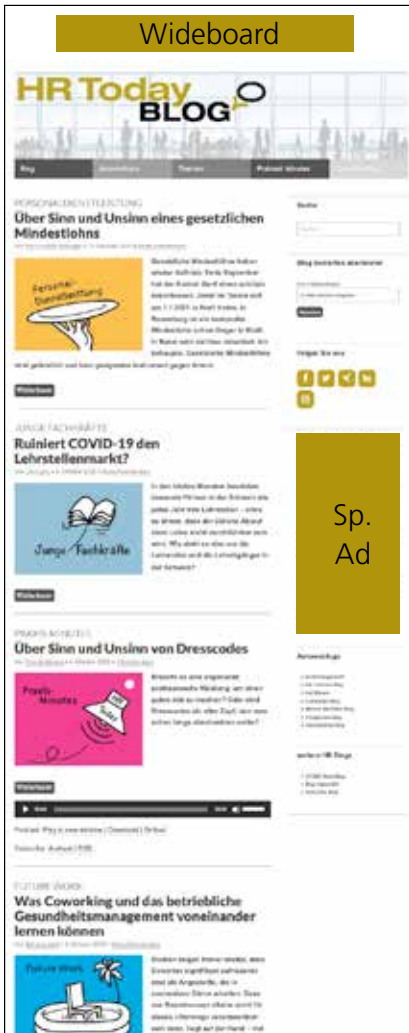
Word with 72 dpi images,  
layout is provided by HR Today.  
Preview sent before publication.  
7 300 recipients (dates by  
availability)

**CHF 2 500.-**

## Technical data

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





[blog.hrtoday.ch](http://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



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



September 22rd 2021  
Eastern of Switzerland staff day in Gossau  
personaltag.ch



September 23rd 2021  
11. Recruiting Convention Zürich  
recruitingconvention.ch



November 19th 2021  
BEF Basel Economic Forum Basel  
baseleconomicforum.ch



Various events in 2021  
HR Barcamp Zürich  
hrbarcampzuerich.ch



March 29/30 2022  
HR FESTIVAL europe  
hrfestival.ch

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