

HR Today

Media Kit 2022

German-speaking part of Switzerland

HR FESTIVAL

Zurich 31/05 – 01/06/2022 europe

BREAK
THE
NORM



«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

12 KEYNOTES
AND TALKS,
52 SESSIONS
To inspire, learning

15 000 m²
PLATTFORM FOR
HR-PROFESSIONALS
Networking, thinking ahead

200
EXHIBITORS
AND START-UPS
Meeting, exchanging

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.

Table of Contents

Facts & Figures	4
Ad Materials Print	5
Magazine Editorial Calendar	6
Ad Materials Online	7
Content Advertising Formats	8
Newsletter Advertising Formats	9
Media partnerships	10
Events 2021	10
Contact	11



Founded in
1998



Print circulation
5000 DE/2400 FR



Print issues
10 x DE/6 x FR



Newsletter Subscribers
7500 DE/1900 FR



Print readers
22200



Visits
85000/month



Seen pages
145000/month



Xing-News-Follower
26850



LinkedIn-Follower
23950



Facebook-Follower
1400

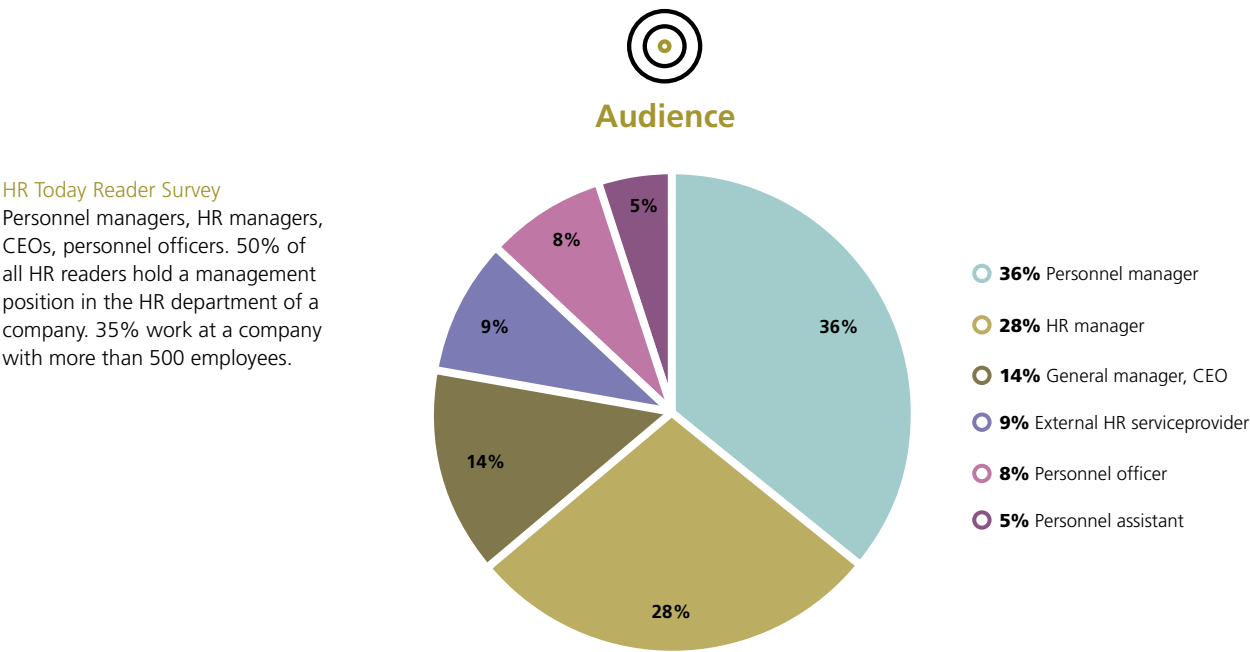


Instagram-Follower
1850



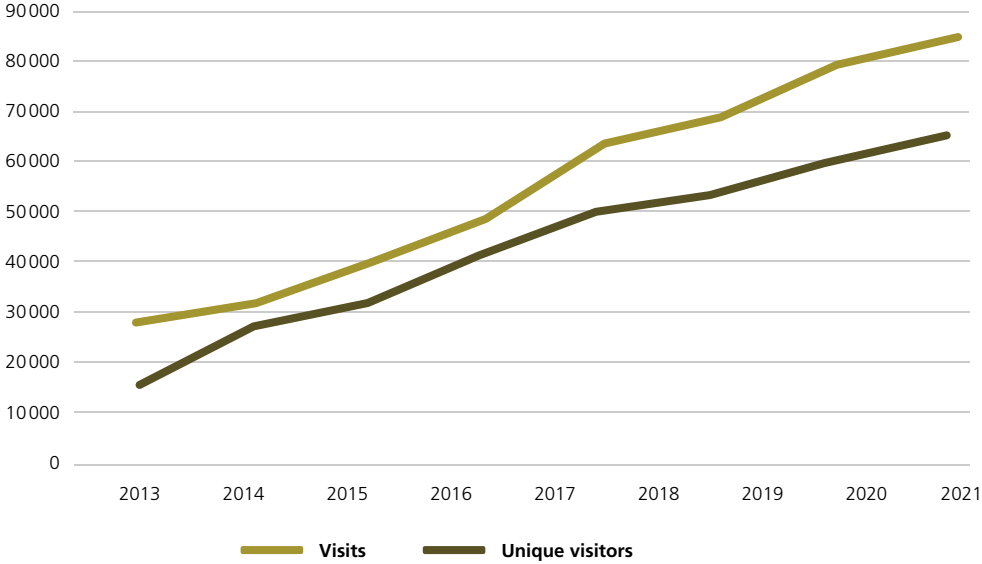
Twitter-Follower
1900

Facts & Figures



Growing numbers

HR Today online visitors
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:

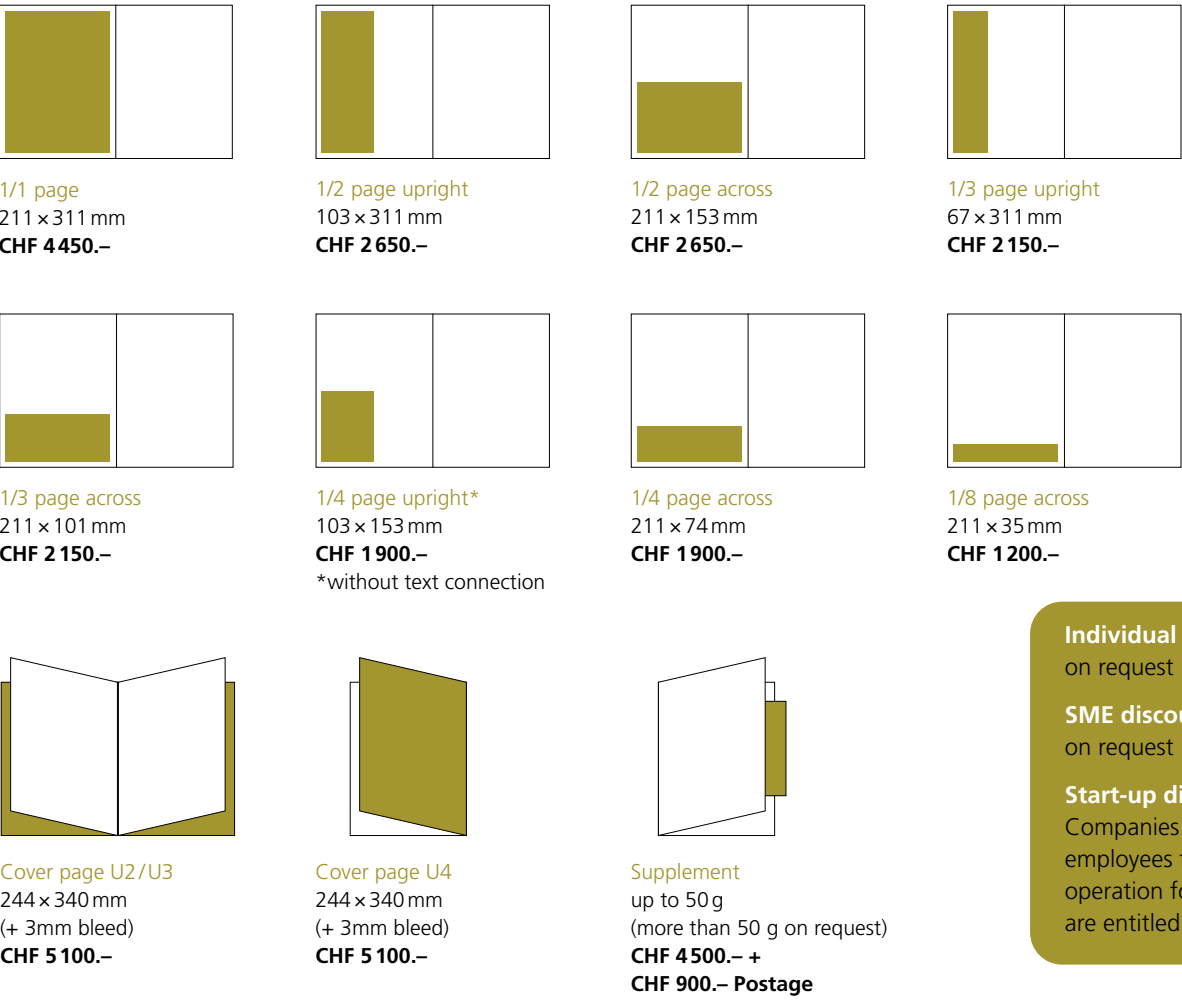


Ad Materials Print

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.

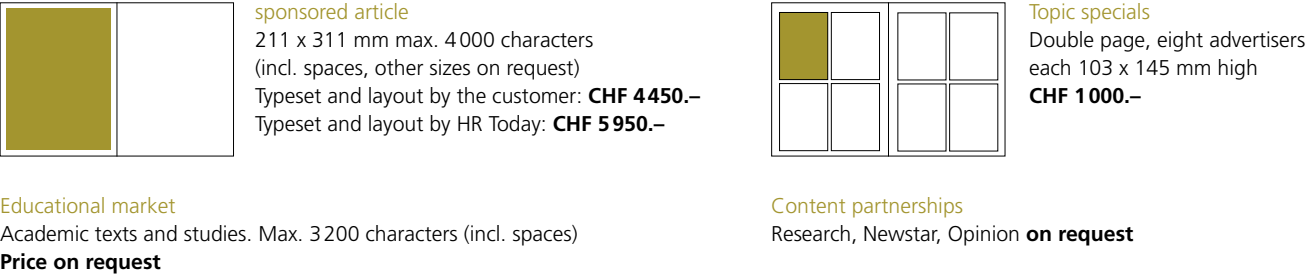
All prices exclude VAT. Display advertising: 20 %, agency commission: 10 %

Advertising rates and services



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



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 1 HRTF 1	26.01.22	07.01.22	Further education Compensation & Benefits Increased shortage of skilled shortage Special Outplacement	Psychological safe spaces Continuous professional development & E-learning
HRTD 2	23.02.22	04.02.22	Workspaces Voluntary work Future of HR	
HRTD 3 HRTF 2	30.03.22	11.03.22	Recruiting and Employer Branding Certification in HR Culture Special Workforceplanning Special Language schools	Time Management in organisations Recruitment & talent management
HRTD 4	27.04.22	08.04.22	International HRM / Mobility HR in the board of directors Cooperation Special HR Software	
HRTD 5 HRTF 3	23.05.22	03.05.22	HR Festival Reorientation HR in SMEs Special Exhibitor HR FESTIVAL	Sustainable development Compensation & Benefits
HRTD 6/7	29.06.22	10.06.22	Learning (vocational training) Reverse Coaching Retention Special Onboarding BGM Special	
HRTF 4	03.08.22	15.07.22		Regulations vs. added value HR Software & Tools BGM Special
HRTD 8	24.08.22	05.08.22	Freelancer, Gig Economy, Ad interim & Co Policy Skillsmanagement, talent management Special Interim	
HRTD 9 HRTF 5	28.09.22	09.09.21	People Analytics Inclusion Personnelmarketing Special E-learning	Crisis management People Analytics / Big Data
HRTD 10	26.10.22	07.10.22	New (Green) Economy and work Worktech Headhunting Special Benefits	
HRTD 11/12 HRTF 6	30.11.22	11.11.22	Digitalisation Utopias: The ideal company Candidate Experience Special Assessment	Neuroscience and HR Digitalisation

Ad Materials Online

hrtoday.ch

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



Display advertising

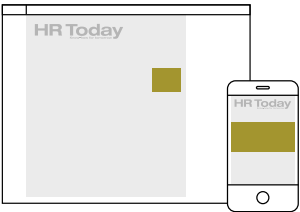
Inclusive price / month



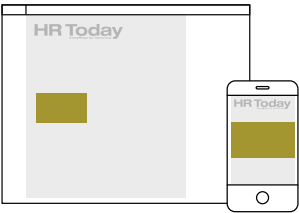
Wideboard
994 x 250 pixels
Front page: CHF 2 500.–
+ all categories: CHF 1 500.–



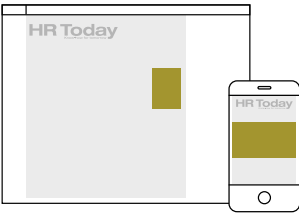
Sticky ad
300 x 600 pixels
Front page: CHF 2 000.–
+ all categories: CHF 1 000.–



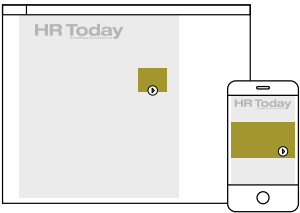
Rectangle
300 x 250 pixels
Front page: CHF 1 500.–
+ all categories: CHF 500.–



Sponsored ad main
220 x 160 pixels article
picture + 400 characters
text incl. spaces and special
characters
Front page: CHF 2 000.–
+ all categories: CHF 1 500.–



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



Video Ad
hrtoday.tv
CHF 1 000.–

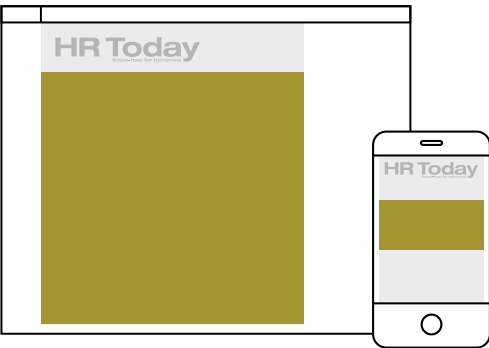
Technical data

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

Cooperation partner

audienzz
premium digital advertising

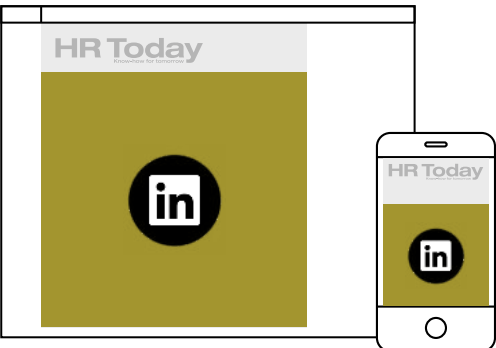
Content Advertising Formats



Sponsored article
Category: CHF 2 500.–
- unlimited duration
- one week on the main page then in the corresponding category

80 000 unique visitors thereof
Ø 1-2% click rate / month

- 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
 - Social links
 - Videos




Sponsored LinkedIn post
Per format: CHF 2 000
Followers 23 950
Ø 13 000 impressions / month
Ø 0.8% click rate
Formats single image Ad, Video Ad, Carousel Ad, Event Ad


Technical data

Video formats: YouTube, Vimeo
Cover image size: 800 x 581 pixels
Logo as .png file if possible, other images in .jpg format
Social media buttons = Facebook, LinkedIn, Instagram, Twitter, YouTube


Newsletter Advertising Formats



Newsletter Subscribers
7 500 DE / 1 900 FR



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 7 500 subscribers. This newsletter has an above average opening rate of 32%.

Newsletter rectangle
300 x 250 pixels
CHF 1 290.–

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 1 490.–



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.
5 500 recipients (dates by
availability)
CHF 3 000.–



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

Media partnerships

HR Today is present at all relevant industry events.
We are also accompanying some events through media partnerships.

Events 2022

HSG TALENTS
CONFERENCE

February 28 – March 18th 2022
HSG Talents Conference St. Gallen
hsgtalents.ch

BASEL
ECONOMIC
FORUM
2022

BEF

April 7th 2022
Basel Economic Forum
baseleconomicforum.ch

PERIKOM

May 19th 2022
Swiss conference for HR
and internal communication

HR FESTIVAL
europe

May 31th/June 1 2022
HR FESTIVAL europe
hrfestival.ch

Gesundheitsförderung Schweiz
Promotion Santé Suisse
Promozione Salute Svizzera

August 31th 2022
National conference on occupational
health management
bgm-tagung.ch

ostschweizer
personaltag

September 15th 2022
Eastern Switzerland staff day in Gossau
personaltag.ch

HR Today
ACADEMY

2 courses in 2022
HR Academy
hrtoday.academy

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