

HR Today

Media Kit 2023

German-speaking part of Switzerland



Zurich 28 – 29/03/2023

FESTIVAL

europe



Join us now as an exhibitor
in 2023

«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

KEYNOTES, TALKS
AND SESSIONS
To inspire, learning

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

200
EXHIBITORS
AND START-UPS
Meeting, exchanging

Organizer

HR Today

Main sponsors

 **randstad**

Action Stage sponsors

VON RUNDSTEDT

VIAVANTA
Menschen. Bewegen.





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
5 000 DE / 2 400 FR



Print issues
6 x DE / 6 x FR



Active APP users
4 000



Newsletter Subscribers
9 500 DE / 2 000 FR



Print readers
22 200



Visits
85 000 / month



Seen pages
145 000 / month



Xing-News-Follower
26 600



LinkedIn-Follower
30 000



Facebook-Follower
1 700



Instagram-Follower
1 950



Twitter-Follower
1 900

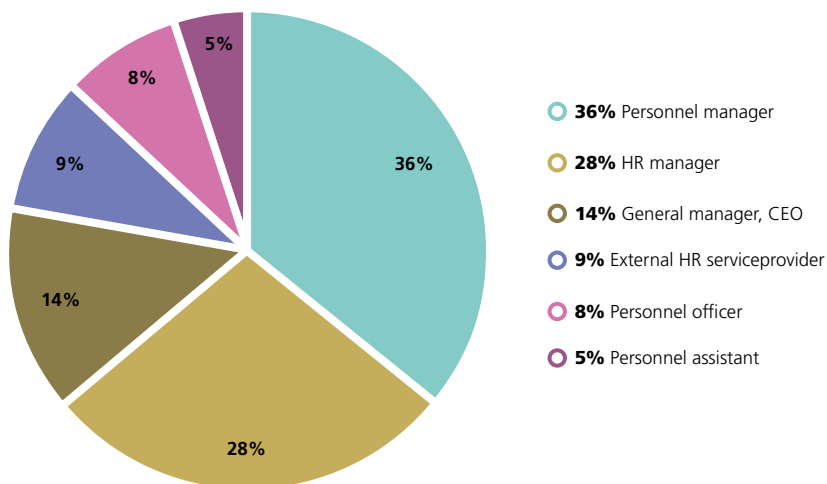
Facts & Figures



Audience

HR Today Reader Survey

Personnel managers, HR managers, CEOs. 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.



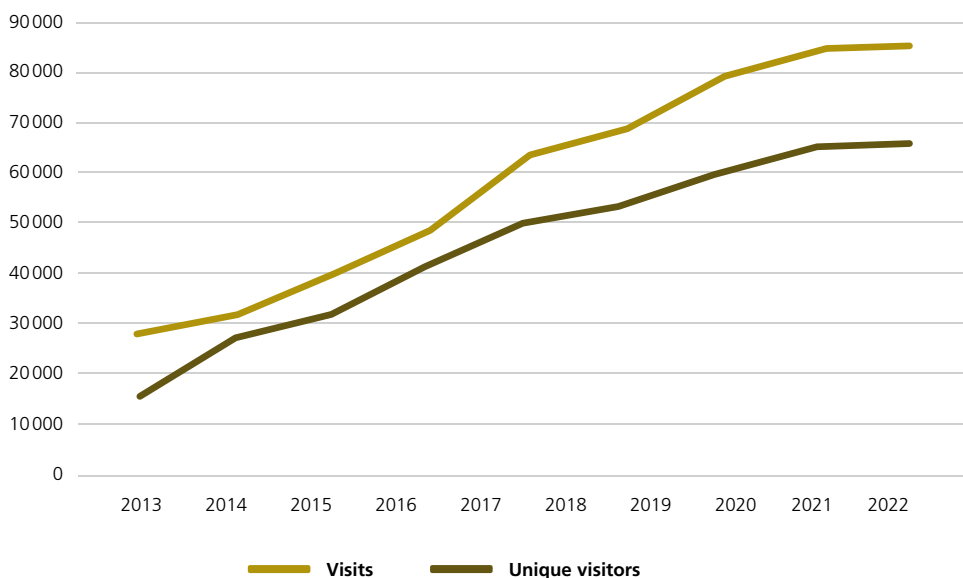
Growing numbers

HR Today online visitors

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
26 600



LinkedIn-Follower
30 000



Facebook-Follower
1 700



Instagram-Follower
1 950



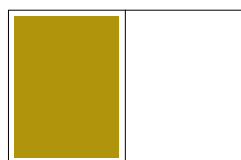
Twitter-Follower
1 900

Ad Materials Print

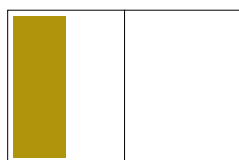
Print advertisements have an intensive and lasting effect. Our reader survey revealed that each copy of HR Today magazine is read by up to three people. Our readers strongly identify with the HR Today brand – which also benefits our advertising clients.

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

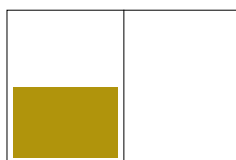
Advertising rates and services



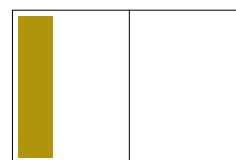
1/1 page
211 × 311 mm
CHF 4450.–



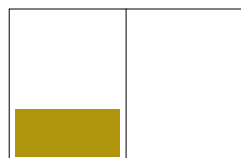
1/2 page upright
103 × 311 mm
CHF 2650.–



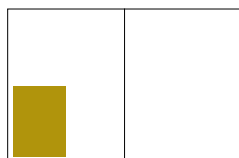
1/2 page across
211 × 153 mm
CHF 2650.–



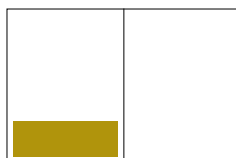
1/3 page upright
67 × 311 mm
CHF 2150.–



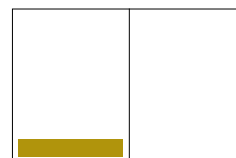
1/3 page across
211 × 101 mm
CHF 2150.–



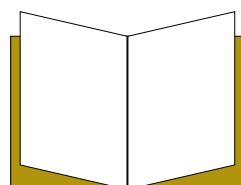
1/4 page upright*
103 × 153 mm
CHF 1900.–
*without text connection



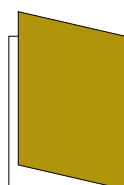
1/4 page across
211 × 74 mm
CHF 1900.–



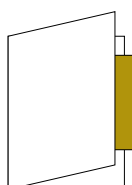
1/8 page across
211 × 35 mm
CHF 1200.–



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



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



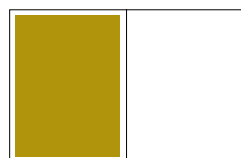
Supplement
up to 50 g
(more than 50 g on request)
CHF 4500.– +
CHF 900.– Postage

Individual scaled discounts
on request

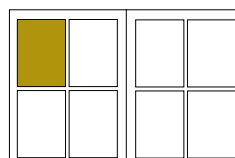
SME discounts
on request

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 × 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 × 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 × 340 mm (+ 3 mm bleed)

Type area: 211 × 311 mm

Data transfer:

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

Magazine Editorial Calendar 2023

Magazine	Issue date	Deadline	Topics HR Today German	Topics HR Today French
1	03.03.2023	10.02.2023	HR FESTIVAL europe Bosses on the front International HRM	HR strategies for recruitment in times of skills shortages HR TECH Digitization: Useful training for tomorrow's managers HR in the public sector The Swiss Army Special HR FESTIVAL europe
2	26.04.2023	06.04.2023	Skills shortage Recruiting Nudging (how HR promotes behavioural change)	Female values in the workplace HR TECH Cloud technologies and software: advantages and disadvantages HR in the public sector Public education Special Compensation & Benefits
3	21.06.2023	02.06.2023	Continuing education HR as crisis manager Economy: From employer branding to trade union BGM Special	Create collective dynamics HR TECH Introducing or developing ERP HR in the public sector Public Finance BGM Special
4	30.08.2023	11.08.2023	Candidate Experience – Touchpoints Psychologically stressed learners Knowledge Transfer	Freedom of expression and confidentiality in organizations HR TECH When artificial intelligence enters the HR department HR in the Public Sector Public Health Special Prevention & Insurance
5	25.10.2023	06.10.2023	Worktech (digitization) HR junior staff Employees at an advantage, psychological contract	The Workplace Health Ecosystem HR TECH How to bridge the digital divide in organizations HR in the Public Sector Business, education and research
6	14.12.2023	24.11.2023	BGM Benefits – sense and nonsense Career changer	Emotional sovereignty HR TECH HR tech trends that are gaining ground abroad HR in the public sector Culture Special Business Innovation

Ad Materials Online

hrtoday.ch

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



Visits
85 000 / month



Page Impressions
145 000 / month



Active APP users
4 000



LinkedIn-Follower
30 000

Display advertising

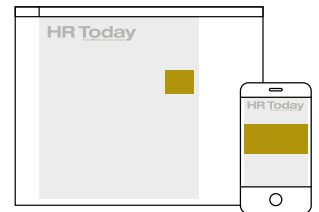
Inclusive price / month



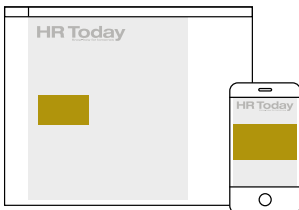
Wideboard
994 x 250 pixels
Front page: CHF 2 500.–
+ all categories: CHF 1 500.–



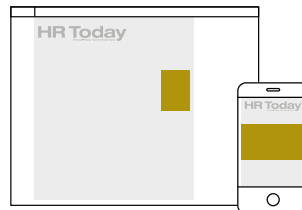
Sticky ad
300 x 600 pixels
Front page: CHF 2 000.–
+ all categories: CHF 1 000.–



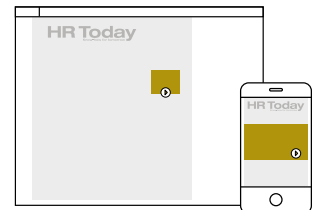
Rectangle
300 x 250 pixels
Front page: CHF 1 500.–
+ all categories: CHF 500.–



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.–

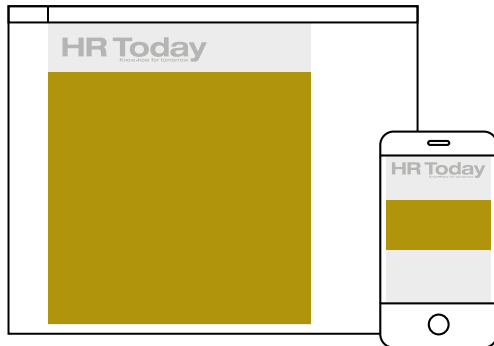
Technical data

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 3 000

Target audience: 27 000+

Single Image Ad

- Headline: 200 characters
- Text: 600 characters
- Image
- URL

Duration: 4 weeks

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
9 500 DE / 2 000 FR



Ø Opening rate
33%



Ø Click rate
10%

Newsletter



Weekly Newsletter

Every Thursday, the HR Today editorial team sends a newsletter with selected top news to around 9 500 subscribers. This newsletter has an above average opening rate of 33%.



Exclusive newsletter
for your services and events
Content with pictures & text
suited to your brand.
Word with 72 dpi images,
layout is provided by HR Today.
Preview sent before publication.

4 800 subscribers
(dates by availability)
CHF 3 000.-

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.–



Book your job advertisement on the largest job portal for HR positions.

Prices on request

Technical data

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

Media partnerships

HR Today is present at all relevant industry events.

We are also accompanying some events through media partnerships.

As organizer of the HR FESTIVAL europe, we are able to offer attractive deals and packages.

Events 2023

HSG TALENTS
CONFERENCE

February 27 – March 17th 2023
HSG Talents Conference St. Gallen
hsgtalents.ch

HR FESTIVAL
europe

March 28th – 29th 2023
HR FESTIVAL europe
hrfestival.ch

BASEL
ECONOMIC
FORUM
2022

BEF

April 2023
Basel Economic Forum
baseleconomicforum.ch

PERIKOM

May 25th 2023
Swiss conference for HR
and internal communication

Gesundheitsförderung Schweiz
Promotion Santé Suisse
Promozione Salute Svizzera

September 20th 2023
National conference on occupational
health management
bgm-tagung.ch

ostschweizer
personaltag

September 28th 2023
Eastern Switzerland staff day in Gossau
personaltag.ch

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MIX AND MATCH!



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