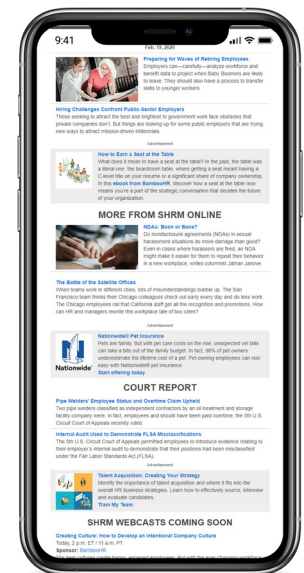


SHRM E-NEWSLETTERS

HR professionals rely on SHRM e-newsletters to stay current with the latest news, trends and advice from SHRM and its wealth of insightful partners. Your advertising will reach a focused audience in any of several highly focused topical areas — or go for the core with HR Daily or HR Week. No matter your choice, the prominent, in-line ads offer generous returns as either a lead-gen or branding vehicle.

Capitalize on SHRM’s extensive reach and valuable content to fill your pipeline. Pair e-newsletter advertising with a multi-platform SHRM.org buy for maximum reach and effectiveness.



“Bamboo HR runs many successful programs with SHRM which have helped us target the HR community and as a result has lifted our brand recognition. We initially focused on SHRM’s e-newsletters as a key element of our lead generation strategy and based on its success have incorporated webcasts, HR Magazine and shrm.org programs that have all contributed to a strong return on our advertising investment.”

– Media Buyer

HR DAILY (SUBSCRIBERS: 428,000)

SHRM’s premier e-newsletter delivers breaking news to more than 428,000 SHRM members and opt-in readers each weekday.

HR WEEK (SUBSCRIBERS: 417,000)

Reach more than 417,000 HR professionals every Monday morning (including all SHRM members), and make your brand forward-leaning, with SHRM’s weekly “early warning” of the issues most pressing to HR.

ALL THINGS WORK (SUBSCRIBERS: 438,000)

Each edition will focus on a featured theme analyzing an important workplace trend – taking a deeper look at the impact it has on organizations today. Plus interactive content such as quizzes, infographics, charts, videos and audio segments.

WORKPLACE POLICY BRIEFING (SUBSCRIBERS: 445,000)

Focusing on policy initiatives that drive the workplaces of the future.

HR TOPICS

SHRM's HR Topics opt-in e-newsletters cover the latest news and analysis in HR subject matter areas such as compensation and benefits, technology, compliance, and talent management. As an affordable way to reach SHRM's various specialty audiences, these popular e-newsletters ensure great visibility and ROI:

- **COMPENSATION & BENEFITS (SUBSCRIBERS: 72,200)**
The latest compensation and benefits trends and best practices for employers delivered Thursday mornings.
- **HR TECHNOLOGY (SUBSCRIBERS: 56,700)**
Keep up with what's happening in the world of HR technology, delivered Tuesday afternoons.
- **WORKPLACE COMPLIANCE (SUBSCRIBERS: 85,400)**
Summaries of legal decisions, legislative news and regulatory news delivered Friday afternoons.
- **TALENT MANAGEMENT (SUBSCRIBERS: 76,300)**
The latest news in staffing, organizational and employee development delivered Wednesday afternoons.
- **TALENT ACQUISITION (SUBSCRIBERS: 72,800)**
The latest news in staffing, organizational and employee development delivered Wednesday afternoons.
- **CALIFORNIA HR (SUBSCRIBERS: 32,900)**
California HR and employment news delivered bi-weekly.
- **GLOBAL HR (SUBSCRIBERS: 39,900)**
Focus on international HR management reaching multi-national organizations delivered monthly.
- **CERTIFICATION UPDATE (SUBSCRIBERS: 76,200)**
Provides the latest news to advance the careers of SHRM-Certified professionals delivered bi-weekly.
- **PROFESSIONAL DEVELOPMENT GUIDE (SUBSCRIBERS: 99,400)**
A comprehensive list of programs, events, seminars and workshops designed to build expertise and competencies – placing HR professionals on a pathway to earn certification credits.

SHRM'S CONFERENCE TODAY AND OTHER E-NEWSLETTERS

During the SHRM Annual Conference & Exposition each June, the Conference Today e-newsletter serves as the primary news source both for attendees and for HR professionals eager to see what's trending at the conference that week.