

HR MAGAZINE

HR Magazine is the largest circulated, most closely read HR publication in the world. No other publication reaches more high-level HR decision-makers and is delivered to more executive-level HR subscribers.

Our award-winning publication consistently delivers in-depth insights, analysis and viewpoints, making *HR Magazine* **the most trusted and authoritative publication of its kind.**



HR MAGAZINE AUDIENCE⁺

308,000

total qualified circulation

112,000

executive-level paid subscribers

206,000

manager-level and above paid subscribers

SUPERIOR REACH TO HR

HR Magazine serves as a key benefit for **more than 308,000 members** of the Society for Human Resource Management (SHRM). In addition to the wide-ranging human resource profession, *HR Magazine* readers include practitioners specializing in distinct disciplines such as benefits, talent management, talent acquisition, compensation and compliance.

HR Magazine reaches SHRM members in every HR functional area and industry and is deeply read in organizations ranging from small businesses to large multinational enterprises. And because of SHRM's superior editorial coverage and extensive reach into the HR profession, **nearly half of our readers do not personally receive any other HR publication***, meaning your ad is best served through *HR Magazine*.

HR MAGAZINE PROVIDES SUPERIOR CREDIBILITY TO YOUR MESSAGING

Over 6 in 10 SHRM members are more willing to purchase from a company who advertises in *HR Magazine* than those who do not.**



"I use it as a tool in my staff meetings to talk about why a particular article is important to what we are doing. Share the magazine with staffers to read in the office."

– Director

HR Magazine Provides Superior Credibility to Your Messaging

Over 6 in 10 readers are more willing to purchase a product or service from a company who advertises in *HR Magazine* than those who do not.

READERSHIP LEVEL⁺

- Executive: 33%
(SVP, VP, Director)
- Managerial: 32%
- Administrative: 9%
- Allied to HR: 14%
(Consultant, Broker, etc.)
- C-Suite: 7%
(CHRO, CEO, Partner)

READER EXPERTISE AND INTERESTS

- Benefits
- Compensation
- Business Leadership
- Diversity
- Employee Relations
- Ethics
- Global HR
- Labor Relations,
- Organizational and Employee Development
- Safety and Security
- Talent Management
- Technology

⁺ Publisher Data, November 2019

^{*}Signet Research, 2019