



*HRO Today Global (formerly HRO Europe)* resulted from the growth of the world's most significant strategic business management trend, HR outsourcing and HR transformation on the European continent and in the UK.

Beginning Winter 2011, *HRO Today Global* began including APAC editorial to provide features our readers seek from a Global perspective. We now have several APAC contributors working with the *HRO Today Global* editorial team.

In addition, we've increased our current circulation of 14,000+ subscribers throughout Europe by adding 14,000 APAC subscribers (digital edition).

**Like sister publication HRO Today in North America, HRO Today Global fills the information gap between HR business leaders and HRO providers. HRO Today Global's content uniquely reflects Global HR solutions in the following critical issues:**

- Multi-country Payroll
- Mobility
- Recognition
- Recruitment, Staffing & Search
- Technology
- Training & Development
- Workforce Productivity

*HRO Today Global's* readers are primarily HR business leaders in large and mid sized business and government. Its stories, features and columns focus exclusively on HR from the buyer's perspective. *HRO Today Global's* sponsors and advertisers are the Who's Who of leading HRO providers serving the World.

For advertising, please contact  
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## WINTER

### Feature:

- Recruitment & Talent
- Sourcing
- Learning & Training
- Payroll
- Technology
- Regional Report
- **Close Date:** March 2

## SPRING

### Feature:

- Recruitment & Talent
- Sourcing
- Learning & Training
- Payroll • Technology
- Public Sector Outsourcing
- **Close Date:** May 4

## SUMMER

### Feature:

- Recruitment & Talent
- Sourcing
- Learning & Training
- Payroll
- Technology
- Regional Report
- **Close Date:** August 10

## FALL

### Feature:

- Recruitment & Talent
- Sourcing
- Learning & Training
- Payroll
- Technology
- Public Sector Outsourcing
- **Close Date:** October 12

\*Editorial Calendar is Subject to Change

**HRO TODAY GLOBAL PROVIDES YOU WITH THE MOST COST EFFICIENT WAYS TO REACH THE MOST TARGETED AUDIENCE OF SENIOR-LEVEL HR PROFESSIONALS**

**WHO READS HRO TODAY GLOBAL**

- 68% are VP/Director title and above
- 52% have over \$1M in spend authority
- 28% have over \$10M in spend authority

**HRO TODAY GLOBAL READERS ARE THE DECISION MAKERS**

- 88% of HRO Today Global readers advise upon, influence or make HR decisions for their companies

**COMPANY SIZE/NUMBER OF EMPLOYEES**

- 74% work in companies with over 1,000 employees
- 40-plus% work in companies with over 10,000

**READERSHIP STATISTICS**

- Readers spend an average of 30 minutes reading HRO Today Global
- More than 50 percent pass the issue on to colleagues

**ACTION TAKEN**

- 85% discuss articles with peers
- 65% visited the provider's website
- 62% filed away an article or ad for future purchase
- 25% contacted a company that was mentioned

**SEND ADVERTISING MATERIALS TO:**

SharedXpertise  
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Attention: Marketing  
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**MECHANICAL DATA FOR PRINT ADS**

Digital files only.

- High resolution (300+ DPI)
- Acceptable file formats: PDF, TIFF, EPS
- All fonts and images embedded
- Safety: 0.5" from trim, all sides
- Bleed: Add 0.25" from trim

**PRINT AD SPECS FOR 2-PAGE SPREAD:**

Trim 16.75" x 10.875" (0.5" safety all sides;  
0.5" gutter minimum; 0.25" bleed)

**PRINT AD SPECS FOR FULL-PAGE:**

Trim 8.375" x 10.875" (0.5" safety all sides; 0.25" bleed)

**PRINT AD SPECS FOR 1/2 PAGE:**

(no bleed or safety)

Island: Trim 4.5" x 6.375"

Horizontal: Trim 6.875" x 4.5"

Vertical: Trim 3.5" x 9.875"

**GATEFOLDS:**

3-page internal gatefold:

Trim Page One – 8.375" x 10.875"

Page Two – 8.00" x 10.875"

Page Three – 7.50" x 10.875"

**PRE-SUPPLIED INSERTS:**

(tip ins, no bleed or safety, placed at  
signatures/every 16 pages in book)

Trim 7.375" x 9.875"

TRAFFIC ON HROGLOBAL.COM IS INCREASING MONTHLY. AVERAGE VISITORS PER MONTH IS MORE THAN 15,000

The image shows a screenshot of the HRO Global website with several advertising spots highlighted by red boxes and labeled with dimensions:

- Large Banner (728x90 pixels)**: Located at the top of the page, below the navigation bar.
- Static Banner (300x250 pixels)**: Located in the main content area, below the 'Current Issue' section.
- Skyscraper (600x120 pixels)**: A vertical banner located in the main content area, to the right of the 'Main Features' section.
- Small Banners (180x150 pixels)**: Located at the bottom of the main content area, below the 'Latest News' section.

**HROGLOBAL.COM'S MICROSITE PARTNERS INCLUDE COMPANIES DEMONSTRATING LEADERSHIP AND THEIR WILLINGNESS TO SHARE VALUABLE INFORMATION WITH THEIR CUSTOMERS AND THE ENTIRE BUYING COMMUNITY.**

(Samples from HROToday.com)

The screenshot shows the HRO Today website interface. At the top is the HRO Today logo with the tagline 'Where Business Leaders Make HR decisions'. Below the logo is a navigation menu with links for Home, Topics, Magazine, Resources, and About HRO Today. A 'Login/Register' link is also visible. The main content area features a sidebar with sections for 'HRO Today Blog', 'Thought-Leadership Center', and 'Podcast'. The main content area is titled 'HRO Today Resource Guide' and includes a welcome message and a list of featured providers: Adecco RPO, Advantage xPO, GRAEBEL, and pinstripe. The pinstripe logo includes the tagline 'TALENT IN SIGHT'.

**HROGLOBAL.COM RECEIVES OVER 18,000 HITS PER YEAR TO THEIR ONLINE RESOURCE ROOM. VISITORS SPEND 7 TIMES THE AVERAGE AMOUNT OF TIME SPENT READING CONTENT. 57% OF HRO TODAY GLOBAL SUBSCRIBERS CLAIM WHITE PAPERS AND CASE STUDIES ARE MOST USEFUL WHEN SEEKING A PROVIDER.**

**OUR STAFF WILL HELP YOU BUILD A MICROSITE USING YOUR OWN CONTENT OR LINKS TO YOUR COMPANY'S OWN WEBSITE.**

This screenshot shows a detailed view of a featured provider's microsite on the HRO Today website. The page is titled 'HRO Today Resource Guide' and 'HRO Today Featured Provider'. It features a header with the provider's name and a main content area with the heading 'What's happening at work?'. The content includes a brief description of the provider's services and a list of key features or benefits. The page also includes social media icons and a footer with the HRO Today logo.

**INFORMATIVE OPT-IN NEWSLETTERS EMAILED TO 12,000 TOP TIER EXECUTIVES WHO RELY ON HRO TODAY GLOBAL INDUSTRY UPDATES.**

#### DOMAIN EXPERTISE

A HRO Today Global staff writer will cover a specific topic within the domain of your choice: Technology, RPO, Recognition, Learning, Payroll, Mobility. Single Sponsor.

#### SPONSOR CONTENT

Tell our eNewsletter subscribers about your company's new product/solution, webinar or conference, case study. Single Sponsor.

#### MONTHLY E-NEWSLETTER

HRO Today Global magazine content. Multi-Sponsor (3).

**UPDATED WEEKLY**  
GLOBAL NEWS  
RESEARCH REPORTS  
BLOGS  
THOUGHT LEADERS  
FROM THE WORLD OF HR

**NEWS** - this week's hottest headlines

**HUMAN RESOURCES NEWS**

- Kenexa acquires Salary.com**  
Kenexa Corporation has acquired all of the outstanding shares of common stock of Salary.com. Kenexa is a provider of business solutions for human resources, while Salary.com is a provider of on-demand compensation management solutions. Both the companies are based in the US. [Read more »](#)
- Pinstripe Partners with Job Search Television Network to Attract Top Talent**  
Pinstripe's innovative approach to Recruitment Process Outsourcing (RPO) integrates sourcing, recruiting, hiring, on-boarding, and engagement into a... [Read more »](#)
- Pay raises projected to be above average in Boulder**  
Wages in Colorado next year are projected to increase by 2 percent, a gain comparable to the wage-growth expectations for 2010, according to a report released this week. [Read more »](#)

**BLOGS** - industry leaders speak out

**HUMAN RESOURCES BLOGS**

- Recapping the Not-so-Dog-Days of HRO's 2010 Summer**  
One of the biggest HRC scores of 2010 will be the flurry of big and small acquisitions in the benefits administration space. The three big acquisitions – ACS and ExcellerentHR, ADP and Workforce, and Aon and Hewitt – have recently closed. [Read more »](#)

**HRO TODAY GLOBAL WEBINARS ARE DESIGNED TO REACH A TARGET AUDIENCE OF THE MOST INFLUENTIAL HR BUSINESS LEADERS. HRO TODAY GLOBAL WEBINARS PROVIDE YOU WITH KEY MARKETING EXPOSURE, AN OPPORTUNITY TO EDUCATE YOUR TARGET AUDIENCE, AND AN OPPORTUNITY TO GENERATE HIGHLY QUALIFIED LEADS!**

Capitalize on *HRO Today Global's* most respected editorial content or work with us to craft a program to meet your goals and attract a high-quality audience. HRO Today Global webinars provide the flexibility to control content and direct focus with the help of HRO Today Global's editorial staff and its key knowledge of readers and market trends.

HRO Today Global makes it easy and cost-effective for you to engage in a highly successful webinar—whether it's focused on "**DOMAIN EXPERTISE**" or a "**PROVIDER/CUSTOMER CASE STUDY**" event. We do all the work. You get all the benefits!

#### **WHAT YOU GET:**

- High-quality Audience: HRO Today Global webinars reach HR decision makers. We promote attendance to both the HRO Today and HRO Today Global lists, plus run banners on both sites for 30 days.
- Credibility: You gain much more credibility for your message and appear less "sales-y" to potential attendees.
- No Production Hassles: We do all the back-end work for you, so there are no technical headaches. For a "Provider/Customer Case Study" webinar, all you need is to provide the speaker(s) and slide presentation. We provide the moderator for introductions and Q&A. The "**DOMAIN EXPERTISE**" webinar brands you as a **LEADER IN YOUR INDUSTRY**.
- Quality Leads: You receive online access to the registration database, eliminating any delay in receiving "hot leads." Leads are further qualified by adding your customized questions to the registration and survey.

#### **DOMAIN EXPERTISE — HRO Today Global provides the content**

HRO Today Global will deliver content and provide speakers for the topic of your choice relating to the following: HR Technology, RPO, Performance Management, Learning BPO, Payroll, and Relocation One sponsor (for each) develops brand affinity with potential BUYERS.

#### **PROVIDER/CUSTOMER CASE STUDY**

HRO Today Global provides the moderator, enabling you the opportunity to showcase your expertise along with your client.

ADVERTISING UNIT	HRO TODAY GLOBAL	HRO TODAY
<b>PRINT</b>		
<b>Subscriber</b>	<b>7,100 Europe + 14,000 APAC (digital edition)</b>	<b>30,600</b>
2-Page Spread - 4 color	\$12,386.00	\$12,386.00
Full Page-4-color	\$6,880.00	\$6,880.00
Half Page	\$3,783.00	\$3,783.00
<b>ONLINE</b>		
<b>Website Monthly Visitors</b>	<b>15,000</b>	<b>75,000</b>
Large Rotating Banner per month	\$770.00/month	\$4,125.00/month
Home Page Static Banner per month	\$870.00/month	\$5,125.00/month
Rotating Skyscraper per month	\$475.00/month	\$2,775.00/month
Small Rotating Banner per month	\$252.00/month	\$1,350.00/month
Thought Leadership Hosted Microsite	\$990.00/month	\$2,875.00/month
<b>eNEWSLETTER</b>		
Multi-sponsor eNewsletter	\$990.00/month	\$1,495.00/month
Single-sponsor eNewsletter	\$5,000.00/month	\$5,000.00/month
<b>WEBINARS</b>		
"Domain Expertise"	\$8000.00	\$8000.00
"Case Study-Provider/Customer"	\$8000.00	\$8000.00
<b>CUSTOM PUBLISHING (CALL FOR PRICING)</b>		
<b>** FREQUENCY DISCOUNTS AVAILABLE—ALL RATES ARE NET**</b>		