

The Official Journal of the Hong Kong Institute of Human Resource Management

# HUMAN RESOURCES

人才薈萃

Distribution: 4,500

The HKIHRM is the most representative professional human resource institute in Hong Kong. It has around 5,400 members, including 600 corporate members.

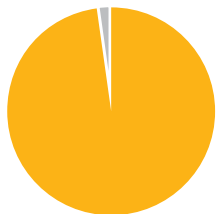
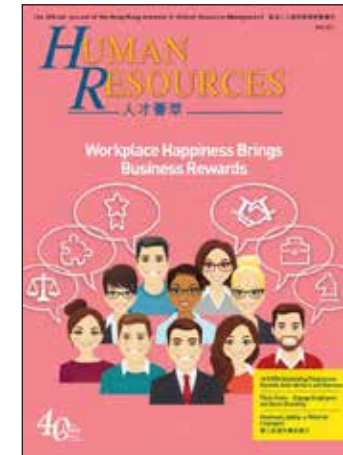
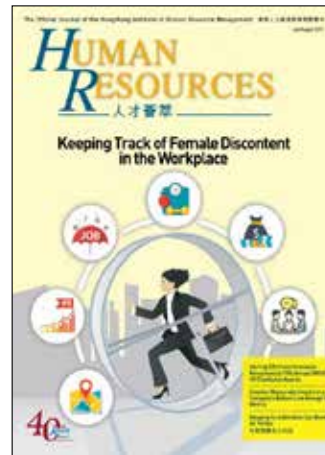
The HKIHRM is a member of the Asia Pacific Federation of Human Resource Management, the continental federation of the World Federation of People Management Associations.



*Human Resources* is a leading magazine that addresses the unique issues and challenges affecting HR and related professionals in Hong Kong.

In addition to articles on the latest innovations and research affecting the HR profession in Hong Kong, *Human Resources* includes regular features such as:

- HR Toolbox
- Legal Highlight
- Case in Brief
- What's Hot
- China Focus



Connect

98%

of HKIHRM members read *Human Resources*



Influence

66.5%

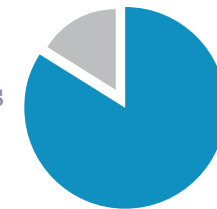
of readers file *Human Resources* for future reference



Engage

30 minutes

is the average time readers spend with *Human Resources*



Value

84%

of IHRM members rate *Human Resources* as a valuable resource



For further information, please contact:

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### Print Specifications

Special Positions	HK\$	US\$
Double Page Spread (DPS)	36,500	4,850
Outside Back Cover (OBC)	36,500	4,850
Inside Front Cover (IFC)	32,000	4,250
Inside Back Cover (IBC)	26,500	3,550

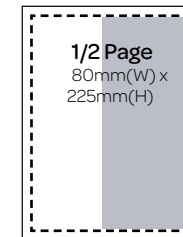
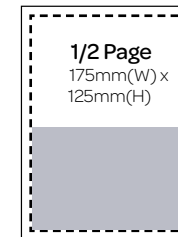
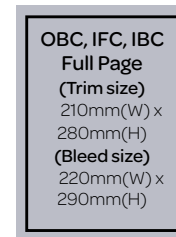
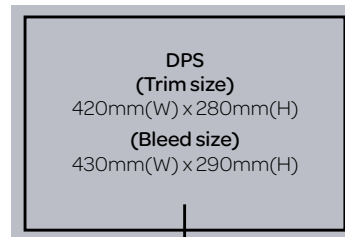
### Standard Pages

Full Page	22,000	2,950
Half Page	12,400	1,650

### Special Advertising

Loose Insert (up to 10g)	34,500	4,600
Specified Position	10% loading	

### Display



### Publishing Schedule

#### 10 editions per year:

Jan/Feb, Mar, Apr, May, Jun, Jul/  
Aug, Sep, Oct, Nov, Dec.

### Specifications

**Cover paper:** 157gsm Art Card

**ROP pages:** 95gsm Matt Art Paper

**Orientation:** Portrait

**Trim Size:** 210mm (W) x 280mm (H)

**Binding:** Perfect Binding

**Printing:** Web Offset

### Guidelines for artwork

**Format:** PDF/ JPG file with all fonts outlined & images embedded

**Color Mode:** CMYK

**Resolution:** at least 300 dpi or higher

**Remarks:** Artwork for advertisements should be submitted with 5mm bleed and crop marks shown. All files should be created using Illustrator, InDesign or Photoshop software.

Please note that up to 7-10mm of artwork may be lost within the spine due to binding.