

# HUMAN RESOURCES

人才薈萃

Distribution: 4,500

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

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

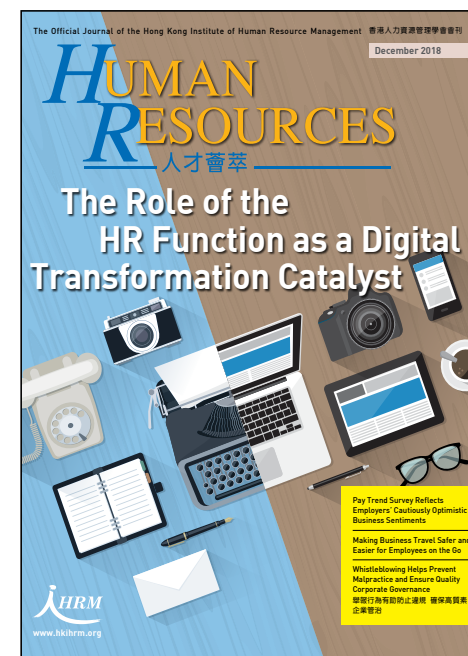
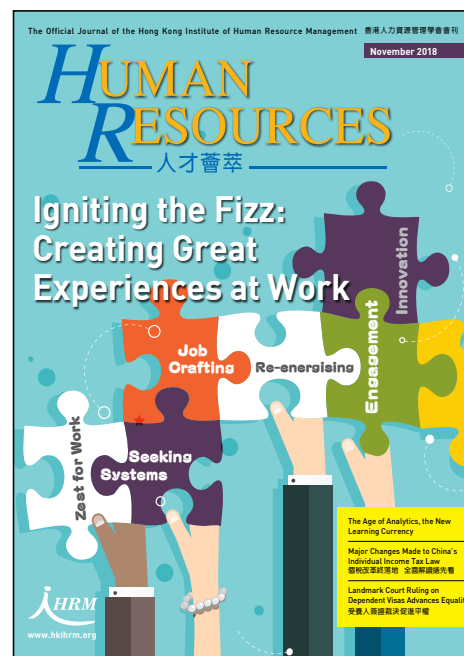
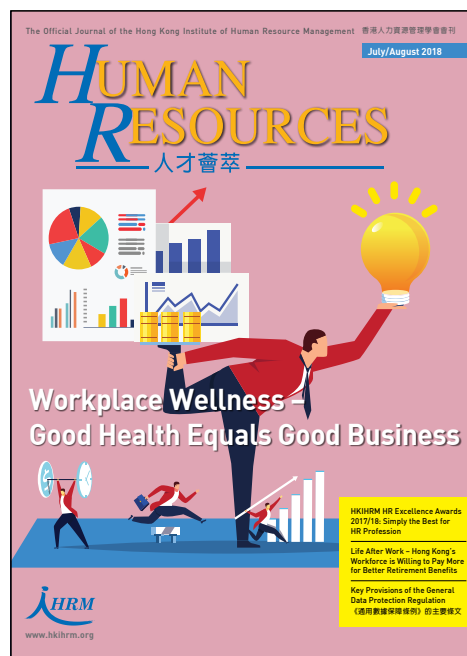
The HKIHRM is a member of the Asia Pacific Federation of Human Resource Management, the continental federation of the World Federation of People Management Associations.

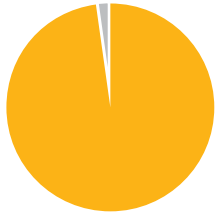


*Human Resources* is a leading magazine that addresses the unique issues and challenges affecting HR and related professionals in Hong Kong.

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





Connect

98%

of HKIHRM  
members read  
*Human Resources*



Influence

66.5%

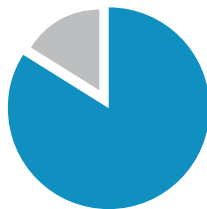
of readers file  
*Human Resources*  
for future reference



Engage

30 minutes

is the average time  
readers spend with  
*Human Resources*



Value

84%

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

## Sponsored Content

*Human Resources* offers the opportunity to publish sponsored articles and promotional features alongside the magazine's editorial content. Limited to two per edition, sponsored content allows suppliers to the HR profession to highlight the benefit or their products and services in more detail than allowed by traditional display advertising.

- Thought-leadership articles to demonstrate your expertise
- Highlight business challenges that can be solved by your product
- Provide detailed descriptions of how your service can benefit HR departments



Sponsored content pages must be designed to appear different to the editorial content of the magazine. For example, through the use of different fonts, spacing, columns or backgrounds.

Sponsors may provide their own artwork or engage Ninehills design services to position your text and graphics within our standardised sponsored content format (see samples on this page).



For further information, please contact:

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## Print Specifications

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

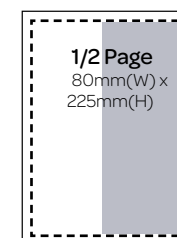
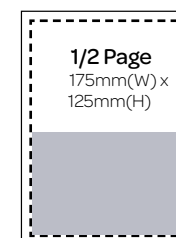
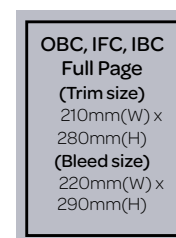
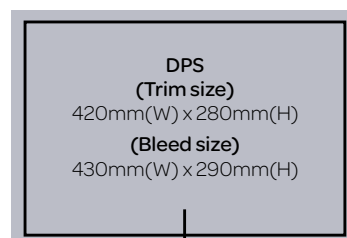
## Sponsored Content

Full Page	15,000	1,950
Double Page Spread	25,000	3,250
Layout fee (optional)	3,000	400

## Special Advertising

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

## Display



## Publishing Schedule

### Bi-monthly:

Jan, Mar, May, Jul, Sep, Nov.

## 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.