

## E-newsletter content

Personneltoday.com Direct is a free weekly email newsletter for HR Professionals. The newsletter is written by the same editorial team who write for our magazine and website. It contains the most important of the week's HR news, most recent jobs on our website, important upcoming events in the HR calendar plus a summary of the latest content to the added to the site.

### Content Sections include:

- HR news weekly roundup
- Legal news and employment law
- Networking
- In-depth articles
- Career news and latest HR jobs

### Circulation: 80,000 (Publishers' statement):

The total weekly circulation is 80,000 recipients. Of these, more than 30,000 are directors, department heads, HR managers, officers and advisors.

### Purchasing responsibility breakdown (where recorded):

- Recruitment advertising (19895)
- Training packages/ services (15171)
- Books/ magazines (12969)
- Recruitment consultancy services (12454)
- HR/ management consultancy services (12208)
- Incentives/benefits (7273)
- Conference/ training facilities (6776)
- Office equipment/ services (6366)
- Psychometric test packages (6308)
- Payroll systems/ services (6166)
- Occupational Health products/ services (5286)
- Software/ Hardware (4971)
- Management consultancy services (4489)

### Frequency: Weekly (Every Wednesday)

## Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top Banner	468 x 60	1,500
Skyscraper	120 x 600	2,200
Bottom MPU	300 x 250	1,400
Bottom banner	468 x 60	1,000
Solus	As above	3,700

## Advertising delivery requirements

Advertisements and/or copy must be submitted to [e-marketing.operations@rbi.co.uk](mailto:e-marketing.operations@rbi.co.uk) at least (5) five business days before scheduled sponsorship. GIF, animated GIF and JPEG images are accepted. Flash and rich media files are not accepted. File size should not exceed 30k. All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (200 characters).

• Either MPU OR banner will feature on the newsletter (see left).

### Sales contact information

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### Online ad production

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