

# SHRMmedia

TRUSTED PRODUCTS. DYNAMIC AUDIENCE. RICH RESULTS.

DIGITAL

## SHRM E-NEWSLETTERS

With SHRM e-newsletters, HR pros truly open up to the latest news, trends and advice from SHRM and its partners. Reach a focused audience through ads in any of several highly popular topical publications and special editions — or go for the core with HR Daily or HR Week. No matter your choice, the prominent, in-line ads offer generous returns as either a lead-gen or branding vehicle.

With multiple ad placements, at varying price points, readers come, they click — and you conquer. Pair the e-newsletters with a multi-platform SHRM.org buy for maximum reach and effectiveness.



*“Bamboo HR runs many successful programs with SHRM which have helped us target the HR community and as a result has lifted our brand recognition. We initially focused on SHRM’s e-newsletters as a key element of our lead generation strategy and based on its success have incorporated webcasts, HR Magazine and shrm.org programs that have all contributed to a strong return on our advertising investment.”*

– Media Buyer

### HR DAILY (SUBSCRIBERS: 423,000)

SHRM’s premier e-newsletter delivers breaking news to more than 423,000 SHRM members and opt-in readers each weekday.

### HR WEEK (SUBSCRIBERS: 455,000)

Reach more than 455,000 HR professionals every Monday morning (including all SHRM members), and make your brand forward-leaning, with SHRM’s weekly “early warning” of the issues most pressing to HR.

## HR TOPICS

SHRM's HR Topics opt-in e-newsletters cover the latest news and analysis in HR subject matter areas such as compensation and benefits, technology, compliance, and talent management. As an affordable way to reach SHRM's various specialty audiences, these popular e-newsletters ensure great visibility and ROI:

- **COMPENSATION & BENEFITS (SUBSCRIBERS: 70,800)**  
The latest compensation and benefits trends and best practices for employers delivered Thursday mornings.
- **HR TECHNOLOGY (SUBSCRIBERS: 51,900)**  
Keep up with what's happening in the world of HR technology, delivered Tuesday afternoons.
- **WORKPLACE COMPLIANCE (SUBSCRIBERS: 79,600)**  
Summaries of legal decisions, legislative news and regulatory news delivered Friday afternoons.
- **TALENT MANAGEMENT (SUBSCRIBERS: 77,700)**  
The latest news in staffing, organizational and employee development delivered Wednesday afternoons.
- **TALENT ACQUISITION (SUBSCRIBERS: 77,800)**  
The latest news in staffing, organizational and employee development delivered Wednesday afternoons.
- **CALIFORNIA HR (SUBSCRIBERS: 30,700)**  
California HR and employment news delivered bi-weekly.
- **GLOBAL HR (SUBSCRIBERS: 32,600)**  
Focus on international HR management reaching multi-national organizations delivered monthly.
- **CERTIFICATION (SUBSCRIBERS: 131,000)**  
Provides the latest news to advance the careers of SHRM-Certified professionals delivered monthly.

## SHRM'S CONFERENCE TODAY AND OTHER E-NEWSLETTERS

During the SHRM Annual Conference & Exposition each June, the Conference Today e-newsletter serves as the primary news source both for attendees and for HR professionals eager to see what's trending at the conference that week.