

HR MAGAZINE

HR Magazine is the largest circulated, most closely read HR publication in the world. No other publication reaches more high-level HR decision-makers and is delivered to more executive-level HR subscribers.

Our award-winning publication consistently delivers in-depth insights, analysis and viewpoints, making *HR Magazine* **the most trusted and authoritative publication of its kind.**



HR MAGAZINE CIRCULATION⁺

290,000

total qualified
circulation

111,000

executive-level
paid subscribers

200,000

manager-level
and above
paid subscribers

750,000

total readers
each month**

SUPERIOR REACH TO HR

HR Magazine serves as a key benefit for **more than 290,000 members** of the Society for Human Resource Management (SHRM). In addition to the wide-ranging human resource profession, *HR Magazine* readers include practitioners specializing in distinct disciplines such as benefits, talent management, talent acquisition, compensation and compliance.

HR Magazine reaches SHRM members in every HR functional area and industry and is deeply read in organizations ranging from small businesses to large multinational enterprises. And because of SHRM's superior editorial coverage and extensive reach into the HR profession, **more than 50% of our readers do not personally receive any other HR publication***, meaning your ad is best served through *HR Magazine*.

INFLUENCING PEOPLE AND THE PROFESSION

9 in 10 HR Magazine subscribers find the publication useful to their profession*.



"I use it as a tool in my staff meetings to talk about why a particular article is important to what we are doing. Share the magazine with staffers to read in the office."

– Director

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READERSHIP LEVEL⁺

- Executive: 40%
- Managerial: 32%
- Administrative: 9%
- Allied to HR: 19%

READER EXPERTISE AND INTERESTS

- Benefits
- Compensation
- Business Leadership
- Diversity
- Employee Eelations
- Ethics
- Global HR
- Labor Relations,
- Organizational and Employee Development
- Safety and Security
- Talent Management
- Technology

⁺Publisher Data, June 2017

^{*}Signet Research, 2017

^{**}Readex, 2014