

# MEDIA

## Business Management

**DAILY**

**HR**  
SPECIALIST



***They Buy From Us.  
They'll Buy From You.***

# ABOUT US

*They Buy From Us.  
They'll Buy From You.*

**BusinessManagement**  
**DAILY**

Since 1937, Business Management Daily and *HR Specialist* have helped thousands of organizations succeed by helping people succeed. Each business day, over 80,000 executives, managers, and other decision-makers turn to us for plain-English, actionable advice on human resources, leadership, office management, and more.



Our e-letters, webinars, newsletters, books, websites, special reports, looseleaf services, CDs, DVDs, and live events quickly provide these professionals the skills and strategies they need to improve their operations...increase efficiency...comply with regulations...and advance their careers.

These decision-makers share a thirst for business knowledge. And because 100% of our customers are either paid buyers or opt-in readers, they are the ideal audience for your products and services.

For more information contact Mary Adams at (201) 445-7007 or [mary@eventgrp.com](mailto:mary@eventgrp.com).



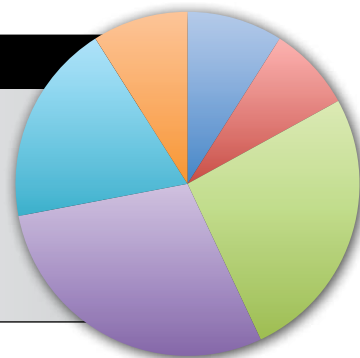
**BusinessManagement**  
*They Buy From Us. They'll Buy From You.* **DAILY**

# ABOUT OUR READERS

Business Management Daily and *HR Specialist* customers cut across a wide cross-section of private- and public-sector employers. Here is a breakdown of readership by company size, job title, and purchasing authority:

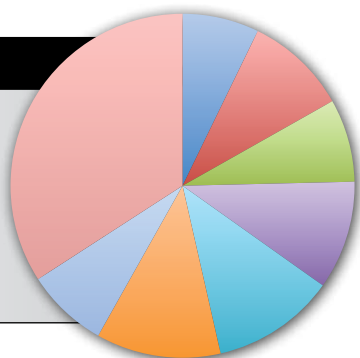
## Job Title

Owner	9%	Manager	19
President	8	Administration	9
Director	26		
Vice President	29		



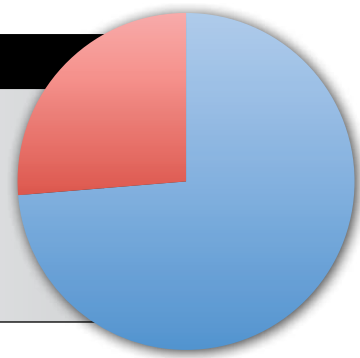
## Company Size

1-5 employees	7.2%	101-200 employees	11.6
6-25 employees	9.6	201-500 employees	11.7
26-50 employees	7.8	500-1000 employees	7.7
51-100 employees	10.2	1000+ employees	34.1



## Purchasing Authority

Make buying decision	73.7%
Influence, recommend or not involved	26.3



**Subscribers include decision-makers at companies like:**

ADT Security	Blue Cross	Halliburton	Paychex
Airbus	Budget Rent-A-Car	Honeywell	Toyota
Alcoa	Caterpillar	LL Bean	U.S. Army
Aveda	Coca-Cola	McDonald's	Wells Fargo
Black & Decker	Disney/ABC	Merck	Westinghouse

# MEDIA OPTIONS

## E-LETTERS

Business Management Daily's electronic newsletters provide concise updates on the workplace issues our readers care about. We feature 5 weekly e-letters, including our Week in Review digest of the week's hottest topics:

E-Letter	Frequency	Circulation
Week in Review	Weekly	61,924
Human Resources	Biweekly	29,159
Office Technology	Biweekly	8,213
Leaders & Managers	Biweekly	25,442
Office Coaching	Biweekly	12,703
Office Management	Biweekly	15,224

HR Specialist's e-letters mirror the topics covered in our print newsletters, and often feature content from these paid publications:

E-Letter	Frequency	Circulation
HR Weekly	Weekly	16,134
HR Soapbox (blog)	Biweekly	8,923
Case in Point (employment law blog)	Biweekly	12,081
Benefits Alert	Biweekly	4,712
Admin Pro Forum (secretaries and admin pros)	Weekly	9,708

Business Management Daily isn't just the name of our company. It's also the title of our daily feed of new additions to our website, plus breaking business news stories. A great way to reach news-hungry business decision-makers!

E-Letter	Frequency	Circulation
Business Management Daily	5x/week	130,000

## Custom Publishing/Content Licensing

All Business Management Daily and *HR Specialist* e-letters are available as custom-published e-letters with our company masthead and logo. You may also license e-letter or newsletter content to create your own e-letter, or to enhance the "stickiness" of your website to build traffic.





## Targeted E-Promos

We will deliver your message directly to our targeted customers – not just e-letter readers, but paid subscribers, book/CD buyers, and webinar and conference attendees.

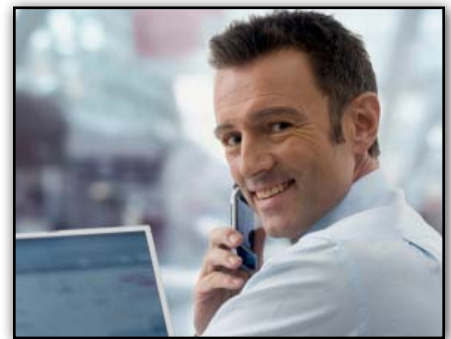
## Marketplace Inserts

Four times a year, our newsletters are accompanied by a 4-page supplement that goes in-depth on a specific area of interest to our readers. This offers you the unique opportunity to target your message to the content provided (or provide our own content). You can either advertise within the Marketplace Insert, or sponsor the entire issue – a great, low-cost way to reach our 34,000+ paid subscribers.

Issue	Ad Deadline	Topic
March 2012	1/15/2012	HR Software
June 2012	4/15/2012	Incentives, Rewards and Recognition
September 2012	7/15/2012	HR Training, Consulting and Coaching
December 2012	10/15/2012	Compensation & Benefits

## Newsletter Issue Inserts

Your brochure, flyer, or catalog may also “ride along” in our print newsletter issues. This allows you to reach our direct-mail-sold subscribers, while avoiding all postage, insertion, and mailing charges. And because your message rides along in a paid newsletter issue, every envelope is opened.



## Newsletter Display Ads

Business Management Daily and *HR Specialist* offer limited opportunities for display advertising within our newsletters themselves. All ads must be approved by our editorial department. Banner and quarter-page ads are available.



## Mailing List Rentals

Business Management Daily and *HR Specialist* rent lists of our masterfile ... active and expired subscribers (by topic) ... book buyers ... and webinar and conference attendees, allowing you to target very specific buyers. For more information contact Danny Grubert at Lake Group Media at (914) 925-2400 or [Danny.Grubert@LakeGroupMedia.com](mailto:Danny.Grubert@LakeGroupMedia.com).

## Webinar Sponsorships

Business Management Daily and *HR Specialist* produce over 100 webinars per year in the areas of HR ... office technology ... office administration ... leadership ... and more. We can add your logo to our promotional e-mails, and mention you as a sponsor of the event. Each webinar receives 3-4 e-mail blasts, resulting in several hundred thousand impressions for your message.



You may also choose to produce your own **free webinar**, either with your own speaker or one provided by us. This event will be promoted multiple times to our highly responsive list of webinar attendees, newsletter subscribers, and e-letter readers, and both the promotions and the event itself are outstanding ways to reach targeted buyers.

## Live Conference

Every year, HR Specialist produces LEAP – the prestigious *Labor & Employment Law Advanced Practices Symposium*. LEAP 2012 takes place at the Aria Resort & Hotel in Las Vegas March 21-23. Several tiers of sponsorship are available, from including logos on promotional materials to exhibiting at the event itself. To sponsor LEAP 2012, visit [www.LEAP-2012.com/sponsors](http://www.LEAP-2012.com/sponsors).



## HR Professionals' Week

The *HR Specialist* decided that our hard-working human resources pros are underappreciated – and under-rewarded. So we created our own holiday for them! Every March, HR Professionals' Week features a free live webinar ... free downloads and podcasts ... and discounts on our HR products and services.



# AD RATES

## **Business Management Daily Topical E-Letters, Case in Point, HR Soapbox, and Benefits Alert**

	<b>Weekly</b>	<b>Monthly</b>
Top Horizontal Banner	\$575	\$1,000
Box Ad right-hand side (positions 1-3)	375	700
Text Ad (positions 1-3)	375	700

## **Business Management Daily Week In Review, HR Weekly and Admin Pro Forum**

Top Horizontal Banner	\$675	\$2,500
Box Ad right-hand side (positions 1-3)	475	1,200
Text Ad (positions 1-3)	475	1,200

## **Business Management Daily**

Top Horizontal Banner	\$775	\$2,800
Box Ad right-hand side (positions 1-3)	575	1,475
Text Ad (positions 1-3)	575	1,475

## **Sponsored E-Promos** \$350/M

## **Marketplace Inserts (multiple-issue discounts available)**

Entire Issue	\$4000
Full Page	2500
Half-Page	1500
Quarter-Page	900

## **Newsletter Issue Inserts (multiple-issue discounts available)** \$250/M

## **Newsletter Display Ads – HR newsletters**

Banner	\$2000
Quarter-Page	675

Contact us for non-HR titles.

## **Webinars (multiple-event discounts available)**

Paid Webinar Sponsorships (4 efforts)	\$4000
Free Webinars (per effort)	\$225/M

## **HR Professionals' Week – 5 daily blasts**

	<b>Weekly</b>	<b>Monthly</b>
Top Horizontal Banner	\$775	\$3,300
Box Ad right-hand side (positions 1-3)	575	2,400
Text Ad (positions 1-3)	575	2,400

# SPECIFICATIONS

## E-Letters

Top Horizontal Banner	600x90
Box Ad right-hand side	160x240
Text Ad	50 words (including live link)

## Marketplace Inserts

Full Page	8 3/8" x 10 7/8"
Half-Page Vertical	3 5/8" x 9 1/4"
Half-Page Horizontal	7 1/8" x 4 1/2"
Quarter-Page	3 5/8" x 4 1/2"

## Newsletter Issue Inserts

Machine-insertable only  
No larger than 5 1/4" x 8 1/4" folded  
No larger than 8 pages  
Additional postage may apply

## Newsletter Display Ads – HR newsletters

Banner	7 1/4" x 1"
Quarter-Page	3 5/8" x 4 1/2"





# OUR PRODUCTS

## HR

The HR Specialist  
HR Specialist: Compensation & Benefits  
HR Specialist: Employment Law  
HR Specialist: Premium Plus  
(online information service)  
HR Specialist State Employment Law newsletters  
(in 10 leading states)  
Manager's Legal Bulletin  
Payroll Legal Alert

## Office Administration

Administrative Professional Today  
Office Technology Today

## Leadership

Executive Leadership

## Tax

Small Business Tax Strategies

## Looseleaf Services (updated semi-annually)

The Complete Compliance Guide to Federal & State Employment Law  
Employee Problem-Solver  
Employer's Guide to Record-Keeping Requirements  
Payroll Compliance Handbook

## Events

Business Management Daily and HR Specialist Webinars  
HR Professionals' Week  
LEAP - the Labor and Employment Law Advanced  
Practices Symposium



# WHAT OUR READERS TELL US

## Actual testimonials from Business Management Daily and HR Specialist subscribers

*"This is the only publication I care about. Topics are extremely helpful. I like the examples that are used. Keep up the good work. I plan to renew my subscription."*

— B.D., Rehrersburg, PA

*"It's a great resource. I use it frequently for myself, HR staff and my managers."*

— H.S., Anchorage, AK

*"You provide information I can sink my teeth into and use right away. You only use information that's substantiated – I feel very comfortable following your advice."*

— P.D., Riverside, CA

*"I was impressed and now the whole office asks for copies. A great tool."*

— J.O., San Diego, CA

*"You zero in on what's important. No one can keep up with the screwballs in Washington, but you guys do as good a job as can possibly be done."*

— J.W., Lexington, KY

*"You keep me abreast of everything I need to know about. It's simple, to the point, and doesn't include a lot of details that I don't have time for."*

— R.D., Astoria, NY



**BusinessManagement**  
**DAILY**



Our professional staff can mix and match any of these options to create a highly targeted, customized, and cost-effective marketing program that best fits your company's goals, objectives, and budget.

Please contact: Mary Adams  
mary@eventgrp.com  
(201) 445-7007

*They Buy From Us.  
They'll Buy From You.*



**BusinessManagement**  
*They Buy From Us. They'll Buy From You.* **DAILY**