WHO IS AHRI?
The Australian HR Institute (AHRI) is the only national association in Australia representing human resource and people management professionals. AHRI currently has over 20,000 members and is one of Australia’s fastest-growing associations.

We also have four HRM platforms (Daily news, weekly news, monthly magazine and online website) for dedicated HR professionals and students to subscribe and visit, where we reach nearly 183,000 users each month.

WHO ARE AHRI MEMBERS AND HOW DO THEY USE THE MEMBER COMMS?
AHRI members are predominantly human resource and people management professionals including HR directors and managers, specialist and general HR practitioners, consultants, line managers and team leaders.

90% of readers use HRM platforms to stay up-to-date on the latest industry news.

47% of our readers noticed sponsored editorial.

2,656,942 visits to the AHRI websites in 2015.

77% of HRM readers work in companies with more than 101 employees.

35% of readers enquired about products or services after seeing them advertised on HRM platforms.

97% consume HR or business news through the HRM platforms at least once a week.

92% of HRM readers agree that HRM Magazine, website, e-newsletters & video’s, contain interesting & relevant content.

92% of HRM readers agree that HRM Magazine, website, e-newsletters & video’s, contain interesting & relevant content.
HRM delivers members and HR professionals quality, independent content that can be used as a trusted business tool in their day to day long-term career. Below are the details and rates across the HRM AM platform.

**HRM AM - EDM'S**

Monday - Thursday Daily Newsletter to keep HR professionals & Ahri members updated with the latest breaking news and services.

- **31,000 circulation**
- **Av. 6200 daily EDM views**
- **Av. 1040 engagement views**
- **Av. 230 advert click through rate (CTR 22%)**

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**HRM AM DAILY E-NEWSLETTER**

*20% Discount has already been applied

- **X4 POSITION 1 - $2750**
- **X4 SPONSORED CONTENT - $4800**

**INVALUABLE CONTENT FOR AHRI MEMBERS**
HRM WEEKLY - EDM’S

The weekly newsletter which keep Ahri Members and HR Professionals updated with latest news and interested over the week. HRM Weekly releases every Friday.

This is an extremely popular and high exposed avenue. With dedicated weekly readers, product and services can hit a very good CTR. Please find below the types of adverts we have and their price:

HRM WEEKLY UPDATE PRICES

- **X4 TOP LEADERBOARD** - $6000
- **X4 MREC POSITION 1** - $6000
- **X4 MREC POSITION 2** - $5000
- **X4 MREC POSITION 3** - $4000
- **X2 SPONSORED CONTENT** - $5000

*x4 = 4 separate adverts to be used in the weekly EDM
*x2 = 2 separate adverts to be used in the weekly EDM
This is our iconic monthly magazine that delivers to over 14,000 dedicated paid Ahri members. Deliver monthly topics, interests and constructive debates to help HR Professionals engage and learn which can be demonstrated in the workforce.

**HRM Magazine Prices**

- Double Page Spread - $7650
- Full Page - $4750
- Half Page - $3000
- Sponsored Content Full Page - $6000
HRM AND AHRI PLATFORMS

HRM ONLINE PLATFORM
Daily digital content is geared to helping HR professionals stay informed of breaking news, and solve the problems they’re encountering today.

- **92,718** unique visitors per month
- **100,733** page views per month
- **3.03** minutes average engagement time
- **1111** Average advert clicks per month

HRM ONLINE PRICES

- **1 X LEADERBOARD** - $5500
- **1 X HALF PAGE ADVERT** - $7000
- **1 X SPONSORED CONTENT** - $6500

*All prices includes staying on the website the entire month & 100% SOV.

HR: CAREERS
The HR:Careers section is used to advertise job listings and is located on the homepage of HRMOnline.com.au and prices start at $500.
AHRI.COM.AU

36,180
unique visitors per month

207,450
page views per month

WHAT’S ON AT AHRI WEEKLY UPDATE

30,962
circulation

20%
click through rate

17%
average open rate 18% CTR

HOMEPAGE
X1 MONTH LEADERBOARD - $3000

SEARCH PAGE
X1 MONTH WIDE SKYSCRAPER - $3000

OTHER PAGES
25% SHARE OF VOICE - $5,000
50% SHARE OF VOICE - $8,000
100% SHARE OF VOICE - $15,000

Text ads will run across each page of the section imbedding your marketing message across the AHRI site, as well as generating impressive click through rates to your own website.

X4 POSITION 2 - $2,500
X4 POSITION 3 - $2,000

Rates do not include GST
We also have a range of bespoke native advertising opportunities across the AHRI.com.au sites. Please see page 6 for more detail.

Talk to Kieran about the advertorial, sponsored content options across the print and digital HRM platforms. Mahlab can work with you to create useful and engaging content for our audiences based on your area of expertise and objectives. Rates and production charges available on request.
2018 EVENT SPONSORSHIP OPPORTUNITIES

THE MAGAZINE OF THE AUSTRALIAN HR INSTITUTE

AHRI – Australian HR Institute • Advertising enquiries: Kieran Liggins • 02 9556 9138 • kieran@mahlab.co

2017 EVENT SPONSORSHIP OPPORTUNITIES

The AHRI 2017 National Convention and Exhibition is Australia’s flagship event for HR and people managers. The 2016 convention attracted 3,349 HR professionals from around the country, with over 80% of attendees at HR manager/influencer or decision maker level within their organisation.

LOCATION: International Convention Centre Sydney
DATE: 21-23 August
OPPORTUNITIES:
• Sponsorship packages from $20,000 +GST
• Exhibitor opportunities from $7,500 +GST

AHRI INTERNATIONAL WOMENS DAY BREAKFASTS

In celebration of International Women’s Day, AHRI will bring together HR professionals and business leaders for a conversation on accelerating women in the workplace for organisational success.

LOCATION: Brisbane, Sydney, Canberra, Melbourne
DATE: March
OPPORTUNITIES:
• Sponsorship package for each event $12,000 +GST

AHRI STATE CONFERENCES

The AHRI State Conferences are a series of one-day events that will run across Australia in 2017. Opportunities vary to sponsor or exhibit providing the perfect opportunity for your business to reach a targeted and captive audience at a state/territory level.

LOCATION: Darwin, Perth, Adelaide, Newcastle, Brisbane
DATE: March, May & October
OPPORTUNITIES:
• National sponsorship $50,000 +GST
• State sponsorship from $10,000 +GST
• Exhibition opportunities $2,500 +GST

AHRI INCLUSION & DIVERSITY CONFERENCE

A conference program that focuses on building management practice and recognising outstanding individuals and organisations that have demonstrated excellence within the inclusion and diversity space. An opportunity to affiliate your brand with Inclusion and Diversity.

LOCATION: Sydney, Canberra, Melbourne
DATE: May, October, November
OPPORTUNITIES:
• State Principal sponsorship per event $50,000 +GST

AHRI NATIONAL CONVENTION & EXHIBITION

The AHRI 2017 National Convention and Exhibition is Australia’s flagship event for HR and people managers. The 2016 convention attracted 3,349 HR professionals from around the country, with over 80% of attendees at HR manager/influencer or decision maker level within their organisation.

LOCATION: International Convention Centre Sydney
DATE: 21-23 August
OPPORTUNITIES:
• Sponsorship packages from $20,000 +GST
• Exhibitor opportunities from $7,500 +GST

AHRI AWARDS

Australia’s premier human resources and people management awards. The awards recognise the outstanding individuals and organisations that have demonstrated excellence in the contributions they have made to their business as well as the HR profession.

LOCATION: Melbourne
DATE: 30 November
OPPORTUNITIES:
• Awards Partner (x 2) $40,000 +GST
• Awards theme sponsorships $20,000 +GST

For enquiries or bookings contact AHRI: corporatesales@ahri.com.au or call 1300 239 642

The Australian HR Institute (AHRI) is the national association representing human resource and people management professionals with over 20,000 highly engaged members from Australia and across the globe. The below events offer a range of sponsorship opportunities designed to offer maximum engagement with your audience and offered in a range of options to suit different requirements.
Mahlab Agency are experts in helping your advertising campaign work hard on the AHRI platforms. You know your services and products, but we provide our expertise and recommendations so your brand stands out to our audiences. That will mean more leads for you and better ROI for your advertising dollars. We offer creative and native advertising solutions across both our print and digital platforms to maximise the impact of your campaign.

CREATIVE ADVERTISING
Use the latest in print and online technology to help your ad stand out as soon as someone picks up a magazine or sees your ad on the website or enewsletter. This can mean the reader spends more time on your ad and so has deeper engagement with your brand and message.

Online we can offer:
- Skins that take over the website, expandable ad units and in-ad videos
- Rich media so that the ad interacts with the users and the ad changes when the users’ mouse passes over it.

In print we can offer:
- Belly-bands
- Cover wraps
- Barndoors
- Tip-ons
- Gatefolds

SPONSORED CONTENT
Sponsored content, or native advertising is where you use the trusted environment of the AHRI content platforms (the magazine, website and enewsletter) to share your own useful, engaging and informative content such as research and case studies. We will edit this content and that can be your opportunity to show leadership and expertise in your sector.

ADVERTORIAL
This is your chance to talk directly about your products and services. You can include call to actions, logos and contact details.

SUPPORTED BY
Align your brand with an AHRI feature relevant to your marketing objectives.

Prices for print and digital creative and native advertising are available on application. Mahlab can also offer design services. Mahlab can work with you to identify what it is you could say to this audience that will make them sit up and listen, as well as taking care of the writing and design.
INSERTS

- Maximum insert size is 210 x 275 or onsert size is 220 x 285.
- Insert distribution with HRM is limited to 9 inserts per issue and subject to availability at time of booking.
- Bound-in inserts are available: Prices on application.
- Inserts can not be above 20 grams unless previously arranged with your sales manager. Price on application for inserts above 20 grams.
- Folding and insertion charges will apply.
- If supplying pre-folded, please use a roll fold, NOT a Z fold (backwards).
- Onserts are inserted into the plastic wrap between the flysheet and the magazine.
- Other insert options include wrapped belly-bands, belly-bands spot glued to specific pages, flysheet takeovers, tip-ons, pouches.
- Please speak to Kieran for bespoke packages and quotes.

Please speak to Kieran for bespoke packages and quotes.

<table>
<thead>
<tr>
<th>LOOSE INSERT RATES</th>
<th>QUANTITY</th>
<th>SINGLE A4 2pp DL</th>
<th>A3 FOLDED A4 4pp PLUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>13,500</td>
<td>$3,850</td>
<td>$4,620</td>
</tr>
<tr>
<td>ACT</td>
<td>625</td>
<td>$420</td>
<td>$510</td>
</tr>
<tr>
<td>NSW</td>
<td>3,750</td>
<td>$1,700</td>
<td>$2,100</td>
</tr>
<tr>
<td>NT</td>
<td>250</td>
<td>$420</td>
<td>$510</td>
</tr>
<tr>
<td>QLD</td>
<td>2,100</td>
<td>$900</td>
<td>$1,100</td>
</tr>
<tr>
<td>SA</td>
<td>820</td>
<td>$420</td>
<td>$510</td>
</tr>
<tr>
<td>TAS</td>
<td>250</td>
<td>$420</td>
<td>$510</td>
</tr>
<tr>
<td>VIC</td>
<td>3,560</td>
<td>$1,650</td>
<td>$1,980</td>
</tr>
<tr>
<td>WA</td>
<td>1,370</td>
<td>$650</td>
<td>$780</td>
</tr>
</tbody>
</table>

Quantity includes additional 5% to allow for spoilage.

- All insert deliveries must be labelled with delivery label supplied by Mahlab.
- All insert ad material must be submitted for approval to Mahlab prior to the material deadline. Failure to submit material for approval may result in cancellation of the booking and the advertiser incurring a 50% late cancellation charge.
- For full terms and conditions including cancellation deadlines please visit www.mahlab.co/contact-us/terms-and-conditions.

Insert Delivery address:
Att: Mary Lucic
D+D Mailing
1064 Canley Vale Road
Wetherill Park NSW 2165

REMEMBER YOU CAN ALSO ADVERTISE ON THE FLYSHEET THAT IS INSERTED TO THE FRONT OF THE MAGAZINE WHEN MAILING TO SUBSCRIBERS.
## AHRI Platforms Schedules

### HRM Magazine

<table>
<thead>
<tr>
<th>Cover Date</th>
<th>Booking Deadline</th>
<th>Material Deadline</th>
<th>Issue Published Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2018</td>
<td>8 Dec</td>
<td>11 Dec</td>
<td>1 Feb</td>
</tr>
<tr>
<td>March 2018</td>
<td>25 Jan</td>
<td>29 Jan</td>
<td>28 Feb</td>
</tr>
<tr>
<td>April 2018</td>
<td>2 Mar</td>
<td>5 Mar</td>
<td>5 Apr</td>
</tr>
<tr>
<td>May 2018</td>
<td>29 Mar</td>
<td>4 Apr</td>
<td>7 May</td>
</tr>
<tr>
<td>June 2018</td>
<td>27 Apr</td>
<td>30 Apr</td>
<td>30 May</td>
</tr>
<tr>
<td>July 2018</td>
<td>1 Jun</td>
<td>4 Jun</td>
<td>4 Jul</td>
</tr>
<tr>
<td>August 2018</td>
<td>29 Jun</td>
<td>2 Jul</td>
<td>1 Aug</td>
</tr>
<tr>
<td>September 2018</td>
<td>3 Aug</td>
<td>6 Aug</td>
<td>5 Sep</td>
</tr>
<tr>
<td>October 2018</td>
<td>31 Aug</td>
<td>3 Sep</td>
<td>4 Oct</td>
</tr>
<tr>
<td>November 2018</td>
<td>28 Sep</td>
<td>3 Oct</td>
<td>31 Oct</td>
</tr>
<tr>
<td>December / Jan 2019</td>
<td>2 Nov</td>
<td>5 Nov</td>
<td>5 Dec</td>
</tr>
</tbody>
</table>

*If you require an extension please ask for more details.*

### What’s on at AHRI Weekly Update

**Weekly Send** | **AD Material Deadline** | **AD Booking Deadline**
---|---|---
Every Tuesday | Monday prior | 1 month prior

### What’s on at AHRI Graduate

**Monthly Sends** | **AD Material Deadline** | **AD Booking Deadline**
---|---|---
Fortnightly Wednesday | Friday prior | 1 month prior

### HRM Weekend Update Enewsletter

**Weekly Send** | **AD Material Deadline** | **AD Booking Deadline**
---|---|---
Every Saturday | Friday prior | 1 month prior

### HRM AM Daily Enewsletter

**Daily Send** | **AD Material Deadline** | **AD Booking Deadline**
---|---|---
Every Morning | 1 week prior | 1 month prior

### HRMonline.com.au, AHRI.com.au

**Upload** | **AD Material Deadline** | **AD Booking Deadline**
---|---|---
1st of each month | 1 week prior | 2 weeks prior
ARTWORK REQUIREMENTS

SNAPSHOT

COLOUR SPACE: CMYK

SPOT/PMS COLOURS: NO

FORMAT: PRINT PDF (WITH TRIM & BLEED)

RESOLUTION: MIN 300DPI

DIGITAL SPECIFICATIONS:

MREC – W300 x H250 pixels Format: jpg, gif

Leaderboard – w728 x h90 pixels
Format: jpg, gif

Half page – w300 x h600 pixels
Format: jpg, gif

Section display ad - w205 x h240 Format: jpg, gif

Maximum file size 500k

For animated gifs include a static image as safeguard for unsupported browsers, all key information should be on 1st gif panel. It will need to be a full finished file including links. Recommended animation length 15 seconds

Text ads. Headline: Max 40 characters including spaces. Body text: Max 93 characters including spaces. Exclamation marks can’t be included in the copy.

Ads with white backgrounds need to have a box around them.

SPONSORED CONTENT:

HRM Weekly Update
Heading: 35 characters (including spaces), Body: 140 characters. Heading should be short and snappy. Ones with numbers, questions, ‘how to’ or calls to action like ‘learn’ or ‘read’ work well. Provide ‘Read More’ URL. Image size:592px w x 253px d.

HRM AM Sponsored Content:
Heading: 35 characters (including spaces), Body: 140 characters. Heading should be short and snappy. Ones with numbers, questions, ‘how to’ or calls to action like ‘learn’ or ‘read’ work well. Provide ‘Read More’ URL. Image size:592px w x 253px d.

Handy Tip: Because of the length, it helps to think of it like a tweet. Clear and concise is best. This text is a short excerpt to entice people to click through to a larger piece of content or website. Material Deadline: 7 days prior to your send date

Sponsored Content Hub Site on HRMonline.com.au: 600 - 800 word article with hyperlinks + high res Image 880x736H + 4x MRECs (MREC’s optional)

PRINT SPECIFICATIONS

FULL PAGE

Trim size W220mm x H285mm

Type area W190mm x H255mm

Full bleed W230mm x H295mm

HALF PAGE HORIZONTAL

Trim size W210mm x H135mm

Type area n/a

Full bleed n/a

FILE SUPPLY SPECS

Advertisements should be submitted as CMYK press-ready PDF files (PDF/X-1a:2001) with NO SPOT or PMS colours.

Maximum Ink Saturation 300%

DO NOT use Registration Black.

Convert fonts to outlines where possible to prevent fonts defaulting.

Press Ready PDF files should be submitted with crop marks and 5mm bleed on all sides where necessary.

All images should be a minimum of 300 dpi at the size they’re used and all fonts should be embedded.

It is the responsibility of the advertiser to ensure that all PDF files are submitted to press-ready standard.

Incorrectly supplied material will incur a production handling fee of $50.

GOT A QUESTION ABOUT ARTWORK?

Contact:

Eirene Sidiropoulos, P 02 9556 9101

artwork@mahlab.co

Artwork delivery:

Courier/Post:

Mahlab Media

369a Darling Street, Balmain,

NSW, 2041
FOR OVER 15 YEARS MAHLAB MEDIA HAVE BEEN EXPERTS IN WORKING WITH ASSOCIATIONS TO HELP THEM USE INDEPENDENT, RELEVANT AND INFORMATIVE CONTENT TO RETAIN AND GROW THEIR MEMBERS.

We understand that useful and inspiring content is essential for professionals to advance their careers in their chosen industry.
By advertising in trusted member environments we can help you get your marketing messages in front of a niche and engaged audience of relevant decision makers.

Since 1997 Mahlab Media have been creating compelling content that generates new customers and engenders loyalty. Here are a few of the brands we work with