



HRM
THE MAGAZINE OF THE AUSTRALIAN HR INSTITUTE

AHRI
Australian HR Institute®

2024
**MEDIA
KIT**



WELCOME TO AHRI

The Australian HR Institute (AHRI) is the only national association in Australia representing human resource and people management professionals. This includes HR directors and managers, specialist and general HR practitioners, consultants, line managers and team leaders.

AHRI currently has **over 16,000 members** and is one of Australia's fastest-growing associations. We have four HRM platforms (daily news, weekly news, monthly magazine and website) for dedicated HR professionals to subscribe and visit.

80%

of our audience use HRM channels as **their primary source of HR news.**

70%

of our audience agree that **HRM helps them to do their jobs better.**

*All findings from the 2021 HRM readership survey

HRM ONLINE

139,000+

monthly visitors

263,000+

monthly page views

HRM PRINT

11,000+

highly-engaged readers every month*

*as of Feb 2023

HRM AM

45,000+

subscribers

34%

open rate

HRM WEEKLY

55,000+

subscribers

33%

open rate



E-NEWSLETTERS (EDM)

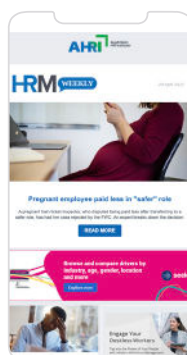


HRM AM

MON – THURS

A daily online newsletter to keep HR professionals and AHRI members updated with the latest breaking news and services.

34% open rate **45,000** subscribers



HRM WEEKLY

EVERY FRIDAY

Weekly update on the top news and views. Premium advertising opportunity to a broad audience.

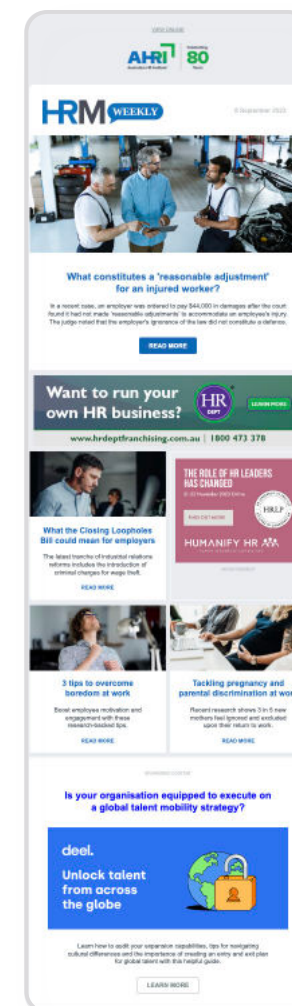
33% open rate **55,000** subscribers

	No. of sends	
MREC	4	\$4000
Sponsored Content (top)	4	\$8000
Sponsored Content (middle)	4	\$6000

*All prices are subject to 10% GST

	No. of sends	
Top Leaderboard	4	\$6990
MREC (3 available)	4	\$5500
Sponsored Content	2	\$6300

*All prices are subject to 10% GST



Leaderboard

MREC Advert

Sponsored Content



TO FIND OUT MORE PLEASE CONTACT JOSH LOMAS > E josh@mahlab.co

HRM MAGAZINE

This is our iconic monthly magazine that delivers monthly topics, interests and constructive debates, to help HR Professionals engage, learn and apply this knowledge to the workforce.

Double page spread	\$8500
Full page	\$5500
Half page	\$3750
Sponsored Content full page	\$6990

*All prices are subject to 10% GST

11,000+

circulation

6

issue per year



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HRM WEBSITE

www.hrmonline.com.au

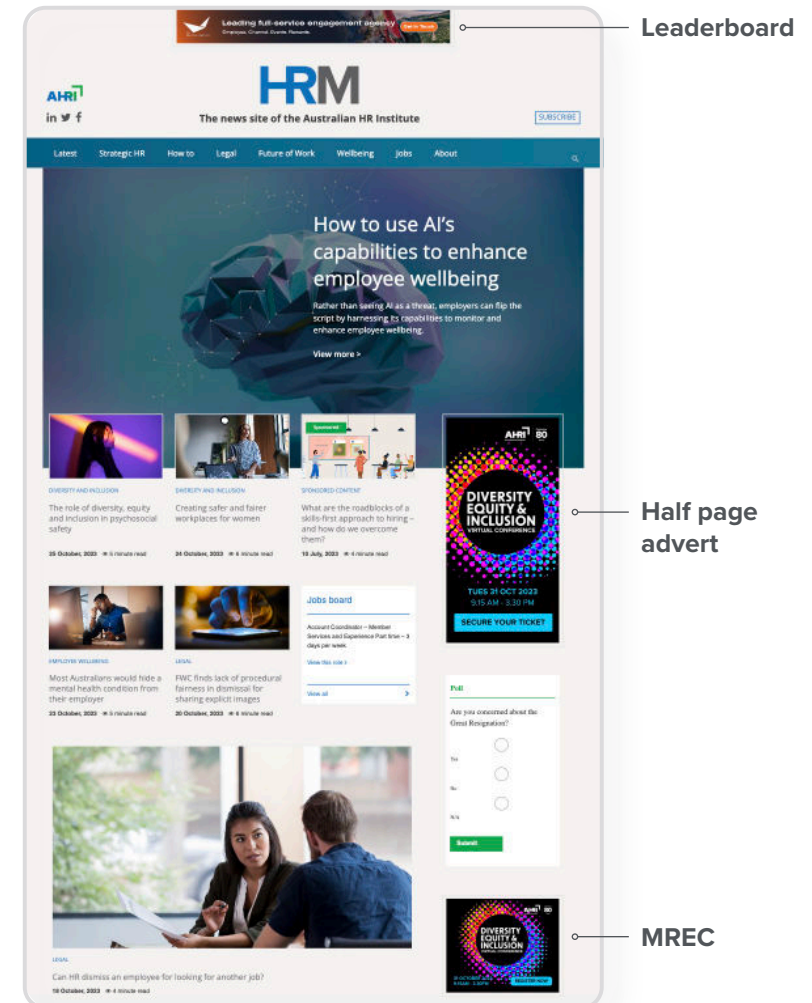
	Price per month
Leaderboard	\$6500
Half page advert	\$7750
Sponsored Content	\$6990
MREC	\$3500

*All prices are monthly & work on a 33% SOV basis.

*All prices are subject to 10% GST

139,000+
unique visitors per month

263,000+
page views per month



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SOLUTION FOCUSSED PACKAGES



HRM can help you to achieve a wide-variety of marketing outcomes. Common goals our partners come to us with include:

Brand awareness	Generating business	Thought leadership
<p>Raise your profile amongst HR professionals by increasing your exposure and touchpoints with this exclusive audience.</p> <ul style="list-style-type: none">• eNewsletter advertising to a combined weekly audience of 100,000+• Advertise in HRM magazine, read by 11,000 HR professionals• Advertise on the HRM website (263k monthly page views)	<p>Increase awareness of your solutions amongst your potential customers, in a setting they know and trust.</p> <ul style="list-style-type: none">• Drive traffic and sign-ups to your webinars, whitepapers, reports and landing pages from our community• Align with the voice of the profession, and promote your content across the HRM channels	<p>Be seen as an opinion-shaper amongst your peers and your customers. Align your brand with key topics and issues in a respected and brand safe space.</p> <ul style="list-style-type: none">• Create content to educate and inform the audience on important issues• Be visible in the right places. 80% of our audience use HRM as their primary source of HR information. Appear alongside their 'go-to' content.



SOLUTION FOCUSSED PACKAGES



Brand awareness package	Example lead generation package	Example thought leadership package
8x Content Slots on HRM Daily (45k subscribers) 4x MRECs on HRM Daily (45k subscribers) 1x Content Slot on HRM Weekly (55k subscribers) 1x month of MREC advertising on the HRM website 1x Full Page advert in HRM Magazine	8x Content Slots on HRM Daily (45k subscribers) 2x Content Slot on HRM Weekly (55k subscribers) 1x month of Leaderboard advertising on the HRM website	2x Sponsored content articles written by sponsor <ul style="list-style-type: none"> We can write it for \$2,300 per article 4x Content Slots on HRM Daily 1x Content Slot on HRM Weekly 2x Months as featured article (1 month per article) <ul style="list-style-type: none"> Appear on the homepage of HRM online 1x Advertorial in the magazine, reformatted for the platform to include content and images
\$28,935 for a three-month campaign \$54,655 for 2x campaigns over 6 months \$102,880 for 4x campaigns over 12 months	\$25,930 for a three-month campaign \$48,960 for 2x campaigns over 6 months \$92,160 for 4x campaigns over 12 months	\$28,908 for a three-month campaign \$54,604 for 2x campaigns over 6 months \$102,784 for 4x campaigns over 12 months
Estimated Results 359,086+ brand impressions and audience touchpoints. High visibility across the entire HRM media portfolio.	Estimated Results 312,232+ impressions of your content and advertising. 1,000+ HR professionals guided through to engage with your content.	Estimated Results 2,766 organic reads of your article (1,383 per article) 500+ additional readers guided through via the promotion. 11,000+ magazine readers that will have access to your advertorial.

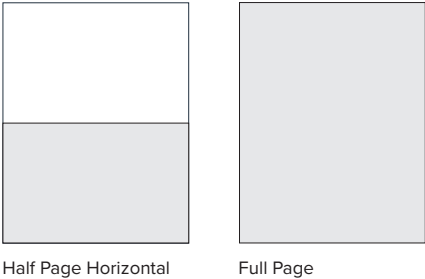


PRINT SPECIFICATIONS

HRM MAGAZINE

ARTWORK REQUIREMENTS:

- Colour space: CMYK
- Spot/PMS Colour: NO
- Print Format: Print PDF (With trim & 5mm bleed)
- Resolution: Min 300DPI



	Trim Size	Type Area	Full Bleed
Full Page	220mm (w) x 285mm (h)	190mm (w) x 255mm (h)	230mm (w) x 295mm (h)
Half Page Horizontal	210mm (w) x 135mm (h)	N/A	N/A



DIGITAL SPECIFICATIONS

ENEWSLETTER (EDM):

HRM AM and HRM Weekly

DIGITAL SPECS	Dimensions
MREC	300px (w) x 250px (h)
Leaderboard – Desktop	600px (w) x 160px (h)

* Format: JPG, GIF

SPONSORED CONTENT

Specifications
Heading
35 characters (including spaces)
Copy
140 characters (including spaces)
Image Size
592px (w) x 253px (d)
Click through
URL

WEBSITE:

HRMonline.com.au

DIGITAL SPECS	Dimensions
MREC	300px (w) x 250px (h)
Leaderboard – Desktop	728px (w) x 90px (h)
Leaderboard – Mobile	300px (w) x 50px (h)
Half page – Desktop	300px (w) x 600px (h)
Half page – Mobile	300px (w) x 250px (h)

SPONSORED CONTENT

Specifications
Body
400-600 word articles
Image Size
1400px (w) x 800px (d)
Click through
URL

GIFS:

The first panel should always include a static image with all the key information on it as a safeguard for unsupported browsers. It will need to be a full finished file including links with an animation length of 15 sec maximum.



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PLATFORM SCHEDULES

Cover date	Material deadline	Insert to mail-house	On desk approx.
Feb 24	8 Jan	22 Jan	1 Feb
Apr 24	11 Mar	25 Mar	4 Apr
Jun 24	13 May	27 May	6 June
Aug 24	8 Jul	22 Jul	1 Aug
Oct 24	9 Sep	23 Sep	3 Oct
Dec 24	11 Nov	25 Nov	5 Dec

Platform	Send / Upload	Ad material deadline
HRM AM EDM	Every morning	1 week prior
HRM Weekly EDM	Every Friday	1 week prior
HRM and AHRI Website	1st of each month	1 week prior



WHO IS MAHLAB?

Mahlab has more than 20 years of experience working with associations to help them use independent, relevant and informative content to retain and grow their membership.

We understand that useful and inspiring content is essential for professionals to advance their careers in their chosen industry.

By advertising in trusted member environment, we can help you get your marketing messages in front of a niche and engaged audience of relevant decision-makers.

Here are brands that we currently partner with:



business nbn[®]

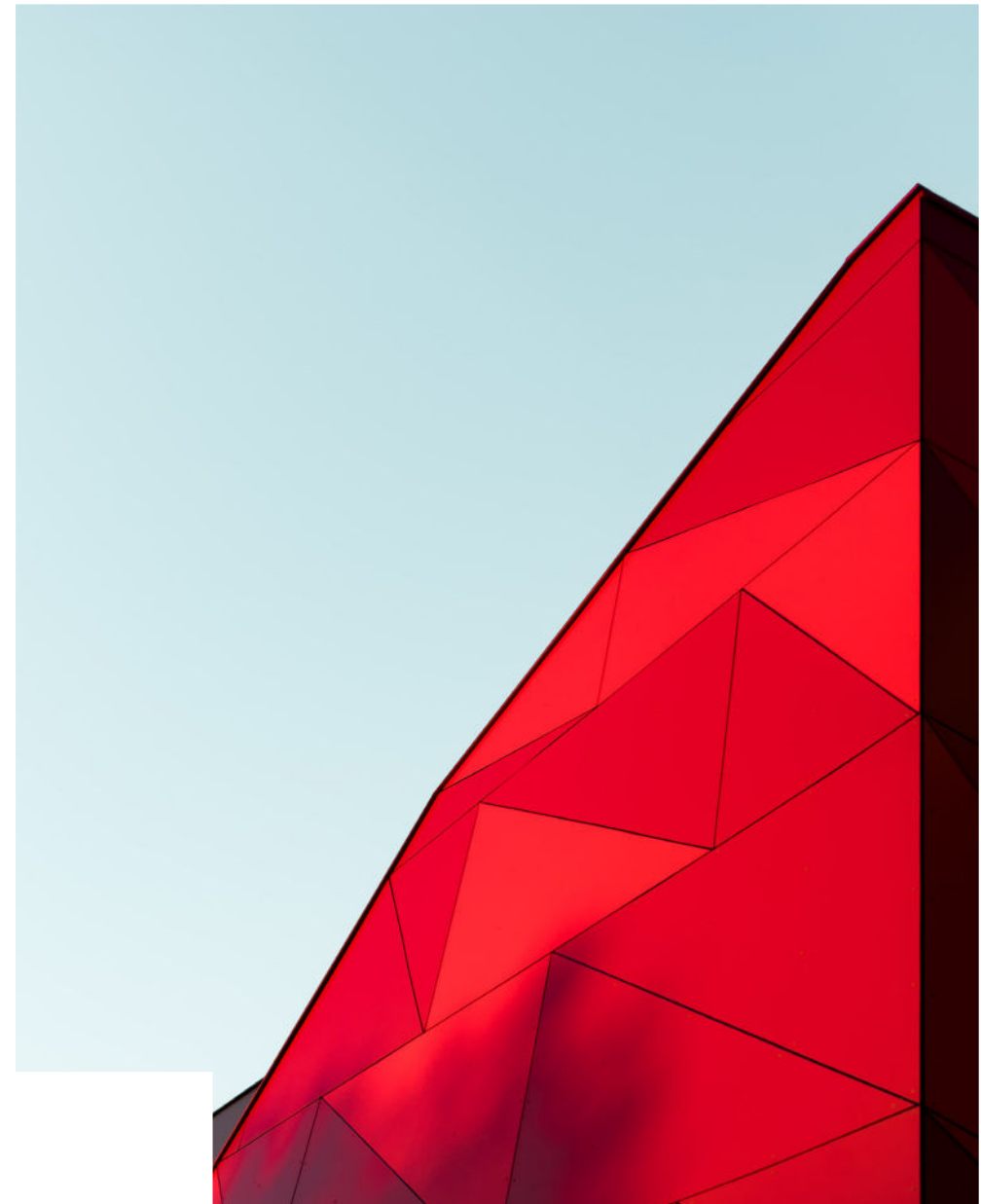
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HRM

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AHRI¹
Australian HR Institute®

C O N T A C T

Josh Lomas

Advertising Manager

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