Human Resources is a leading magazine that addresses the unique issues and challenges affecting HR and related professionals in Hong Kong.

In addition to articles on the latest innovations and research affecting the HR profession in Hong Kong, Human Resources includes regular features such as:

- HR Toolbox
- What's Hot
- China Focus
- Legal Highlight
- Case in Brief

The HKIHRM is the most representative professional human resource institute in Hong Kong. It has around 6,400 members, including 600 corporate members.

The HKIHRM is a member of the Asia Pacific Federation of Human Resource Management, the continental federation of the World Federation of People Management Associations.
Sponsored Content

*Human Resources* offers the opportunity to publish sponsored articles and promotional features alongside the magazine’s editorial content. Limited to two per edition, sponsored content allows suppliers to the HR profession to highlight the benefit of their products and services in more detail than allowed by traditional display advertising.

- Thought-leadership articles to demonstrate your expertise
- Highlight business challenges that can be solved by your product
- Provide detailed descriptions of how your service can benefit HR departments

Sponsored content pages must be designed to appear different to the editorial content of the magazine. For example, through the use of different fonts, spacing, columns or backgrounds.

Sponsors may provide their own artwork or engage Ninehills design services to position your text and graphics within our standardised sponsored content format (see samples on this page).

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Connect 98%

of HKIHRM members read *Human Resources*

Engage 30 minutes

is the average time readers spend with *Human Resources*

Influence 66.5%

of readers file *Human Resources* for future reference

Value 84%

of IHRM members rate *Human Resources* as a valuable resource

Sources: HKIHRM membership and readership surveys.
Publishing Schedule
Bi-monthly:
Jan, Mar, May, Jul, Sep, Nov.

Specifications
Cover paper: 157gsm Art Card
ROP pages: 95gsm Matt Art Paper
Orientation: Portrait
Trim Size: 210mm (W) x 280mm (H)
Binding: Perfect Binding
Printing: Web Offset

Display Specifications

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<th>Display Advertising</th>
<th>HK$</th>
<th>US$</th>
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<tbody>
<tr>
<td>Double Page Spread (DPS)</td>
<td>36,500</td>
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</tr>
<tr>
<td>Outside Back Cover (OBC)</td>
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<td>Inside Front Cover (IFC)</td>
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<td>Inside Back Cover (IBC)</td>
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<tr>
<td>Full Page</td>
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<td>Half Page</td>
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<td>Layout fee (optional)</td>
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<tr>
<td>Specified Position</td>
<td>10% loading</td>
<td></td>
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</tbody>
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Guidelines for artwork
Format: PDF/ JPG file with all fonts outlined & images embedded
Color Mode: CMYK
Resolution: at least 300 dpi or higher
Remarks: Artwork for advertisements should be submitted with 5mm bleed and crop marks shown. All files should be created using Illustrator, InDesign or Photoshop software.
Please note that up to 7-10mm of artwork may be lost within the spine due to binding.

For further information, please contact:
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