

E-newsletter content

Personneltoday.com Direct is a free weekly email newsletter for HR Professionals. The newsletter is written by the same editorial team who produce Personnel Today and Personneltoday.com. It contains the most important of the week's HR news, most recent jobs on our website, important upcoming events in the HR calendar plus a summary of the latest content added to the site.

Market reach and frequency

Circulation: 71,000 (Publishers statement)

Frequency: Weekly (Wednesday)

Target Audience:

The total weekly circulation is 71,000 recipients. Of these, more than 30,000 are directors, department heads, HR managers, officers and advisors.

Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top Banner	468 x 60	1,500
Skyscraper	120 x 600	1,950
Supplier news	See below	149
Advertorial	See below	1,500
Mid banner	468 x 60	1,000
Mid MPU	300 x 250	1,400
Solus	As above	3,700

Advertising delivery requirements

Advertisements and/or copy must be submitted to enewsletters.copy@rbi.co.uk at least (5) five business days before scheduled sponsorship. GIF, animated GIF and JPEG images are accepted. Flash and rich media files are not accepted. File size should not exceed 30k. All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (200 characters). Either mid MPU OR mid banner will feature on the newsletter. **Supplier News: Text only 8 word link (each newsletter will carry 3 supplier news links). Advertorial: Text only profiles: up to 8 words in the headline, 50 words in the body text and an 8 word link to your website (each newsletter will carry only 1 advertorial slot).**

Sales contact information

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All advertisements are accepted subject to RBI's standard terms and conditions which can be found at <http://www.reedbusiness.co.uk/adtermsandconditions>

The screenshot shows the layout of the Personneltoday.comdirect newsletter. It features several distinct sections and ad units:

- 1. Top Banner 468 x 60 px:** Located at the top left, containing a list of 'Top News' items.
- 2. Skyscraper 120 x 600 px:** A vertical ad unit on the right side of the newsletter.
- 3. Advertorial - Text only profile:** A large red rectangular area in the middle section.
- 4. Mid Banner 468 x 60 px:** A horizontal red rectangular area below the advertorial.
- 5. Supplier News - 8 word link:** A vertical red rectangular area on the right side, below the skyscraper.
- 6. Mid MPU 300 x 250 px:** A square red rectangular area below the mid banner.

Other visible content includes 'Most Read' articles, 'What's Hot' links, 'Special Reports', and 'Supplier News' at the bottom.