



# The National HR Directory 2010/11

## The "bible" of the Human Resources Professional

The Nation HR Directory which was launched in 2007 has since received acclaim by the HR profession. If your company supplies any product or service to Human Resources Executives then the National HR Directory is an absolute must for you.

It keeps you perfectly in touch with your target market for a whole year. No waste readership – a guaranteed bull's eye. Exposing your product or service to the right readership everyday.

The National HR Directory is a totally comprehensive directory of everything that is available to the HR professional, all encapsulated in carefully researched categories.

The National HR Directory is circulated to 7 500 HR executives all of whom specify or buy your product. The Directory is also included in the delegates packs at such events as the IPM Annual Convention, Lexis Nexis Annual Conference and Human Resource Development Africa.

Printed in full colour on high quality paper and specially bound for long life, the National HR Directory is the vehicle that keeps you directly in touch with your client base. Both existing and potential. For fast access, different categories are demarcated between colour coded dividers printed on board which carries advertising from leaders in their respective fields. For desk or briefcase convenience the Directory is printed in A5 format.

Advertising in The National HR Directory will give you and your product the on-going edge.

JOB TITLES OF READERS	%
Company Chairmen	1
Chief Executive Officer/Financial Officer/Operations Officer	2
Company Secretary	4.5
Director (Managing/Financial/Marketing/Operations etc.)	13
Human Resources (Manager/Consultant/Assistant/Director/Officer)	49
Industrial, Labour, Employee Relations	1
Managers (Admin/Advertising/Marketing/Branch/General/Operations etc.)	15
Other	3
Business Owners	1
Personnel (Officer/Manager/Assistant/Director/Consultant)	3.5
Training & Education (Manager/Officer/Lecturer/Student/Director)	7

## ADVERTISING RATES: PRICES QUOTED EXCLUDE VAT

Position	Rate
Divider Board	R14 000
Full page	R9 900
Half page	R5 500
Inside Front/Back Cover	R16 500
Outside Back Cover	R18 500
Logo with classified entry	R2 200

## CATEGORIES

Recruitment  
 Training and coaching  
 Employee Benefits and staff welfare  
 Insurance  
 Pension and Provident fund administrators  
 Incentives  
 Remuneration  
 Relocation  
 Payroll  
 Medical aid  
 Outsourcing  
 Technology and software  
 Performance Management  
 Labour relations  
 Office facilities  
 Conference Centres and Hotels  
 BEE

## DEADLINES

Booking Close: 10 September 2010  
 Material Deadline: 15 September 2010

## DIMENSIONS

Size	Trim (w x h)	Bleed
Full page	148.5mm x 210mm	5 mm
Half page	148.5mm x 105mm	5 mm

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