



CPHR MANITOBA
HRmatters magazine, Membership Roster
and Resource Guide

www.cphrmb.ca



2018/19 Media Planner



ABOUT CPHR MANITOBA

CPHR Manitoba is the designated voice of the human resource profession in Manitoba with over 1,400 members. CPHR Manitoba is the professional association dedicated to strengthening the human resources profession and upholding the highest standards of practice. Linking members, businesses, and the general public to important HR issues and trends that occur provincially, nationally, and globally.

CPHR Manitoba is the exclusive certifying body in Manitoba for the nationally recognized Chartered Professional in Human Resources (CPHR) designation - the leading standard for HR professionals in Canada. The CPHR Manitoba demonstrates HR expertise, experience and ethical management of today's human capital.

CONSIDER THIS:

- Recent studies show that custom publishing surpasses print, television and radio advertising, as well as dominating Internet marketing and telemarketing, in building long-term relationships, promoting loyalty, and retaining existing members.
- Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.
- In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely, and intimate experience. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium, where the reader is receptive and in full control.



INTERESTING FACT:

The human resources and benefits administration industry in Manitoba total approximately \$165.9 million in revenue annually.



WHY ADVERTISE?

UNPARALLELED EXPOSURE!

Each and every CPHR Manitoba member will receive two issues of *HRmatters*, which provides informative editorial content and will be distributed to all events such as career fairs and promo booths.

The *Membership Roster and Resource Guide* is a go-to resource for CPHR members and a key platform for communicating your business's messaging across the province. The annual guide offers exposure to a widespread scope of participants across the industry and the province, ensuring your business' message is front and centre.

YOUR TARGET AUDIENCE!

Your company's ad will be viewed by a wide and diverse variety of readers. Distributed to 2,000 industry professionals and organizations throughout Manitoba, *HRMatters* and the *Membership Roster and Resource Guide* offers advertisers the exceptional opportunity to reach a target audience of key industry personnel, decision makers, and leaders, including member categories such as:

- Aerospace
- Call Centres
- Engineering
- Finance
- Manufacturing
- Pharmaceutical
- Retail
- Service & Transportation.



HRmatters

HRmatters is the official publication and voice of CPHR Manitoba. *HRmatters* is published two times a year and is a reliable source of information focusing on the main priorities of the organization, with a distribution of 2,000 per issue, delivering the latest news, profiles and feature articles.

HRmatters is a vital source for members to facilitate knowledge and increase expertise in their given field. It presents an excellent means of communication while also providing informative and in-depth articles focusing on Strategy, Professional Practice, Engagement, Workforce Planning and Talent Management, Labour and Employee Relations, Total Rewards, Learning and Development, Health, Wellness and Safe Workplaces, Human Resource Metrics, Reporting and Financial Management.

HRmatters is uniquely poised to deliver your message to fundamental players and advisers in the human resource industry and across the province. The magazine is printed in full colour and gloss, sized 8 ½" x 11", and is published two times a year.

INTERESTING FACT:

61 % of magazine readers took action, or planned to take action, based on specific advertising seen in magazines.

Source: GfK MRI Starch

THE 2018/2019 CPHR MANITOBA MEMBERSHIP ROSTER AND RESOURCE GUIDE

The *CPHR Manitoba Membership Roster and Resource Guide* is a valuable networking tool. The *Membership Roster and Resource Guide* is published annually each fall and includes the names, contact information, company information and professional function of all CPHR Manitoba's active members.

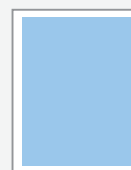
The *CPHR Manitoba Membership Roster and Resource Guide* is an exceptional referencing tool for its members to build relationships with HR professionals across the province, and is distributed to 2,000 industry professionals and organizations throughout Manitoba.

The *CPHR Manitoba Membership Roster and Resource Guide* is uniquely poised to deliver your message to fundamental players and advisers in the human resource industry, giving you the opportunity to reach a target audience of key industry personnel, decision makers, and leaders, ensuring your business's message is front and centre.

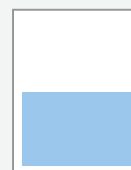


Size	Width	Depth
Double Page Spread	11.75"	8.75"
Full Page with Bleed	6"	8.75"
Full Page	5"	7.5"
1/2 Horizontal	5"	3.6667"
1/2 Vertical (Island)	2.333"	7.5"
1/3 Horizontal	5"	2.333"
1/3 Vertical	2.333"	5"
1/4 Horizontal	5"	1.6667"
1/4 Vertical	2.333"	3.6667"

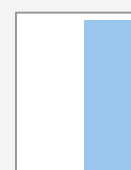
For cover sizes please see "Full page with bleed"
Trim Size 5.75" by 8.5"



Full page



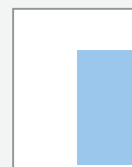
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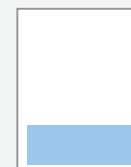
1/2 Vertical



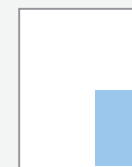
1/3 Horizontal



1/3 Vertical



1/4 Horizontal



1/4 Vertical

PREMIUM POSITIONS FOR HRmatters

COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	3X RATE	2X RATE	1X RATE
Double Page Spread	17"	11.125"	\$2,469.50	\$2,609.50	\$2,749.50
Inside Back Cover	8.625"	11.125"	\$2,269.50	\$2,359.50	\$2,449.50
Inside Front Cover	8.625"	11.125"	\$2,269.50	\$2,359.50	\$2,449.50
Outside Back Cover	8.625"	11.125"	\$2,459.50	\$2,549.50	\$2,639.50



DIGITAL EDITION SPONSORSHIP

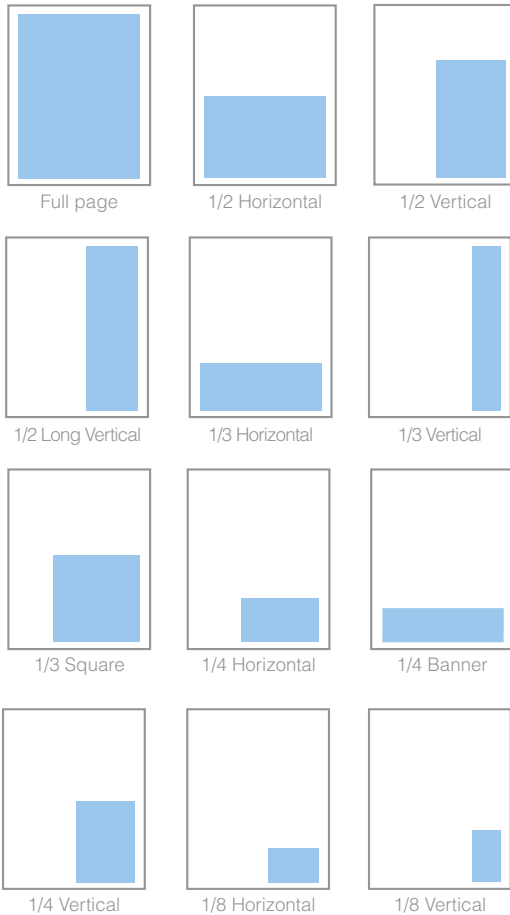
READ ONLINE

The next issue of
HRmatters
will be available soon
for you to enjoy in your
browser for free!

Click [HERE](#) for information on digital advertising.
If you have any questions or concerns about your digital advertising
needs, please contact your MediaEdge Sales Representative.



ADVERTISING RATES FOR HRmatters



SIZE	WIDTH	DEPTH	3X RATE	2X RATE	1X RATE
Full Page with Bleed	8.625"	11.125"	\$1,619.50	\$1,709.50	\$1,799.50
Full Page	7"	9.5"	\$1,619.50	\$1,709.50	\$1,799.50
1/2 Horizontal	7"	4.583"	\$1,349.50	\$1,419.50	\$1,499.50
1/2 Vertical (Island)	4.583"	7"	\$1,389.50	\$1,469.50	\$1,549.50
1/2 Long Vertical	3.333"	9.5"	\$1,349.50	\$1,419.50	\$1,499.50
1/3 Horizontal	7"	3"	\$929.50	\$979.50	\$1,029.50
1/3 Vertical	2.1667"	9.5"	\$929.50	\$979.50	\$1,029.50
1/3 Square	4.583"	4.583"	\$929.50	\$979.50	\$1,029.50
1/4 Horizontal	4.583"	3.333"	\$759.50	\$809.50	\$849.50
1/4 Banner	7"	2.1667"	\$759.50	\$809.50	\$849.50
1/4 Vertical	3.333"	4.583"	\$759.50	\$809.50	\$849.50
1/8 Horizontal	3.333"	2.1667"	\$509.50	\$539.50	\$569.50
1/8 Vertical	2.1667"	3.333"	\$509.50	\$539.50	\$569.50

*Please Note that the AD Rates are Price Per Issue

MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
TYPE SIZE:	7"	9.5"
TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"



INTERESTING FACT:

Readers have a positive attitude toward advertising in magazines and believe the ads provide useful information. This holds true among digital readers.

Source: 2012-2013 Magazine Media Factbook



PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

INSERTS & BELLY BANDS: Available upon request
GUARANTEED POSITION: 15% extra
ADVERTISING AGENCIES: Please add 15%
AD PROOF CHARGE: \$25.00

PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
CPHR MEMBERSHIP ROSTER AND RESOURCE GUIDE 2018/19	November 2018	October 2018
HRMATTERS SPRING 2019	April 2019	March 2019
HRMATTERS FALL 2019	September 2019	July 2019
CPHR MEMBERSHIP ROSTER AND RESOURCE GUIDE 2019/20	July 2019	June 2019

CPHR MANITOBA'S SIGNATURE EVENTS:
ANNUAL HR EXCELLENCE AWARDS (SPRING)
ANNUAL HR & LEADERSHIP CONFERENCE (FALL)

