



### 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: 71,700 (Publishers statement Jan 2010)  
 Frequency: Weekly (Wednesday)  
 Target Audience: Directors, department heads, HR managers, officers and advisors.

### Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top Banner	468 x 60	1,700
Skyscraper	120 x 600	1,500
Supplier news	See below	149
Advertorial	See below	1,700
Mid banner	468 x 60	1,000
Mid MPU	300 x 250	1,200
Bespoke	See below	3,300

### Advertising delivery requirements

Advertisements and/or copy must be submitted to [enewsletters.copy@rbi.co.uk](mailto: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

Alex Broughton  
 020 8652 3031  
[alex.broughton@rbi.co.uk](mailto:alex.broughton@rbi.co.uk)

### Online ad production

020 8652 8158  
[enewsletters.copy@rbi.co.uk](mailto:enewsletters.copy@rbi.co.uk)

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