



BusinessWatch Human Resource professionals that meet

eligibility requirements, rely on the BusinessWatch Network for industry information and articles tailored to their specific company and professional profile. HRWatch prepares a weekly digest of relevant content for subscribers by carefully parsing through online data from sources such as: HR Magazine, Society For Human Resource Management (SHRM), Business Finance Magazine, Fortune & Forbes Magazine, BusinessWeek, Ernst & Young, aboutHumanResources.com, MSNBC, Workforce Management, Inc. Magazine, Harvard Business School, Smart Pros HR, Washington Post, Newsweek, Knowledge@Wharton School among others.

MEDIA TYPE	
Business	
SOURCE	
Internet/On-Line	
GEOGRAPHY	
Domestic (US)	
MAINTENANCE	
Market Entry	10/13/2003
New to Manager	
Counts through	06/24/2010
DATA CARD MAINTENANCE	
New to NextMark System	10/20/2003
Last data card update	06/28/2010
Next data card update	08/15/2010
Data card update frequency	BIMONTHLY

SEGMENTS		Data card currency: US Dollar
106,259	Total Universe / Base Rate	\$130.00 /M
100% Phone Coverage, includes 75% Individual + 90% at Company		
106,259	Subscribers - Non High Tech Offers	\$130.00 /M
106,259	Subscribers - High Tech Offers	\$170.00 /M

DESCRIPTION
 Human Resource professionals that meet eligibility requirements, rely on the BusinessWatch Network for industry information and articles tailored to their specific company and professional profile. HRWatch email newsletter for Human Resource professionals is composed from top industry sources such as; McKinsey Consulting, Boston Consulting Group, SHRM, HRSpecialist, Employee Benefit News, Human Resource Executive, Workforce Management, Wall Street Journal, Talent Management, BusinessWeek, Fortune & Forbes Magazine, Harvard Business School, Inc. Magazine, and Knowledge@ Wharton School, among others.

HR Professionals trust HRWatch for critical information regarding: Human Resource best practices, recruiting strategies, HR technology, career & leadership programs, employee motivation, employee retention, hiring, healthcare, corporate communications, and legal issues impacting their organizations. HRWatch subscribers are central to corporate purchasing decisions both inside and outside the Human Resources department.

TitleCode	Count
VP of HR	5,369
Director of HR	14,224
HR Manager	35,621
HR Staff	4,093
Payroll/Benefits/Compensation	4,087
Recruiter	22,729
Training	469

NumOfEmp	Count
1-5	6,553
6-10	2,710
11-25	7,884
26-50	7,236
51-100	12,390
101-250	13,419
251-500	8,507
501-1000	3,549
1001-2500	2,657
2501+	11,176

RevenueCode	Count
Less Than \$4.9 Million	12,958
\$5 Million to \$9.9 Million	14,878
\$10 Million to \$49.9 Million	16,276
\$50 Million to \$99.9 Million	5,447
\$100 Million to \$499.9 Million	6,242
\$500 Million to \$999.9 Million	2,633
\$1 Billion+	15,434

InterestCategories	Count
Leadership/Career	20,016
Compensation & Benefits	20,031
Travel & Leisure	11,382
Hiring	19,705
HR Management	26,261
Job Trends	19,963
Outsourcing	5,243
Retraining	23,569
Employee Retention	21,075
Database	869
Enterprise Hardware	2,275
Enterprise Software	2,532
Internet	5,891
IT Management	2,250
Security	10,234
Financial Strategy	21,070
Productivity	23,911
Sarbanes-Oxley/Financial Report	6,511
Legal	18,051
Business Process Management	287
Sales & Marketing	9,923
Data Security	659

Industry	Count
01-09 Agriculture	292
10-14 Mining	471
15-17 Construction	2,434
18-39 Manufacturing	14,616
40-49 Transportation & Communications	5,381
50-51 Wholesale Trade	4,859
52-59 Retail Trade	5,972
60-67 Finance, Insurance, And Real Estate	6,236
68-89 Services	32,854
90-97 Public Administration	1,279

SELECTS	
Email Delivery	\$50.00 /F
Employee Size	\$15.00 /M
Expenditure Level	\$15.00 /M
Geo/Geographical	\$10.00 /M
Industry	\$15.00 /M
Job Function/Title	\$15.00 /M
Keying	\$5.00 /M
Phone Number	\$50.00 /M
Revenue	\$15.00 /M

UNIT OF SALE INFORMATION
 Unit of sale information is not available

GENDER PROFILE	
Male:	%
Female:	%

AVERAGE INCOME	
Value:	not available

MINIMUM ORDER	
Quantity:	5,000
Value:	\$500.00

REUSE	
Reuse is allowed	
Min Qty:	5,000
Charges:	\$10.00 /M

TELEMARKETING	
Telemarketing is allowed	
Charges:	\$50.00 /M

CANCELLATION	
Charges:	\$100.00 /F

KEY CODING	
Key Coding is available	
Charges:	\$5.00 /M

ADDRESSING

SPECIAL INSTRUCTIONS