

HR CAFE HUMAN RESOURCES NEWSLETTER SUBSCRIBERS

MEDIA TYPE

Business  

SEGMENTS

Data card currency: US Dollar

31,768	Total Universe / Base Rate	\$135.00 /M
31,742	Telemarketing Use Base Rental	\$200.00 /M
23,161	Female Gender	+ \$10.00 /M
26,455	One-Per-Site	+ \$10.00 /M

SOURCE

Newsletter

GEOGRAPHY

Domestic (US)

MAINTENANCE

Market Entry	06/01/2003
New to Manager	07/01/2005
Counts through	03/15/2010

DATA CARD MAINTENANCE

New to NextMark System	08/05/2004
Last data card update	03/15/2010
Next data card update	09/15/2010
Data card update frequency	SEMI ANNUALLY

DESCRIPTION

Subscribers to HR CAFE newsletter (26 issue/year) and companion website, HR Cafe.com, (formerly HUMAN RESOURCES 21 newsletter), published by Business 21 Publishing for corporate human resources managers. Editorial content covers employment law (sex harrasment, FMLA, discrimination, workers compensation), benefits legislation (especially healthcare), compensation, policies & procedures, wage & hour laws, employee communication, training & development and e-learning. Regular features include "HR Legal News," "Benefits, Comp & HR Miscues," "Recruitment & Retention," "Employee Benefit News," and "Policies & Procedures." Recent articles include "Just Say No to Annual Performance Reviews," and "Six Ways to Cut Prescription Drug Costs." All records include telephone numbers with complete postal address.

SELECTS

GENDER/SEX	\$10.00 /M
ONE-PER-SITE	\$10.00 /M
PHONE NUMBER	\$200.00 /M
SCF	\$10.00 /M
STATE	\$10.00 /M
ZIP	\$10.00 /M

AVERAGE INCOME

Value: not available

MINIMUM ORDER

Quantity:	5,000
Value:	\$0.00

UNIT OF SALE INFORMATION

High:	\$0.00
Average:	\$499.00
Low:	\$0.00

REUSE

Please inquire

GENDER PROFILE

Male:	%
Female:	75.6%

TELEMARKETING

Telemarketing is allowed
Charges: \$200.00 /M

CANCELLATION

Charges:

KEY CODING

Key Coding is available
Charges: \$2.50 /M

ADDRESSING

A/B SPLIT	\$25.00 /F
CHESHIRE LABELS	NO CHARGE
DISKETTE	\$30.00 /F
EMAIL	\$75.00 /F
KEYING	\$2.50 /M
MAG TAPE	\$30.00 /F
NTH NAME	NO CHARGE
P/S LABELS	\$10.00 /M

SPECIAL INSTRUCTIONS