



HR.com boasts one of the largest and most comprehensive lists in the human resources industry. Established since 1999, members come to HR.com

on a regular basis to network with peers, share best practices, showcase their expertise and learn about all the latest trends in HR.

MEDIA TYPE

Business

SOURCE

Internet Membership

GEOGRAPHY

Domestic (US) and Canada

MAINTENANCE

Market Entry

New to Manager

Counts through **06/29/2010****DATA CARD MAINTENANCE**New to NextMark System **04/30/2007**Last data card update **06/29/2010**Next data card update **07/15/2010**Data card update frequency **QUARTERLY**

SEGMENTS	Data card currency: US Dollar	
570,020 Total Universe / Base Rate	\$140.00 /M	
403,600 US Subscribers	\$140.00 /M	
28,700 Canadian Subscribers	\$140.00 /M	
48,000 International Subscribers	\$140.00 /M	

DESCRIPTION

HR.com is the largest global social network connecting HR Executives with the knowledge, advice, expertise and resources they need to Manage the people side of their business. Through community, user-contributed content, shared best practices, tips and online knowledge sharing, 150,000 HR Executives actively engage in their community that focuses on providing solutions and answers to today's toughest HR challenges.

Job Title:

Top Management = 185,522

Middle/Admin Management = 115,602

Professionals = 104,419

Human Resources = 37,845

SR Execs (C-Level or higher) = 20,169

Students = 13,518

Area of Interest:

Benefits = 51,174

Compensation = 51,769

HR Metrics = 18,435

HR Outsourcing = 12,459

HRIS/ERP = 32,511

Human Resource Management = 78,819

Labor Relations = 36,455

Leadership = 20,194

Legal = 32,936

Organizational Development = 70,582

Performance Management = 21,944

Staffing and Recruitment = 70,270

Training and Development = 72,934

Industry:

Agriculture, fishing, mining, forestry = 2,209

Computer, telecom = 17,046

Construction = 3,853

Education = 1,952

Finance, Insurance, Real Estate = 22,440

Government (Federal) = 2,992

Health Services = 14,756

Hospitality = 1,571

Manufacturing = 28,127

Retail = 14,965

Services = 71,758

Transportation and Public Utilities = 8,444

Wholesale trade = 4,470

Employee Size:

1-24 = 75,718

25-49 = 28,432

50-99 = 41,621

100-249 = 50,187

250-999 = 29,296

500-999 = 27,439

1000-2499 = 29,668

2500-4999 = 19,678

5000-9999 = 21,660

10000-14999 = 1,315

15000-19999 = 650

20000+ = 68,559

SELECTS	
AREA OF INTEREST	\$15.00 /M
COUNTRY	\$10.00 /M
EMPLOYEE SIZE	\$15.00 /M
INDUSTRY	\$15.00 /M
JOB TITLE	\$15.00 /M
One Per Company	\$15.00 /M
REGENCY	\$20.00 /M
SCF	\$10.00 /M
STATE	\$10.00 /M
ZIP	\$10.00 /M

UNIT OF SALE INFORMATION
Unit of sale information is not available

GENDER PROFILE	
Male:	37%
Female:	56%

AVERAGE INCOME	
Value:	not available

MINIMUM ORDER	
Quantity:	5,000
Value:	\$0.00

REUSE	
Please inquire	

TELEMARKETING	
Please inquire	

CANCELLATION	
Charges:	\$50.00 /F

KEY CODING	
Key Coding is available	
Charges:	\$3.00 /M

ADDRESSING	
EMAIL	\$50.00 /F
MAG TAPE	\$25.00 /F

SPECIAL INSTRUCTIONS	
** All cancelled orders will incur a \$50/F Cancellation Fee, \$10/M run charges, plus media fees. No cancellations will be accepted after the maildate. Please note, no deductions allowed. **	