

HUMAN RESOURCE EXECUTIVE MAGAZINE SUBSCRIBERS

Leaders in Human Resource Management The Human Resource Executive Magazine Subscribers list is the direct marketer's resource for human resource development and general B-to-B offers. Established in 1987, Human Resource Executive Magazine maintains its status as the premier publication focused on strategic HR issues. The publication provides key decision-makers with news, profiles of visionaries, and success stories from human resource innovators. Human Resource Executive subscribers are high-level corporate officers and directors.

MEDIA TYPE

Business

SOURCE

CONTROLLED CIRCULATION

GEOGRAPHY

Domestic (US)

MAINTENANCE

Market Entry	01/13/1990
New to Manager	
Counts through	09/20/2010

DATA CARD MAINTENANCE

New to NextMark System	11/20/2003
Last data card update	09/22/2010
Next data card update	12/31/2010
Data card update frequency	

SEGMENTS	Data card currency: US Dollar
261,926 Total Universe / Base Rate	\$170.00 /M
261,926 Subscribers	\$170.00 /M
Counts Thru 09/20/2010	

DESCRIPTION

Leaders in Human Resource Management

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At least 90% of subscribers to Human Resource Executive work at the director level or above. This list includes presidents, vice presidents and directors as well as personnel managers, consultants and other upper level HR personnel. These individuals have high purchasing responsibility for benefits and insurance, training programs, awards and incentives, information systems and more.

Job Function:

President
 VP Human Resources
 Assistant VP Human Resources
 VP Pers/Training/Benefits, Etc
 Dir HR/Personnel, Etc
 Mgr of HR/Personnel, Etc
 Consultants
 Other Qualified Recipients Allied to the Field

Number of Employees:

25,000+
 24,000 - 10,000
 9,999 - 5,000
 4,999 - 2,000
 1,999 - 1,000
 999 - 500
 499 - 150
 Under 150
 Not Yet Qualified by Number of Employees

Business/Industry:

Agriculture, Forestry, Fishing
 Mining, Construction
 Manufacturing, Distribution
 Transportation Communication, Electric, Gas & Sanitary Services
 Wholesale, Retail
 Finance, Insurance, Real Estate Services
 Public Administration
 Other Allied to the Field

Rush: Less than 48 hours

Re-uses must be submitted for clearance prior to mailings.

A \$50/F fee incurred on canceled orders. This fee is in addition to any applicable run charges \$12.50/M, and processing fees. Orders canceled after mail date are due in full.

Updated monthly.

LAST UPDATE: 09/21/2010
 NEXT UPDATE: 12/31/2010

SELECTS	
Active Subscribers	\$15.00 /M
Bus/Industry Type	\$10.00 /M
Gender/Sex	\$15.00 /M
Hotline	\$15.00 /M
Job Function/Title	\$15.00 /M
Number of Employees	\$15.00 /M
One Name per Location	\$10.00 /M
Recency	\$15.00 /M
SCF	\$10.00 /M
SIC/NAICS Code	\$15.00 /M
State	\$10.00 /M
Zip	\$10.00 /M

UNIT OF SALE INFORMATION
 Unit of sale information is not available

GENDER PROFILE	
49% MALE	
44% FEMALE	
Male:	49%
Female:	44%

AVERAGE INCOME
 Value: not available

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

REUSE
 Info not available

TELEMARKETING
 Info not available

CANCELLATION
 Charges:

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

ADDRESSING	
Email Delivery (flat fee)	\$75.00 /L
Keying	\$3.00 /M
Modem/FTP/BBS (flat fee)	\$75.00 /L
Reuse	
Rush Fee (flat fee)	\$200.00 /L
Shipping/Handling (flat)	\$75.00 /M
Split Run (flat fee)	\$25.00 /L
Zip Tape (flat fee)	\$50.00 /L

SPECIAL INSTRUCTIONS