

SOCIETY FOR HUMAN RESOURCE MGMT MASTERFILE (SHRM)



The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management.

SEGMENTS		Data card currency: US Dollar
161,430	Total Universe / Base Rate	\$175.00 /M
161,430	SHRM Masterfile (100% Opt-In)	\$175.00 /M
Counts Thru June 2010		

MEDIA TYPE
Business

SOURCE
Direct Mail: Membership

GEOGRAPHY
Domestic (US)

MAINTENANCE	
Market Entry	01/13/1990
New to Manager	
Counts through	08/31/2010

DATA CARD MAINTENANCE	
New to NextMark System	05/05/2002
Last data card update	09/30/2010
Next data card update	10/15/2010
Data card update frequency	QUARTERLY

DESCRIPTION
 Representing 250,000 individual members worldwide, the Society's mission is to serve human resource management professionals and to advance the profession.

Unlike other HR lists, the SHRM list is comprised of HR Professionals who have specifically opted in to receive third party related HR offers and who specialize in benefits, compensation, employment and recruitment, labor relations, training and other HR proficiencies. All SHRM members are actively involved with a number of Human Resource disciplines and many are HR Generalists focusing on areas such as;

- * Benefits
- * Compensation
- * Diversity
- * Ethics & Sustainability
- * Labor Relations
- * Safety & Security
- * Technology
- * Business Leadership
- * Consulting
- * Employee Relations
- * Global HR
- * Org. & Employee Development
- * Staffing Management

Member benefits include access to professional development/research services, subscriptions to various online and offline publications such as HR Magazine, access to a variety of member-discounted conferences/seminars, online forums, webinars, networking opportunities with other members and so much more.

These active HR professionals are constantly seeking out products and services to keep them abreast of the ever-changing employment guidelines, laws and policies. The SHRM Masterfile consists of high-quality prospects for all kinds of mailer offers.

Mailers in the following categories are using the SHRM Masterfile successfully;

- *Continuing Education/Universities
- *Healthcare/Wellness Benefit Programs
- *Computer/HR Management Software
- *Business Seminars
- *Motivational Products
- *Business Forms/Greeting Cards
- *Food-Gifts
- *Business Publications/Newsletters
- *Employee Incentives/Awards
- *Advertising Specialties
- *Online Training/e-Learning
- *Safety/Identification Supplies
- *Business Leadership Programs

Please note: Unique from other HR lists, these HR Professionals have specifically opted in to received third party HR mail offers.

Now you can also reach SHRM members via email! Please see the SHRM Email list data card.

65% at business address.

ADDITIONAL NOTES:

SHRM members have filled out a demographic form outlining their Areas of Interest, Job Title, Company Size and other business attributes. Please inquire for current counts as these quantities continue to grow and expand.

Area of Interest:

Benefits	35,828
Business Education	15,812
Communications	23,986
Compensation	32,413

Corporate Ethics	19,511
Diversity, EEO, Affirmative Action	23,712
Employee Assistance Programs	18,789
Employee Relations	41,609
Health, Safety, Security	20,206
HR Consulting	21,966
HRIS, Technology	14,969
Industry-Specific	8,232
International HRM, Multinational HR Ops	8,323
Labor, Industrial Relations	16,708
Measurement, Metrics	16,152
Organizational Development	31,353
Outsourcing, Offshoring	6,203
Relocation	6,151
Small Business Resources	10,955
Staffing, Recruitment, Retention	37,072
Strategic Planning	28,147
Training & Development	36,501
Workforce Law, Compliance	31,089
Workplace Planning, Readiness	21,967

Job Title:

President/CEO/Chairman/Partner/Principal	5,353
Vice President/Asst. Vice President	8,511
Director/Asst. Director	21,026
Manager	34,628
Supervisor	2,489
Specialist	8,792
Consultant	4,441
Administrator	7,862
Legal Counsel	1,141
Representative	3,364
Coordinator	2,905

Job Function:

HR Generalist	47,006
Employment/Recruitment	9,562
Benefits	4,940
Compensation	1,709
Labor/Industrial Relations	844
Training/Development	3,691
Organizational Development	2,218
Legal	1,667
Health/Safety/Security	582
Employee Assistance Programs	160
Employee Relations	3,362
Communications	345
EEO/Affirmative Action	395
HRIS	1,030
Research	274
Consultant	3,909
Administrative	9,688
International HRM	445
Diversity	537

Unit Level in Organization:

Plant	6,102
Region	5,731
Division	11,853
Group	3,560
Subsidiary	2,171
Corporate	46,209

Education:

Associate's Degree	6,189
High School	9,022
Some College	8,823
Bachelor's Degree	40,024
College Beyond Bachelor's	4,049
Master's Degree	16,060
MBA	7,188
Doctorate	2,618

Business & Industry Code:

Agriculture, Forestry, Fishing	294
Mining	2,036
Construction	3,129
Manufacturing	17,945
Transportation, Communication & Utilities	8,986
Wholesale Trade	3,523
Retail Trade	3,969
Finance, Insurance & Real Estate	14,159
Services	47,510
Public Administration	8,779

*Inquire for a further breakdown by industry

Company Size:

Less Than 100**	28,705
100-499	28,684
500-999	10,624
1,000-2,499	10,991
2,500-4,999	7,619
5,000-9,999	6,956
10,000-24,999	6,398
25,000+	12,160

** Inquire about further breakdown

Survey offers are not accepted. Telemarketing is not allowed.

UNIT OF SALE:

\$160 - \$2,000

CANCELLATION INFO:

All cancelled orders are subject to a \$100 charge plus applicable running and shipping charges. Cancellations or cutback quantities after the merge are not allowed and full payment of invoice will be required.

SELECTS		AVERAGE INCOME	
Area of Interest	\$20.00 /M	Value:	not available
Business Address	\$12.50 /M	MINIMUM ORDER	
Business/Industry Type	\$12.50 /M	Quantity:	5,000
Company Size	\$12.50 /M	Value:	\$0.00
Education Level	\$12.50 /M	REUSE	
Gender	\$12.50 /M	Reuse is allowed	
Geo/Geographical	\$10.00 /M	Min Qty:	0
Home Address	\$12.50 /M	Charges:	\$170.00 /M
Job Function	\$12.50 /M	TELEMARKETING	
Job Title	\$12.50 /M	Telemarketing is not allowed	
Max per Company/Sites	\$12.50 /M	CANCELLATION	
Unit Level	\$12.50 /M	Charges:	\$100.00 /F
UNIT OF SALE INFORMATION		KEY CODING	
High:	\$200.00	Key Coding is available	
Average:	\$160.00	Charges:	\$5.00 /M
Low:	\$0.00	ADDRESSING	
GENDER PROFILE		CARTRIDGE	\$30.00 /F
Male:	23%	CD Rom	\$30.00 /F
Female:	77%	EMAIL	\$75.00 /F
		SPECIAL INSTRUCTIONS	