

TALENT MANAGEMENT MAGAZINE

Human Resource Executives and Business Leaders In every issue of Talent Management Magazine, performance management experts offer advice, best practices and tools to improve employee performance and engagement to meet mission- critical business needs. In-depth case studies and interviews with leading corporate executives offer an inside look at real-world challenges, as well as the proven solutions to increase competitive advantage. Each issue also includes valuable market research to demonstrate the valuable of performance management programs and systems.

MEDIA TYPE

Business

SOURCE

DIRECT MAIL

GEOGRAPHY

Domestic (US)

MAINTENANCE

Market Entry	08/10/2005
New to Manager	
Counts through	09/20/2010

DATA CARD MAINTENANCE

New to NextMark System	03/30/2009
Last data card update	09/22/2010
Next data card update	12/31/2010
Data card update frequency	

SEGMENTS

Data card currency: US Dollar

66,432	Total Universe / Base Rate	\$170.00 /M
66,432	Total Subscribers	\$170.00 /M
	Counts Thru 09/20/2010	

DESCRIPTION

(FORMERLY: Workforce Performance Solutions Magazine)

Human Resource Executives and Business Leaders

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Talent Management Magazine consists of senior-level enterprise management, human resources and workforce development executives whose task is to align workforce competence with business objectives. It helps human resources executives and other senior business leaders on their mission to develop and maintain an agile workforce equipped to drive the business to better market performance and higher levels of productivity.

\$60,000 Average income

Employee Size:

Less Than 500
 500 - 999
 1,000 - 4,999
 5,000 - 9,999
 10,000 - 24,999
 25,000 - 49,999
 50,000 - 99,999
 100,000 or More

Job Function:

Corporate/Executive (C-level)
 HR/Personnel (Vice President)
 HR Generalist (Supervisor)
 Employment/Recruitment
 Benefits/Compensation
 Training/Development
 Organization Development
 HRIS/MIS Systems/Management
 Communications
 Consulting

These files are not available for rental use on a Tuesday or a Thursday when promoting Webinars

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 charge \$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

AVERAGE INCOME

Value:

not available

Gender/Sex	\$10.00 /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
State	\$10.00 /M
Zip	\$10.00 /M

UNIT OF SALE INFORMATION
Unit of sale information is not available

GENDER PROFILE

46% MALE	46%
47% FEMALE	47%
Male:	
Female:	

MINIMUM ORDER

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 OR FTP	
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
Zip Tape (flat fee)	\$50.00 /L

SPECIAL INSTRUCTIONS