

## What's Working in Human Resources

A Progressive Business Publications newsletter, What's Working in Human Resources is the leading source of quick-read information to help companies better manage their human assets and increase profitability.

SEGMENTS	Data card currency: US Dollar
21,970 Total Universe / Base Rate	\$145.00 /M
No charge for phone numbers	
2,927 Expires	\$130.00 /M

### MEDIA TYPE

Business

### SOURCE

Telemarketing, Direct Mail Sold

### GEOGRAPHY

Domestic (US)

### MAINTENANCE

Market Entry  
New to Manager 06/15/2006  
Counts through 09/29/2010

### DATA CARD MAINTENANCE

New to NextMark System 06/06/2006  
Last data card update 09/29/2010  
Next data card update 11/12/2010  
Data card update frequency QUARTERLY

### DESCRIPTION

Twice a month, *What's Working in Human Resources* covers critical human resource issues like effective recruiting and retention techniques and the latest trends in training, development and employee motivation. It offers real-world examples of how companies cope with the bottom-line pressures in the American workplace while still doing what's right for their people. Human resource executives depend on it for up-to-date news on the latest developments in employment law, discrimination, and harassment.

Paying \$299 for annual subscriptions, these subscribers are major decision makers in their companies. *What's Working in Human Resources* is an excellent way to reach responsive Human Resources Managers/Directors, Personnel Managers, Employee Relations Managers, and Chief Financial Officers and Controllers.

### List Owner Requires Telemarketing Reciprocity

#### SELECTS

GENDER/SEX	\$8.00 /M
MAX PER COMPANY/SITES	\$8.00 /M
SCF	\$8.00 /M
STATE	\$8.00 /M
ZIP	\$8.00 /M

#### UNIT OF SALE INFORMATION

High:	\$0.00
Average:	\$299.00
Low:	\$0.00

#### GENDER PROFILE

Male:	%
Female:	%

#### AVERAGE INCOME

Value: not available

#### MINIMUM ORDER

Quantity: 7,500  
Value: \$0.00

#### REUSE

Please inquire

#### TELEMARKETING

Telemarketing is allowed  
Charges:

#### CANCELLATION

Charges: \$100.00 /F

#### KEY CODING

Key Coding is available  
Charges: \$3.00 /M

#### ADDRESSING

CARTRIDGE \$30.00 /M  
EMAIL \$75.00 /F

#### SPECIAL INSTRUCTIONS