HR MAGAZINE

*HR Magazine* is the largest circulated, most closely read HR publication in the world. No other publication reaches more high-level HR decision-makers and is delivered to more executive-level HR subscribers.

Our award-winning publication consistently delivers in-depth insights, analysis and viewpoints, making *HR Magazine* the most trusted and authoritative publication of its kind.

**HR MAGAZINE CIRCULATION**

- **300,000** total qualified circulation
- **112,000** executive-level paid subscribers
- **206,000** manager-level and above paid subscribers
- **750,000** total readers each month**

**SUPERIOR REACH TO HR**

*HR Magazine* serves as a key benefit for **more than 300,000 members** of the Society for Human Resource Management (SHRM). In addition to the wide-ranging human resource profession, *HR Magazine* readers include practitioners specializing in distinct disciplines such as benefits, talent management, talent acquisition, compensation and compliance.

*HR Magazine* reaches SHRM members in every HR functional area and industry and is deeply read in organizations ranging from small businesses to large multinational enterprises. And because of SHRM’s superior editorial coverage and extensive reach into the HR profession, **more than 50% of our readers do not personally receive any other HR publication***, meaning your ad is best served through *HR Magazine*. 
INFLUENCING PEOPLE AND THE PROFESSION
9 in 10 HR Magazine subscribers find the publication useful to their profession*.

“Use it as a tool in my staff meetings to talk about why a particular article is important to what we are doing. Share the magazine with staffers to read in the office.”

– Director

9 in 10 HR Magazine subscribers find the publication useful to their profession.

READERSHIP LEVEL*

- Executive: 40%
- Managerial: 32%
- Administrative: 9%
- Allied to HR: 19%

READER EXPERTISE AND INTERESTS

- Benefits
- Compensation
- Business Leadership
- Diversity
- Employee Relations
- Ethics
- Global HR
- Labor Relations
- Organizational and Employee Development
- Safety and Security
- Talent Management
- Technology

*Publisher Data, June 2018
*Signet Research, 2018
**Readex, 2014