



# MAGAZINE & MEDIA INFORMATION

## EDITORIAL OVERVIEW

Recruitment the world over is undoubtedly connected, with staffing businesses part of a huge global network for supplying international workers.

While each region has its own defined character, the interconnectedness between them is something which demands editorial attention. We will offer specialist news and features within a monthly glossy magazine.

The magazine and associated website and digital offerings, including smartphone applications, will provide the world's recruiters industry features, advice, news and support services information written by experienced recruitment journalists of the highest calibre from across the globe.

From government licensing issues, to legal and tax compliance topics and from new office openings to the latest industry gossip, you can be sure we will be onto it! Our contributors vary from the CEOs of the largest staffing organisations to the leaders of industry bodies, the relevant government departments and expert business commentators.

The website will also break down news into each region, so you will have instant access to the news closest to you as well as the opportunity to read up on what is going on in other regions and countries of interest to your business.

Editorial policy is keenly focused on promoting the positive aspects of the industry, first-hand involvement in raising standards and perceptions of the staffing sector and providing insightful and entertaining news and features. The mercurial nature of the sector means the constantly shifting landscape needs more than passing editorial attention. Legal, financial and software experts will provide a commentary through the editorial to ensure readers are as well informed as possible on the current issues which affect their jobs.

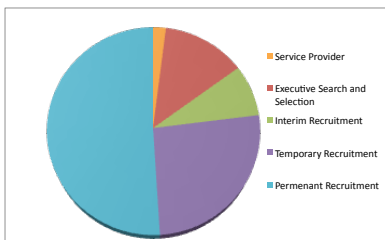
Alongside the magazine and the web we will be offering a 'news by email' service sent directly to subscribers' desktops to keep readers bang up to date on the latest big recruitment events. Also in the spirit of user generated content, you too will have the opportunity to write articles, blogs and features on issues affecting you and your region. Your industry is growing and we intend to grow alongside and develop with you by being at the forefront of the international recruitment industry.

This means it's an exceptional route to brand yourself as an international company.

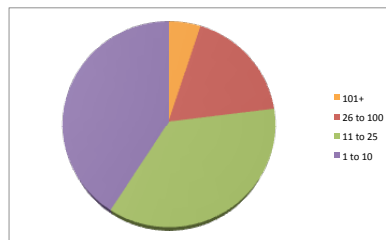
Having occupied the UK recruitment landscape for nine years, our aim is to deliver a similarly exceptional publication to the international market.

## THE GLOBAL RECRUITER MAGAZINE READERSHIP DEMOGRAPHICS

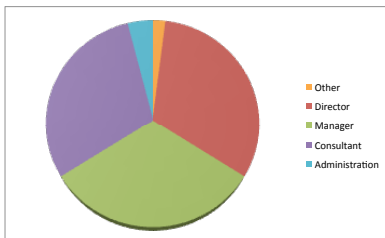
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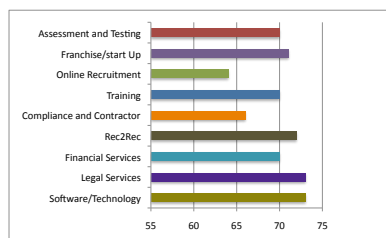
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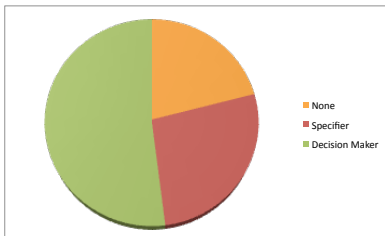
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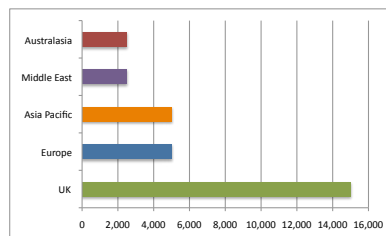
INTERESTS %



PURCHASING RESPONSIBILITY %



REGION %



**15,000** copies mailed to named individuals working within the UK staffing industry to an address of their choice.

**15,000** copies mailed to named individuals working within the global staffing industry including Europe, Asia Pacific and The Middle East.

**13,000** digital copies emailed to recruitment professionals worldwide.



# MAGAZINE & MEDIA INFORMATION

## 2012 FORWARD FEATURES

<b>May -</b>	Back Office solutions	<b>September -</b>	Start up support services
<b>June -</b>	Online recruitment/ Job boards	<b>October -</b>	SME support services
<b>July -</b>	Software	<b>November -</b>	RPO/MSP
<b>August -</b>	Contractor payroll/umbrella services	<b>December -</b>	Finance

## DISPLAY ADVERTISING RATES

Advertising			
Quarter Page £495.00	Half Page £940.00	Full Page £1,760.00	Double Page Spread £3,120.00
Volume discount available upon request. All advertisements automatically appear in the digital edition			
Sponsorship Opportunities – on request			

Inserts		
5-20g £125.00 per 1,000	20-30g £150.00 per 1,000	30-40g £175.00 per 1,000
Maximum insert A4	Above prices refer to a single page or single fold insert.	Other types of insert will be quoted on an individual basis.

## RECRUITMENT ADVERTISING RATES

Recruitment Advertising			
Quarter Page £620.00	Half Page £1,175.00	Full Page £2,200.00	Double Page Spread £3,900.00
Volume discount available upon request.			
All advertisements automatically appear in the digital edition and will also receive FREE job posting on <a href="http://www.rec-con.co.uk/jobs">www.rec-con.co.uk/jobs</a> for a set period			

## PUBLISHING SCHEDULE 2012

Month	Deadline
January 2012	11th January
February 2012	8th February
March 2012	7th March
April 2012	28th March
May 2012	2nd May
June 2012	30th May
July 2012	27th June
August 2012	1st August
September 2012	29th August
October 2012	26th September
November 2012	31st October
December 2012	28th November



# WEBSITE & DIGITAL MEDIA INFORMATION

## WEBSITE OVERVIEW

Our website will be a must read for those in the region looking for the latest news, opinion pieces, products and supplier information. It will aim to support, represent and develop the industry by providing constantly updated information. As with our magazine editorial philosophy, we will publish news and opinion from companies of all sizes; from the largest multi-nationals right down to the one-man operation. This is then emailed directly to the heart of the global staffing industry, via our online subscribers.

**theglobalrecruiter.com/jobs** is a specialist job site that extends the successful recruitment service already provided by The Global Recruiter magazine. With a global audience it will attract candidates from all areas of the world, and across all job functions and levels of seniority in the staffing industry.



## ONLINE ADVERTISING RATES

### Online Advertising

Leader board banner £600.00 / month	Small banner £450.00 / month	Skyscraper £600.00 / month	Video advertisement £1,000.00 / month
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Roll over banners £750.00 per month

Volume discount available upon request

### Industry Supplier Section

Enhanced directory listing £500.00 / year

### Recruitment Job Posting

Online job posting £75.00 per job

Volume discount available upon request

### News By Email Sponsorship

Banner Sponsorship £600.00 / month	Logo Sponsorship £250.00 / month
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### HTML E-Shot

Direct email campaign targeting 7,000 opt-in emails £1,000.00

Volume discount available upon request



# WEBSITE & DIGITAL MEDIA INFORMATION

## THE GLOBAL GUIDE

The Global Guide is a one-stop publication, with individual categories giving decision makers a single resource to find their next supplier.

Published quarterly in digital format 'THE GLOBAL GUIDE' gives you the unequalled opportunity to promote your business through editorial content and to increase your brand awareness through advertising, all condensed into your own double page spread. The global guide will be published online directly through [www.theglobalrecruiter.com](http://www.theglobalrecruiter.com), emailed directly to our database of online readers and promoted throughout the year to staffing professionals via The Global Recruiter magazine and digital platforms.

### Your entry will include;

A choice of two categories to have your entry included

- Your company details and logo
- A 600 word company/product profile
- A full page advertisement
- Interactive links of your choice, from your pages to your email or website address



### Categories –

- Accountancy
- Assessment and Testing
- Compliance
- Contractor Services
- Financial Services
- IT support
- Job boards
- Joint Venture
- Online Recruitment
- Payroll Services
- Recruitment to Recruitment
- Representative
- Organisations
- Software and Technology
- Training
- Umbrella Services

### Deadlines for our 2012 editions are as follows;

Deadline	14th December	14th March	14th June	14th September
Publication	1st January	1st April	1st July	1st October

We understand that things change throughout the year and because of this, we'll be offering you the opportunity to change your profile and/or advertisement at the start of each quarter, keeping your prospective clients up to date with your business.

**Digital Guide Entry**  
 Double page spread including – Company details and logo, 600 word company/product profile, Full page advertisement, Interactive links from your pages to your email or website, Choice of two categories  
 £1,000.00 for 12 months



## EVENTS



UK 2012	15th March
Asia Pacific 2012	6th September

Our team is busy compiling content for what we have no doubt will become the standard in industry conferences, seminars and summits.

We will bring panels of experts and representatives to each region to update delegates on the most salient issues facing the industry. There will also be discussions, debates and workshops helping arm businesses for the era of international recruitment.

First up in March sees the UK host a recruitment summit and as you would expect, the focus is very keenly on the global industry. Presentations will include overviews of the regions and their sectors, legal and practical implications of moving businesses overseas and where the savvy are looking for their next move.

Singapore hosts the Global Recruiter Conference & Exhibition; held in association with APSCO (The Association of Professional Staffing Companies) it is a one day conference offering everyone in the recruitment and employment industry an opportunity to come together to learn, be inspired and join in a thought leadership event which provides innovative solutions and creative approaches to the issues on recruitment professionals' minds.

The conference will be followed by a glittering gala black tie awards evening - a night which promises to be the talk of the region by celebrating and rewarding the best in your industry.

We will then take the conference over to the Middle East for an October summit.



UK 2012	21st June
Asia Pacific 2012	6th September

### The Global Recruiter Magazine Industry Awards

Having become a regular and hugely popular fixture in the UK recruitment sector, we will be introducing our industry awards into the international circuit. Coveted and prestigious awards will be presented to businesses operating within our targeted regions in several categories including best small, medium or large recruiter, best innovation, best temporary consultant, best marketing, best job board as well as individual awards for consultants. As in the UK, our judging panel will be proven recruitment experts within your region. The awards themselves will see the brightest stars and best known faces within recruitment in your region coming together to celebrate the global importance of the staffing sector at a glamorous event. The awards are also a good way of promoting your brand through sponsorship. For full details, keep an eye on the website.

Sponsorship will provide your organisation with the opportunity to:

- Increase brand awareness among recruitment professionals
- Engage with a targeted and relevant audience
- Raise the profile of your brand on a local, regional and global scale

For the prestige of winning an award and the opportunity to use The Global Recruiter Awards branding as an endorsement – logos and certificates are produced for all winners and finalists plus coverage across the entire Global Recruiter multi-media brand.

UK 2012	February
	May
	September
	November

### The Global Recruiter Law and Taxation Breakfast seminars - London

Held in association with leading industry legal experts Osborne Clarke, our breakfast seminar series looks at the latest employment law developments as well as addressing key issues affecting recruitment.

UK 2012	24th May
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### Annual Corporate Golf Day - London

Building on the success of 2011, we will be holding a corporate golf day in the south of England in 2012. A great social day out for recruitment industry leaders and their peers, teams of four battle it out on the greens then back on the terrace for an informal bbq and prize giving

### Sponsorship

All of the events offer you the opportunity to reinforce your company brand and network with senior decision makers. A range of sponsorship and support packages are available, please contact us on the number below.



## DESIGN & PRODUCTION

Size	Type Area	Bleed	Trim
DPS	277 x 400 mm	303 x 426 mm	297 x 420 mm
Full Page	277 x 190 mm	303 x 216 mm	297 x 210 mm
Half Page Landscape	131 x 190 mm		
Half Page Portrait	272 x 89 mm		
Quarter Page	131 x 89 mm		
Quarter Page Strip Horizontal	190 x 63 mm		
Quarter Page Strip Vertical	303 x 73 mm		

### File formats and supplying of data

The Global Recruiter's production department operates a digital workflow system and therefore prefers to receive artwork via disk or email. Digital material must be accompanied by an exact print standard colour proof. We do not accept responsibility for digital files without proofs. All file elements must be present and in the correct format.

All artwork should be provided in CMYK saved as press ready PDFs, which have been exported as postscript files and then distilled using Adobe Acrobat Distiller to PDF/X-1a: 2001 settings.

If using QuarkXPress or Illustrator, fonts should be saved as outlines, all colours, duotones, RGB files and logos converted to CMYK, final documents as EPS. When using QuarkXPress preferences please ensure all trapping settings are set to zero. Photoshop files should be CMYK, EPS or TIFF files, Minimum 300 dpi.

We do not accept artwork in the following packages: Adobe InDesign, Pagemaker, Coral Draw, Powerpoint or Excel.

### Technical specifications for copy to set

The Global Recruiter provides a setting service for advertisements within the recruitment section of the magazine. This includes the layout of your advertisement but does not include a copy writing, proof reading or design service. Please supply your text for setting within a Word document which has already been checked for content, spelling and has been approved internally before submitting. Also a jpeg, tiff, pdf or eps of your company logo which must be a minimum of 300dpi in resolution.

Once set a proof of your advertisement will be sent for you to check and approve.

For further details E: [katie@theglobalrecruiter.com](mailto:katie@theglobalrecruiter.com) T: +44 (0) 845 094 8022

The Global Recruiter Magazine  
112 – 114  
High Street  
Rickmansworth  
Hertfordshire  
WD3 1AQ



## DESIGN & PRODUCTION

Leaderboard - 728 x 90 pixels

Banner - 468 x 60 pixels

MPU - 300 x 250 pixels

Skyscraper - 160 x 600 pixels

### Dimensions in pixels:

Leaderboard - 728 x 90

Banner - 468 x 60

Skyscraper - 160 x 600

MPU - 300 x 250

Sponsor Logo - 70 x 70

Sponsor Logo  
70 x 70 pixels

### File size

Maximum size - 30k

gif or jpg file

Front Page Publishing accepts 3rd party ad-serving of the above units from the following approved vendors: Atlas DMT, Bluestreak, Doubleclick, Falk, Mediaplex, Eyeblander and EyeWonder. Animation can loop indefinitely.

If the Skyscrapers have a white background, they must have a one pixel border surrounding the ad and once clicked, all adverts should open in a new window.

## Roll Over Banners

Roll Over Banners are expandable banner ads that grow in size when the cursor is placed over the banner ad. The primary advantage is a vastly expanded advertising area. Tracking of brand interactivity can also be achieved. With Roll Over Banner ads, you can measure interactivity with the ad, even if no click through action is initiated. Roll Over Banner ads are created with Flash and can also support streaming video.

### Specifications:

#### Leader board banner

- Width: 728 pixels
- Height: 90 pixels
- File Size: 12k to 15k
- Additional Download Max: Up to an additional 85k may be loaded after a user interacts with (moves their cursor over or clicks on) the banner.
- Notes: A banner may expand to as large as 728x180 after a user moves their cursor over it, and should automatically close when the cursor moves off the banner (back to 728x90). If intended as a dropdown under the banner, this means 728x180 would be the dropdown image size. It is recommended the ad contain a visual prompt to the user that the ad can be expanded, or call to rollover.

#### Skyscraper banner

- Width: 160 pixels
- Height: 600 pixels
- File Size: 12k to 15k
- Additional Download Max: Up to an additional 85k may be loaded after a user interacts with (moves their cursor over or clicks on) the banner.
- Notes: A banner may expand to as large as 320x600 after a user moves their cursor over it, and should automatically close when the cursor moves off the banner (back to 160x600). It is recommended the ad contain a visual prompt to the user that the ad can be expanded, or call to rollover.

Please note: All media must be provided by the client.

## Page Peel

Page Peel Ads is a small animated dog-ear fluttering on the top right side of a website. It looks like the corner of the web page is peeled down, revealing a hint of something behind it. When a website visitor moves the mouse arrow over the Page Peel Ads, it pulls down in a smooth animation, like peeling the page down to reveal the whole ad while not effecting the normal operation of the website.

Page Peel Ads is a non-distracting, professional form of advertising to your visitors. The little waving graphic on the corner does get the visitor's attention, thus generates high click through. For an example of a Page Peel ad, please move your mouse cursor to the top right hand side of the page.

The page peel is comprised of two graphic elements, the dogear which is the teaser and the page peel which is revealed when rolling over the teaser. Both elements can be formatted as .jpg, .gif, .png or .swf. Specifications for both are below.

### Dogear Specifications:

- Dimensions: 191 x 144 pixels
- Accepted Format: .swf, .fla, .jpg
- Sound: Not allowed
- Video: Not allowed

### Page Peel Specifications:

- Width: 768 pixels (maximum)
- Height: 500 pixels (maximum)
- File Size: Maximum 50kb
- Formats: JPG, GIF, Flash
- Destination: Click-through URL and ALT text
- Animation Loop Limit: Unlimited within 30 seconds

Please note: All media must be provided by the client.

Audio files should be supplied as MP3.

Video files should be supplied as FLV, 320 x 240 pixels.

For further details E: [katie@theglobalrecruiter.com](mailto:katie@theglobalrecruiter.com) T: +44 (0) 845 094 8022