

The voice for the global staffing industry

GR

THE GLOBAL RECRUITER

PROSPECTUS 2024

EDITORIAL & READERSHIP

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WELCOME TO THE GLOBAL RECRUITER

As the only business publication focussing solely on agency recruitment, The Global Recruiter distinguishes itself by seriously addressing and supporting the development of the recruitment industry. Since its first publication in 2002 the magazine and website has pioneered the progression of the recruitment industry, anticipating and addressing its concerns.

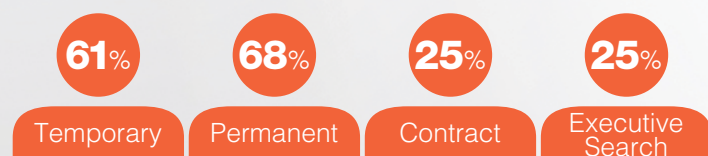
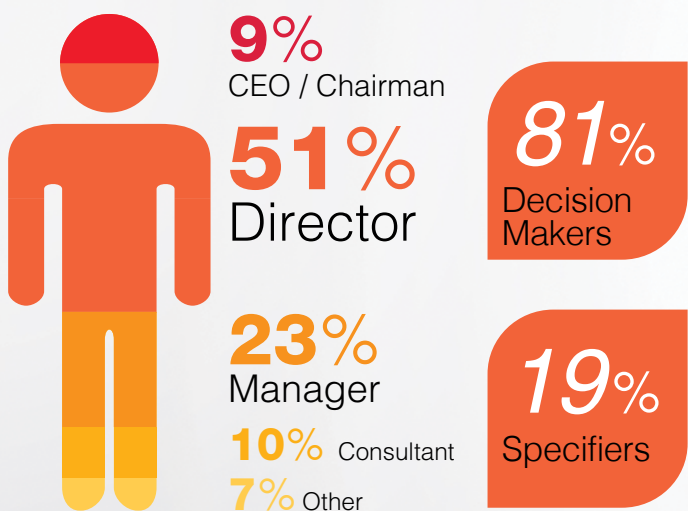
Naturally, recruitment in every region has its own character, its own issues and priorities and The Global Recruiter is sensitive to this as well as to the themes and issues which unite the industry. The publication has built and continues to create critical connections with international representative bodies and industry experts, it continues to drive forwards with high quality, worthwhile specialist news and editorial that the industry regards as a necessary read and worth returning to

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for future reference. The magazine has reflected the reading preferences of the industry through its website and digital offerings. It effectively delivers the information recruiters need direct to them wherever they are.

The Global Recruiter website gives easy and instant access to the latest news from across the industry. News items are tagged and there's a powerful search function to help visitors find the subjects that mean most to them. Covering news from around the world as well as giving a comprehensive insight into the supply side of the industry, the website also features longer reads, a multimedia audio/visual section and provides a gateway through to The Global Recruiter monthly online magazine issues. Through these options the world's recruitment industry has a voice to inform, explain and enhance recruitment practice.

OUR READERSHIP





THE GLOBAL RECRUITER

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OUR PORTFOLIO

DIGITAL MAGAZINE



GR
Monthly
Magazine



Special
Issues

DIGITAL



GR
Website



News by
Email
2 times
per week



LinkedIn
Over 11,000
connections



Twitter
Over 15,000
followers

EVENTS

GR
THE GLOBAL RECRUITER
UK SUMMIT



GR RECRUITMENT
LIVE

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THE GLOBAL RECRUITER
CORPORATE GOLF DAY



THE GLOBAL RECRUITER

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EDITORIAL CONTRIBUTIONS

All content that is submitted for distribution across The Global Recruiter media platform will be considered for publication by the editor.

The editor will decide if content is fit for publication and decide where the content will be positioned. He will also make editorial adjustments where necessary to keep with house style of the magazine and website.

If the editor deems the content to be marketing material e.g. the content is primarily centred around promotion of a business or service rather than being of general interest to readers, the material can still appear on the website or magazine at the editors discretion but will be subject to a publishing fee of £1,500.00 per article (max 750 words). This content will be passed to the sales team to contact the contributor and where published the title will be preceded with 'advertorial'.

Anything deemed not relevant, not current, not interesting, biased or not up to editorial quality will not be published.

The editor's decision is final.

If you would like to write a commissioned article for the magazine and/or website then please email an outline of your suggestion to simon@theglobalrecruiter.com stating 'possible feature' in the email heading.

For any of our supplementary products, please email trevor@theglobalrecruiter.com or call 01923 723990.

EDITORIAL: simon@theglobalrecruiter.com

ADVERTISING: gary@theglobalrecruiter.com



MAGAZINE ADVERTISING RATES

Advertising

Half Page	£900
Full Page	£1,700
Double Page Spread	£3,200

Sponsorship Opportunities – on request

Inserts

ONLINE ADVERTISING RATES

Online Advertising

Leader board banner	£600 per month
MPU	£600 per month
Large Rectangle	£600 per month
Video advertisement	£1,000 per month

News by Email Sponsorship

Banner Sponsorship	£600 per month
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HTML E-Shot

Direct email campaign targeting 10,000 opt-in emails	£1,000
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WEBSITE SPECIFICATIONS

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Leaderboard
728x90

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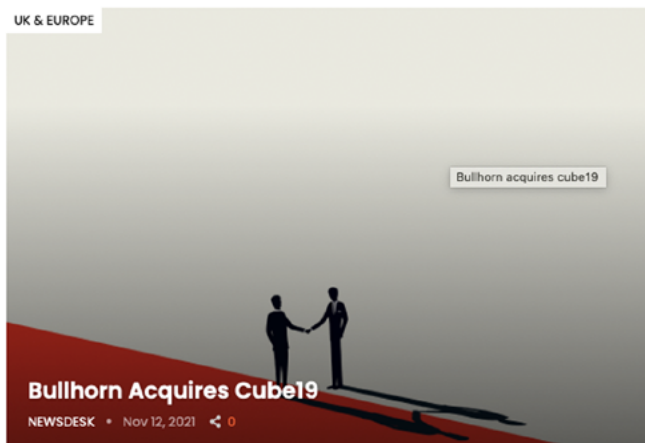
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LATEST NEWS

Bullhorn acquires cube19



UK & EUROPE

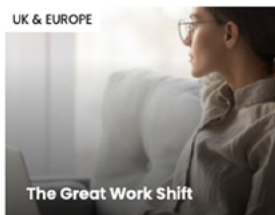


UK & EUROPE



Fast Fish

UK & EUROPE



The Great Work Shift

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DIVERSITY DIRECTION

UK Awards Celebration
Lessons from the Transfer Window
Scarce Talent

READ NOW



MPU
720x300

Large rectangle
336x280

SPECIFICATIONS

Leaderboard 728 x 90 pixels

MPU 720 x 300 pixels

Large Rectangle 336 x 280 pixels

Maximum size - 60kb (gif or jpg file)

Westrade Group 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.

DESIGN & PRODUCTION

Size	Trim (W x H)	Copy Area (W x H)
Full Page	210 x 297mm	190 x 277mm
Half Page Landscape		190 x 131mm



SUPPLYING DATA FILES FOR MAGAZINE

The Global Recruiter's production department operates a digital workflow system and therefore prefers to receive artwork via email. All artwork should be provided 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 Illustrator, fonts should be saved as outlines, all colours, duotones, CMYK files and logos converted to RGB, final documents as EPS or AI. Photoshop files should be RGB, EPS or TIFF files, minimum 300dpi. Artwork should be supplied via email.

TECHNICAL SPECIFICATIONS FOR ARTWORK TO BE SET

The Global Recruiter provides an artwork 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.

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