

International HR Adviser

The 2020 Media Guide for Companies and Organisations Targeting International Human Resource Professionals



International HR Adviser is regarded as the most informative and educational magazine of the Global HR publications, outlining key developments and strategies in the field of International HR Management and Global Mobility, as all of our articles are aimed at International HR Professionals and those responsible for their company's or organisation's global workforce and are written by senior professionals in their field of global mobility expertise.

Regular Features Include Articles on the Following Topics:

- International HR Strategy
- Global Taxation
- HR & Mobility Technology
- Global Mobility Updates
- Employee Health & Wellbeing
- Talent Management
- Cross-Cultural Issues
- Cost Analysis
- Recruitment Trends
- Trends In International Assignments
- Country Profiles
- Spousal Support
- International HR Professionals Sharing Their Latest Thoughts & Experiences
- Global Immigration
- Compensation & Benefits
- Global Employment Law
- Global Policy Reviews
- Case Studies
- Surveys & Data Analysis
- Global Pension Schemes
- Relocation Issues
- Benchmarking
- Employee Safety, Evacuations & Security
- Cost Of Living
- Corporate Accommodation & Serviced Apartments
- HR & Global Mobility Roles Within Organisations

We also organise The Global HR Conferences that take place twice a year in London, UK

International HR Adviser

- Launched:** July 2000
Frequency: Quarterly
Circulation: Distributed to 7,030 named International Human Resource Professionals in 83 countries. We target the decision maker within companies whose role is to manage their organisation's global mobility programmes, and therefore we send the magazine to 6,499 companies.
Digital: Uploaded quarterly and available to view via www.internationalhradviser.com. Published via issuu platform as a page-turning document. Average 8,500 online impressions per issue. All advertisements and biographies in the online magazine are fully hyperlinked.

Countries International HR Adviser is distributed to:

Abu Dhabi, Afghanistan, Africa, Amsterdam, Argentina, Armenia, Australia, Austria, Azerbaijan, Bahrain, Belgium, Brazil, Brussels, Bulgaria, Cameroon, Canada, Cayman Islands, Chile, Denmark, Dubai, England, Egypt, Finland, France, Germany, Greece, Guernsey, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Jersey, Jordan, Kazakhstan, Korea, Latvia, Luxembourg, Macedonia, Malaysia, Malta, Martinique, Mauritius, Mexico, Netherlands, New Zealand, Nigeria, Norway, Oman, Pakistan, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Romania, Russia, Scotland, Singapore, Slovakia, Slovenia, Somaliland, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Tobago, Trinidad, Turkey, Ukraine, United Arab Emirates, United States of America, Venezuela & Wales.

Editorial Features:

All our features are aimed at International HR Professionals whose role it is to manage their organisation's global employee base or Global Mobility function. Recent features have included:

- Assignee Tax Myths **BDO LLP**
- Are You Ready For Gen Z? **Crown World Mobility**
- Contract Or Employee? Why Getting It Right Has Never Been So Important **Mauve Group**
- Diverse Expatriate Populations Alternative Remuneration Packages **AIRINC**
- Employee Benefits **Mattioli Woods**
- Five Actions To Enhance Leadership Diversity **IMPACT Group**
- Flexible Global Mobility Policies: The Pros And Cons Of Core-Flex Policies **Crown World Mobility**
- Global Employment Companies – An Alternative Operating Model And Its Benefits **Chris Debner & ITX**
- Global HR Insight: Careers Without Borders At adidas Group **Head of Mobility & Rewards Innovation, adidas Group**
- Global Mobility Function – Should Companies Invest A Little To Save A Lot? **Global Mobility Manager, DXC Technology**
- Global Taxation Update **BDO LLP**
- Hardship Allowances: Location or 'Hardship' Allowances Cannot In Themselves Compensate For A Crisis **ECA International**
- Health: A Healthy Global Workforce **Bupa International**
- How To Keep Expatriates From Leaving **Global Mobility Manager, EMEA, Mars**
- HR Risks In Emerging Markets **Control Risks**
- Is Global Mobility In Fashion? **Sterling Lexicon**
- Mobility Management: The Dangers Lurking In Your Legacy Mobility Management System **Equus Software**
- Moving The CEO – How To Relocate The Most Senior Executives Successfully **Head of Global Mobility, Old Mutual**
- Pensions: Retirement Savings, The Bigger Picture **Zurich Corporate Life & Pensions**
- Private Banking: The Financial Challenges Facing Senior Executives Working Abroad **Investec Private Bank**
- Reward Package Design – How Are Multinational Corporations Weathering The Storm? **The RES Forum**
- RFP Process: Lessons Learned In Conducting Mobility **RFP's Head of Global Mobility, Naspers & The MI Group**
- Serviced Apartments: Celebrating Milestones, Respecting The Past And Recognising The Future **The Apartment Service**
- Strategic Moves - A New Direction For Global Mobility **Deloitte LLP**
- The Fast-Changing Landscape Of Mobility Management Technology **Mercer Global Mobility**
- The Irresistible Mobility Experience **Deloitte LLP**
- The H-1B Visa: An Update And Look Ahead **Fragomen LLP**
- The Transformation of HR And Global Mobility Roles **Santa Fe Relocation**
- Wellness: One Size Doesn't Fit All – Make Mental Wellness A Priority For Your Globally Mobile Workforce **Cigna**

All of these articles can be viewed as searchable documents on www.internationalhradviser.com

Website:

www.internationalhradviser.com – *International HR Adviser* magazine is also available to view via our website, and the articles are also available to download and share as a pdf.

Social Media:

Each article is run via our Twitter feed @IHRAMagazine and also uploaded to our LinkedIn group and company profile update.

Free Annual Subscription:

We are able to offer a free annual subscription to *International HR Adviser* to vendors or suppliers by including you in our marketing database. If you would benefit from this free subscription please email your name, job title, company name, and postal address to helen@internationalhradviser.com.

Marketing Opportunities

We are able to offer clients various marketing opportunities, from advertising in the magazine, joining our Advisory Panel by sponsoring editorial features, sponsoring The Global HR Conferences and sponsoring our lead generation campaigns through our free subscription offer. All advertisements in the online magazine are fully hyperlinked.

Advisory Panel

Through joining our Advisory Panel you have the opportunity to showcase your company's expertise by providing quality editorial on the subject your company specialises in. The contract is an annual package and includes the following benefits in each quarterly issue:

- You provide an editorial feature for which you are given full credit
- You will receive a pdf of your article for review and approval prior to print
- A full or half page advertisement placed elsewhere in the magazine
- Your logo appears on the front page of the magazine
- A free annual listing in our Directory, if booked as an annual package
- Your article will appear on www.internationalhradviser.com, giving you extra exposure at no extra cost
- Your article will also be run via our Twitter feed and LinkedIn pages.

Sponsored Subscription Campaign

Through sponsoring our bi-annual Subscription Campaign, you can receive access to International HR Adviser's database and receive top quality leads to whom you can directly promote your company's services. The subscription campaigns last for six months and will give you the name, job title, company, address and email of all those international HR professionals who return their free subscription cards to our Subscriptions Department during the six month campaign period. This is also a huge brand awareness campaign as it includes:

- Company logo on the cover of the card
- Company logo, company description and contact details will appear on the inside left hand cover of the subscription cards
- Company logo on the subscription adverts in two issues of International HR Adviser
- Company logo on the home page and subscriptions pages of our website www.internationalhradviser.com
- You can also have cards so that you can offer your clients this free subscription
- Subscription cards distributed at relevant International HR events, conferences and exhibitions
- Sponsors will receive extra cards to offer the free subscription to clients, offering them an extra benefit, and an additional PR opportunity.

Cost: £5,000 for each six month campaign.

Over the last few campaigns, sponsors have received the data from subscribers with the following job titles include:

- AVP Head of HR Europe
- Corporate Reward Manager
- Director; HR Global Director
- Group Compensation & Benefits
- European Compensation & Benefits Lead
- European HR Generalist
- European Policy Manager
- Global Development
- Global Mobility Advisor
- Global Mobility Analyst
- Global Mobility Leader
- Global Mobility Manager
- Global Mobility Manager – Gulf
- Global Mobility Specialist
- Global Reward Director
- Global Procurement Director
- Group HR Director
- Group Payroll & HR Support Manager
- Head of Compensation & International Mobility
- Head of Finance & Administration
- Head of Global Mobility
- Head of HR
- Head of International Mobility
- HR Advisor
- HR Business Partner
- HR Manager
- International HR Manager Mobilisation
- HR, Global Assignments
- HR Specialist
- Human Resources Generalist
- Human Resources Manager
- Human Resources Operations
- International Assignment Manager
- International Comp & Bens Director
- International Compensation & Benefits Adviser
- International HR Adviser
- International HR Specialist
- International Mobility Director
- International Mobility Manager
- International Mobility Senior VP
- International Reward & Mobility Specialist
- Policy Specialist (HR Dept.)
- Regional Mobility Manager
- Reward & Mobility Senior Manager
- Global Mobility Reward Manager
- Reward Manager
- Senior Business Manager International HR
- Senior Consultant HR & Payroll
- Senior Consultant International Human Resource
- Senior Manager, Global Mobility Services
- Talent Director, Global
- VP Human Resources, EMEA.

Monthly Email Newsletter

We send out a monthly email newsletter to nearly 5,000 registered International HR Professionals in the middle of each month, highlighting educational news and updates relevant to their day-to-day role. If you would like to promote your services, advise our readers of issues that affect their role, or promote any events or surveys etc. via the email, book your slot with damian@internationalhradviser.com. An entry is £500 and comprises up to 400 words and an image/logo with links. Banner adverts can also be included.

ADVERTISING RATES

Full page:	£2900	Inserts:	Rates available upon request
Half page:	£1850	Directory:	£250 per issue or £1000 per annum
Quarter page:	£1000	Diary Dates:	£500 per entry (copy replicated on dedicated HR Events page of website)

MECHANICAL REQUIREMENTS

Full page	297 x 210mm (Bleed 303 x 216mm)	Half page	130 x 180mm (horizontal)
Half page	264 x 85 mm (vertical)	Quarter page	130 x 85mm

ISSUE	COPY DATES*	PUBLICATION DATES	ISSUE	COPY DATES*	PUBLICATION DATES
Spring	March 2	March	Autumn	September 2	September
Summer	May 27	June	Winter	December 2	January

PC or Mac data from CD, Zip, Email, ISDN or FTP in eps, tiff, jpeg or high resolution pdf format

*Subject to change

Other Products Within Our Company:

Global HR Conferences

The 2020 Global HR Conferences will take place in London on Monday 16th March and Monday 12th October 2020. These events are for Senior In-House Global HR Professionals only, and on average we have 80 delegates at each event. The benefits of sponsoring these events are:

- Your logo appears on all the advertisements promoting the event
- You can invite up to 5 colleagues to network with the delegates
- You donate a prize for the free prize draw and then you receive the contact details of all those who enter the draw
- You have a table within the seminar room
- You see the delegate list before the event
- We make up goody bags for delegates to take home and you can put a promotional piece of literature and/or a promotional gift in the bag

The sponsorship costs £3000 per event, and there is a maximum of seven sponsors, from different industries, at each event.

For further information please contact helen@internationalhradviser.com

The Expatriate's Guide To Living In The UK & WWW.EXPATSGUIDETOHEUK.COM

- **LAUNCHED:** 2003
- **FREQUENCY:** Annual – April, A5 magazine
- **CIRCULATION:** 25,000
- **DIGITAL:** Guide available to view online via www.expatsguidetotheuk.com. Content from hard copy replicated on dedicated online pages. Hyperlinks via the website can be booked for £300 per annum.
- **DISTRIBUTION:** International Human Resource professionals worldwide and their expatriate employees; relocation agents and moving companies for their welcome packs; Embassies in the UK; expatriate clubs and associations; expatriate resource centres; individual requests; expatriate conferences and exhibitions; expatriate networking events. The Guide is a handy A5-sized glossy publication which can be requested in bulk or single quantities throughout the year. The Guide can also be viewed online via www.expatsguidetotheuk.com. The Guide can also be viewed and shared online via www.expatsguidetotheuk.com
- **EDITORIAL CONTENT:** Topics include banking, driving in London and the UK, education, embassy listings, expatriate clubs, healthcare, immigration, lifestyle management, moving, property, pet transportation, relocation, residential lettings, serviced apartments, taxation, travel in London and the UK and useful numbers.

Advertising rates:

SIZE

Eighth page	£450
Quarter page	£700
Half page	£1000
Full page	£1800

Sponsorship of editorial section

(editorial plus full page colour advert) £2000

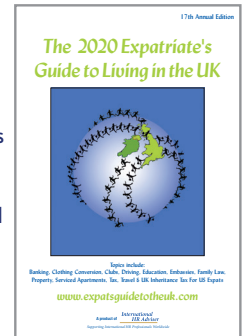
Annual listing on www.expatsguidetotheuk.com £350 per annum

The Expatriate's Guide to Living in the UK (A5)

Full page	128 x 188mm		
Half page	188 x 62mm (vertical)	Bleed	216 x 154mm
Half page	128 x 92mm (horizontal)	Trimmed	210 x 148mm
Quarter page	62 x 92mm		
Eighth page	62 x 44mm		

COPY DATE*	PUBLICATION DATE
14th February	March

*Subject to change



AMERICAN IN BRITAIN

- **LAUNCHED:** 1983. Re-launched by current publisher in 1995
- **FREQUENCY:** Quarterly, glossy, A4 magazine
- **CIRCULATION:** 20,000 Americans currently living in, or about to move to the UK
- **DISTRIBUTION:** Home addresses of Americans living in Britain. Also distributed via the American women's clubs, the American Embassy, American banks, oil companies, legal firms, international schools, Democrats & Republicans Abroad, relocation & moving companies who put the magazine in to their welcome packs and International HR professionals who pass it on to their American employees. It is also distributed to alumni associations, American social clubs and members of British American Business.
- **EDITORIAL CONTENT:** News, travel, theatre, restaurant reviews, tax, legal issues, healthcare, arts & antiques, finance, American Women's Clubs news, property, travel, hotel reviews, wealth management forthcoming events and specialist articles aimed at the affluent American expatriate community.

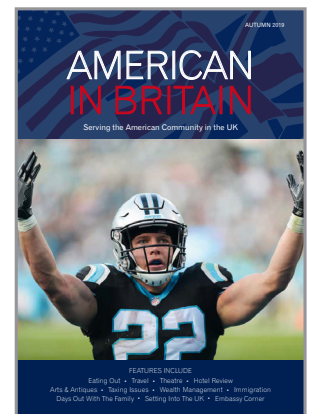
Advertising rates:

SIZE

Eighth page	£450	Quarter page	£900
Half page	£1750	Full page	£2900

Inserts: Rates available upon request

Editorial sponsorship packages available email damian@theamericanhour.com



For further information and a sample copy of American in Britain please call Helen Elliott on +44 (0) 20 8661 0186 or email helen@theamericanhour.com www.americaninbritain.co.uk

WWW.THEAMERICANHOUR.COM

- **LAUNCHED:** January 2000; redesigned & relaunched Summer 2019
- **CONTENT:** A website offering advice and information to American expatriates moving to, and living in the UK. Sections of the website include: banking, driving, education, furniture rental, healthcare, immigration, 'living in' area guides, lifestyle management, moving, pet transportation, residential lettings, relocation, restaurants, serviced apartments, sport, taxation, theatre, vacations and wealth management. These sections include valuable information and hyperlinks to relevant websites. In addition, the website offers a directory of expatriate clubs in the UK, events listings and competitions & offers. Visitors can also subscribe to the website's free email newsletter – The American Hour Monthly Email Newsletter – sent out to over 3,000 Americans every month, listing events, news, up-dates and competitions & offers.

To advertise your products or services on this website or in the Email Newsletter, please contact Damian Porter on +44 (0)1737 551 506.

Exclusive sponsorship packages are available upon request. Benefits include banners, company details, hyperlinks, and advice editorial.

Please note that hyperlinks cost £300 per annum.

Damian Porter: Telephone +44(0)1737 551 506 or damian@theamericanhour.com – Visit the website www.theamericanhour.com

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