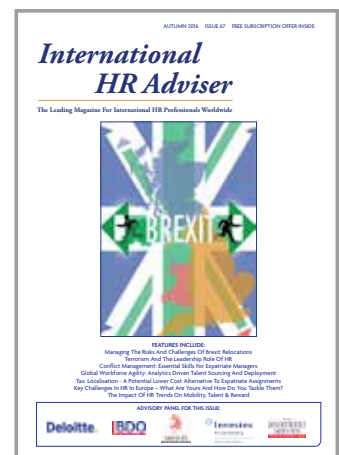


# International HR Adviser

## The 2018 Media Guide for companies and organisations targeting International Human Resource Professionals



International HR Adviser is regarded as the most informative and intelligent 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.

### Regular Features Include Articles on the Following Topics:

- International HR Strategy
- Global Taxation
- Technology
- Health
- 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
- Surveys & Data Analysis
- Global Pension Schemes
- Relocation Issues
- Benchmarking
- Employee Safety, Evacuations & Security
- Cost Of Living
- Cost Benefit Analysis

# International HR Adviser

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- Launched:** July 2000  
**Frequency:** Quarterly  
**Circulation:** Distributed to 6,987 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 6,419 companies.  
**Digital:** Uploaded quarterly and available to view via [www.internationalhradviser.com](http://www.internationalhradviser.com). Published via issuu platform as a page-turning document. Average 8,000 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:

- Aligning Mobility & Talent - Using Data Analytics To Unlock The Potential [EY's Human Capital EMEA Global Mobility Analytics](#)
- Assignee Tax Myths [BDO LLP](#)
- Brexit And The Great British Immigration Debate [Magrath Sheldrick LLP](#)
- Diary of A (Compliant) Time Traveller [Deloitte LLP](#)
- Diverse Expatriate Populations Alternative Remuneration Packages [AIRINC](#)
- Employment Law: Brexit, Employment Law And Global Mobility [Dorsey & Whitney \(Europe\) LLP](#)
- Flexible Global Mobility Policies: The Pros And Cons Of Core-Flex Policies [Crown World Mobility](#)
- 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 [Linda Lange, Global Mobility Manager, EMEA, Mars](#)
- HR Risks In Emerging Markets [Control Risks](#)
- Impact of Digital On Global Mobility [Santa Fe Relocation](#)
- 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](#)
- Talent Management: Understanding The True Cost Of Losing Globally Mobile Talent [King's College London](#)
- The Data Analytics Journey [Equus Software](#)
- The Global Talent Challenge: Getting New People In New Jobs In New Places [Deloitte LLP](#)
- Thriving Abroad: Driving Assignee Engagement [Thriving Abroad](#)
- Understanding Trends In Global Mobility [Lloyds International Private Bank](#)

All of these articles can be viewed as searchable documents on [www.internationalhradviser.com](http://www.internationalhradviser.com)

## Website:

[www.internationalhradviser.com](http://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 @IHRMagazine 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](mailto:helen@internationalhradviser.com)

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## Marketing Opportunities

We are able to offer clients various marketing opportunities, from advertising in the magazine or sponsoring editorial features, to membership on our Advisory Panel, and sponsorship of 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
- A full or half page advertisement placed elsewhere in the magazine
- Your logo on the front cover as part of our Advisory Panel
- A free annual listing in our Directory, if booked as an annual package
- We will promote any conferences or seminars you organise
- Your article will appear on [www.internationalhradviser.com](http://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](http://www.internationalhradviser.com)
- A subscription card will be inserted into two issues of International HR Adviser
- 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 just over 4,900 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](mailto:damian@internationalhradviser.com). An entry is £500 and comprises up to 400 words and an image/logo with links.

## Webinars

We are launching a Webinar section on [www.internationalhradviser.com](http://www.internationalhradviser.com) which offers you the opportunity to showcase your expertise and educate our readers and visitors to the website. We will email our readers each month with a list of upcoming webinars that will be published monthly, and the page will be run regularly via our social media channels. The cost to run a video is £500 for 12 months.

You can also promote your business video via our Directory page, and this costs £500 per annum.

## ADVERTISING RATES

|               |       |              |   |
|---------------|-------|--------------|---|
| Full page:    | £2900 | Inserts:     | Rates available upon request  |
| Half page:    | £1850 | Directory:   | £250 per issue or £800 per annum  |
| Quarter page: | £1000 | Diary Dates: | £350 per entry (copy replicated on dedicated HR Events page of website) |

## MECHANICAL REQUIREMENTS

|           |   |              |                          |
|-----------|---|--------------|--------------------------|
| Full page | 264 x 180mm (Bleed 303 x 216mm, Trim 297 x 210mm) | 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 | November 28 | 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

We organise one day events for senior Global HR professionals that offer clients the opportunity to showcase their company's specialist knowledge to this niche audience as well as having a stand at the event.

Details of the next events can be outlined by emailing [helen@internationalhradviser.com](mailto: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](http://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](http://www.expatsguidetotheuk.com). The Guide can also be viewed and shared online via [www.expatsguidetotheuk.com](http://www.expatsguidetotheuk.com)
- **EDITORIAL CONTENT:** Topics include banking, driving in London and the UK, education, embassies, 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 | £650  |
| Half page    | £950  |
| Full page    | £1750 |

### Sponsorship of editorial section

(editorial plus full page colour advert) £2000

Annual listing on [www.expatsguidetotheuk.com](http://www.expatsguidetotheuk.com) £300 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

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](mailto:helen@theamericanhour.com) [www.americaninbritain.co.uk](http://www.americaninbritain.co.uk)



## WWW.THEAMERICANHOUR.COM

- **LAUNCHED:** January 2000
- **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](mailto:damian@theamericanhour.com) – Visit the website [www.theamericanhour.com](http://www.theamericanhour.com)

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