



DIGITAL OPPORTUNITIES FOR THE HR COMMUNITY

The HR
Observer

Brought to you by
 **informa connect**

DIGITAL PRODUCTS

CONNECT WITH US, REACH YOUR BUYERS.

DISPLAY
ADVERTISING

DIRECT
MARKETING

LEAD
GENERATION

CUSTOM
CONTENT

Webinars



Reports



Infographics



WHAT WE DO

Sponsored Blog Posts



Banner Adverts on the
HR Observer Newsletter

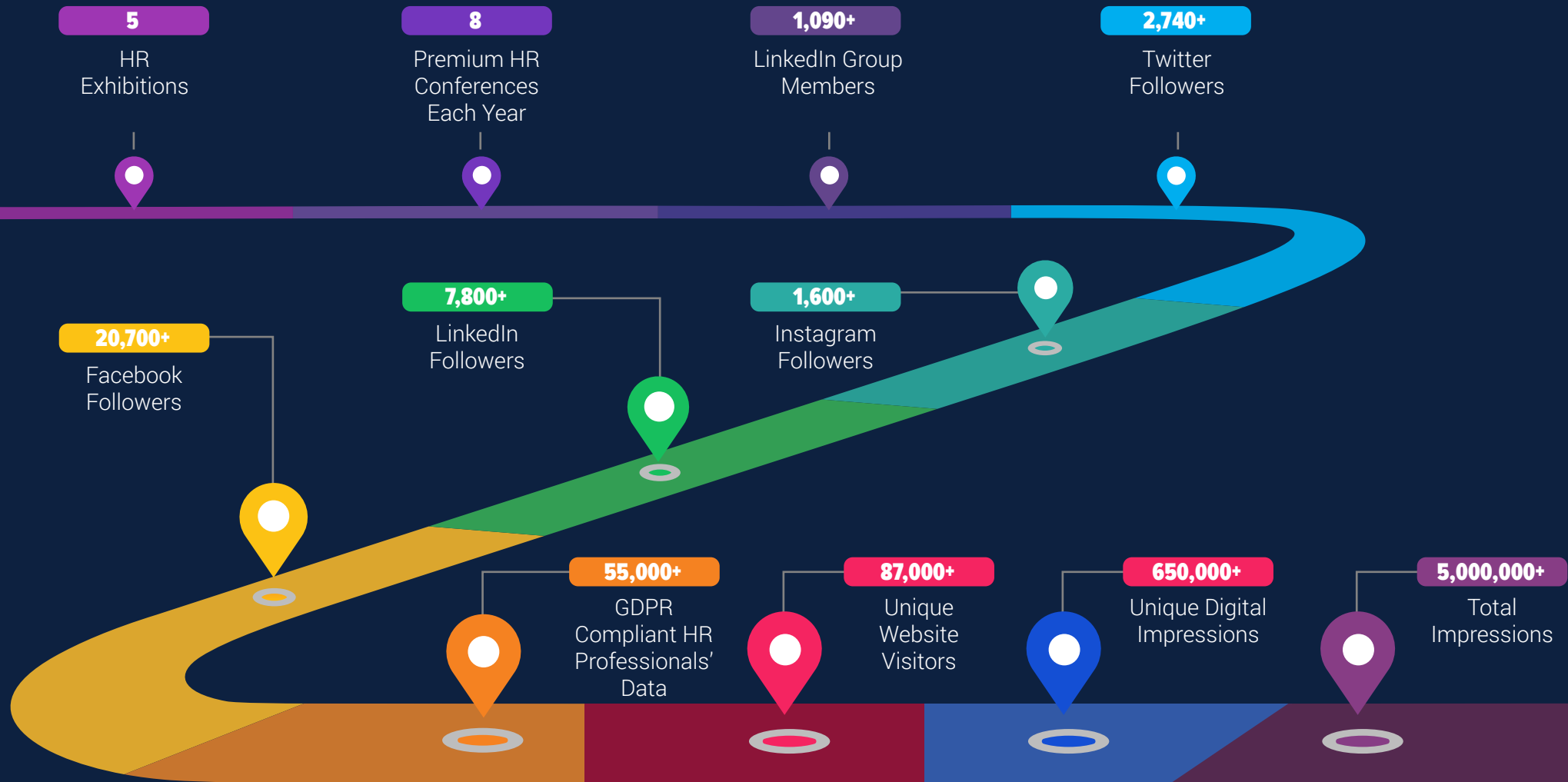


White Papers/
Case Studies





WHO WE ARE





OUR REACH

GEOGRAPHY

United Arab Emirates	33%
Saudi Arabia	11%
Europe	8%
Asia	3%
US / Canada	3%
Africa	3%
MENA	2%
Kuwait	1%
Oman	1%
Bahrain	1%
Other	35%

SENIORITY

CXO/VP/Director/GM	21%
Department Head	7%
Manager	30%
Specialist/Executive/Officer	23%
Consultant/Advisor	4%
Business Partner	3%
Administrator/Coordinator	7%
HR Analyst	1%
Other	4%

JOB FUNCTION

HR Generalist	34%
Strategy	14%
Business / Sales / Commercial	9%
Training	7%
Recruitment	4%
Talent/People Management	3%
Learning and Development	3%
Compensation & Benefits	2%
HR Technology & Analytics	5%
Other	19%



OUR ROLE IS TO CONNECT YOU WITH OUR COMMUNITY

THOUGHT LEADERSHIP

- Feature articles, spotlight interviews, and opinion pieces
- HR TV pre-event and on-site coverage
- Custom infographic creation and distribution
- Webinars

BRAND AWARENESS

- Community advertising and sponsorship
- Newsletter and email banner sponsorship
- Content syndication and sponsored social media posts

LEAD GENERATION

- Custom whitepaper creation or distribution
- Report creation or distribution
- Dedicated webinar or digital week sponsorship
- Custom research and sponsored surveys



LEAD GENERATION

LEVERAGE OUR AUDIENCE AND PLATFORMS TO SYNDICATE YOUR CONTENT AND GENERATE HIGH QUALITY LEADS.

Our high-value audiences seek out information to research and evaluate multiple solutions, products, and services throughout the purchase process. Our lead generation programs can promote your valuable content across our channels to reach your key target markets.

HOW DOES THIS WORK

Registration is required to view the content and you will receive a report with contact information for your agreed leads. This will allow you to:

- Obtain high-quality leads
- Utilise strong content marketing assets
- Leverage engaged audience
- Strengthen thought leadership

CUSTOM CONTENT

CONTENT MARKETING ASSETS THAT CAPTURE ATTENTION

Leverage the HR Observer's marketing reach savvy to add a powerful advantage to your content marketing campaigns. We have the experience and know-how to market your content assets directly to your key target audience.

BENEFITS:

- Increase the reach of your content marketing assets
- Leverage an engaged targeted audience
- Gain 3rd-party credibility
- Strengthen thought leadership and the presence of your business

WEBINAR

MARKET
REPORT

SPONSORED
BLOG POST

INFOGRAPHICS

WHITE PAPERS/
CASE STUDIES



WEBINAR: \$15,000

Join a panel of leaders or curate your own HR Observer webinar. Educate and engage with target audiences. We provide audience development, marketing, production and project management as well as a professional moderator.

DELIVERABLES:

- Webinar creation
- Webinar hosted and featured on the HR Observer page for one month
- Promotion via dedicated email campaign, banner ad, newsletter, social media and the webinar calendar
- 30 day home page banner
- 200 leads provided to client
- Recording will be available in webinar library for 1 year
- Detailed report



800+
registrations

300+
leads

30%
attendance

100,000+
reach (via database
and social media)



MARKET REPORT: \$3,500

Sponsor one of the quarterly industry market report HR Tech Report, Compensation & Benefits Report, Learning & Development Report or HR Trends Report. Showcase your branding and generate leads as part of the HR Observer's Thought Leadership Series.

Our reports generate approx. 300 leads and reach can go up to 120,000

DELIVERABLES:

- Banner placement in the report under the heading "Brought to you by" / "Powered by"
- Top level branding on the report
- Dedicated email campaign to 50K HR professionals
- 50 leads provided to client (filtered)
- Report will be available in webinar library for 1 year



INFOGRAPHICS: \$2,000

BRING YOUR MESSAGE TO LIFE THROUGH VISUAL DESIGN

Infographics are one of the most popular forms of content on the web today, driving more traffic than most traditional content due to their highly visual and easy to digest format that helps users translate data into insights. Infographics draw a wider viewing audience into information that might otherwise be hidden in long-form content. They also encourage social sharing of your content.

DELIVERABLES:

- Custom design based on content
- Optimized images for sharing & social search
- Marketing and promotion (optional)
- Own the asset & use in multiple programs



WHITE PAPERS/ CASE STUDIES: \$3,500

Share your expertise, case study or success story with the HR professions in the region. Promote your thought leadership and position your business as a market leading HR solution and service provider.

Your branded message will be published and promoted to the entire HR buying chain.

DELIVERABLES:

- Featured in the 'White Papers' section at the HR Observer page
- 30 days banner placement, promoting the white paper/case study at the HR Observer home page
- Promotion via banner in the monthly newsletter (distribution to 55K HR professionals)
- 50 leads provided to client (filtered)
- Report on the campaign performance





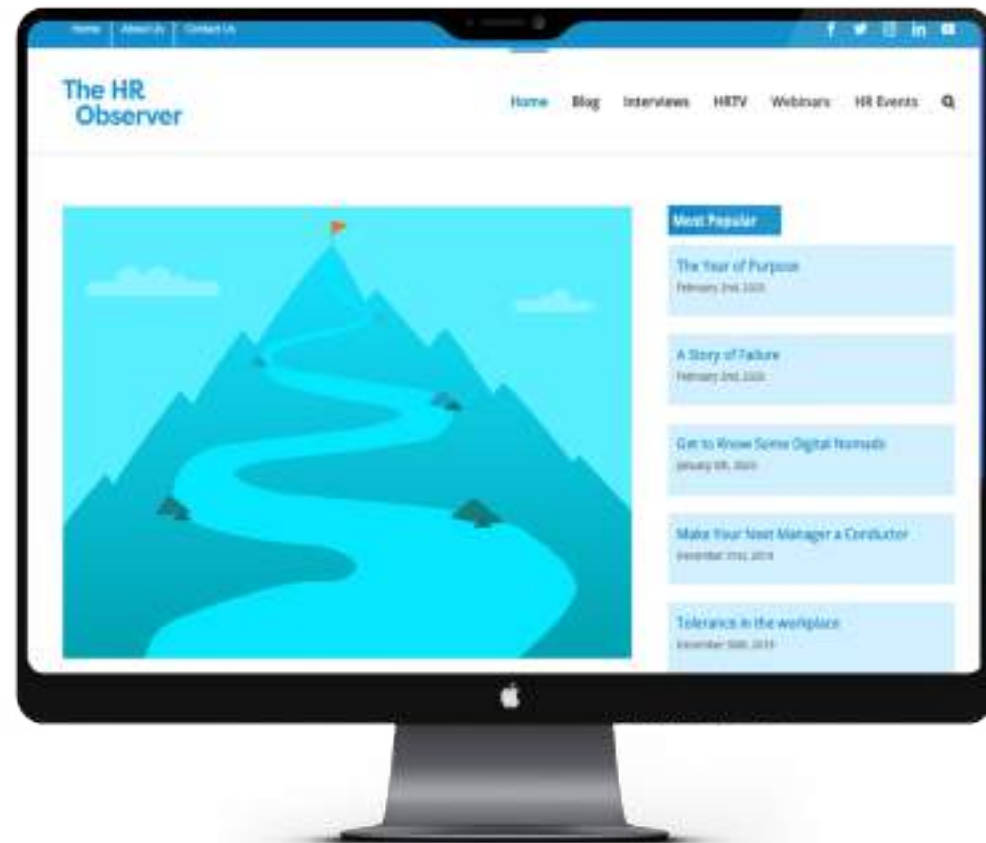
SPONSORED BLOG POST: \$2,000

Align your company with contextually-relevant editorial articles. Our blog provides you with the opportunity to host a thought leadership content article with links back to your website.

This program puts your product or solution in front of active buyers while they review the latest news and insights on the topics, they care about most. This will offer your company to position your brand as a thought leader while driving traffic to your website.

DELIVERABLES:

- Hero banner and synopsis featured at the home page and in the featured section
- Blog post featured in the HR Observer monthly newsletter (distribution to 55K HR professionals)
- Social media post and promotion of the blog post
- Featured in the editor pick section for 30 days





DISPLAY ADVERTISING

TOP POSITION: \$1,500

MIDDLE POSITION: \$1,000

BANNER ADVERT TO THE MONTHLY NEWSLETTER

Thousands of decision makers professionals rely on The HR Observer to keep them up to date. Advertise in our monthly newsletter with a display advert and put your brand directly in front of them and drive traffic to your website.

DELIVERABLES:

- Banner placement in the monthly newsletter (distribution to 55K HR professionals)
- Report on the banner click-through performance

55,000+
subscribers

12
newsletters / year





GOT QUESTIONS? SPEAK TO US!

CONTACT OUR SALES TEAM
FOR A CONSULTATION.

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