

Audience

Integral to your campaign's success is who is receiving AND reading the publication and, ultimately, your ad. Your goal is to maximize delivery of your message to those that both directly purchase AND influence the purchase of your product or service.

That's where *Workforce* exceeds expectations. *Workforce* focuses on the buyers and influencers of HR products. As such, over 70% of *Workforce's* audience is comprised of top-titled professionals from companies whose HR departments are actively seeking solutions. But *Workforce* doesn't stop there...

Workforce delivers across the spectrum of HR titles focused solely on buying and influencing the purchase of HR products and services. As such, *Workforce* targets each member of the decision making team—across titles and functions—to maximize your exposure along the full-purchase process.

What's more, *Workforce* also facilitates delivery of your marketing message through multiple mediums to each of these decision-making team members—the only truly integrated audience in HR today. At over 180,000 buyers and influencers strong, *Workforce* has the greatest reach and most complete multimedia approach available in reaching *true* HR decision-makers.

Title	Total Qualified	Percent of Total
Presidents, Owners, Partners	6,071	11.9%
Vice Presidents and Assistant VPs	5,483	10.7%
Directors and Assistant Directors	10,707	21.0%
Managers and Assistant Managers	13,738	27.0%
Administrators, Supervisors, and Officers	6,348	12.5%
Analysts, Specialists, Assistants & Coordinators	2,751	5.4%
Educators, Trainers	516	1.0%
Treasurer, Controller, Other Financial	421	0.8%
Consultants, Attorneys	761	1.5%
Others Allied to the Field	4,158	8.2%
Total Qualified Circulation	50,954	100%

User Value

User value is the way in which users interact with the media property. Fundamentally, it is the critical bridge between the editorial content and the audience.

Subscribers request *Workforce*

Subscribers to *Workforce* have either:

Invested \$59.00 to receive the magazine

OR

Taken the initiative to visit our site and opt-in for a trial subscription and online HR-related content.

Questions to Ask:

- How do HR professionals CHOOSE to interact with the content?
- Is there even a choice to receive the magazine?
- Have they chosen to receive the magazine ONLY because of the content or for SOME OTHER REASON?

Answers from *Workforce*:

Human resource professionals integral to buying decisions are hard pressed for time. When they invest time to process job related information, they turn first to properties in which they have invested both trust and a chosen relationship. This relationship is another key element that truly sets *Workforce* apart in the HR marketplace. Every subscriber to *Workforce* actively chooses to receive *Workforce* content – increasing advertiser value through user “buy-in”.

Why? Strength of editorial. *Workforce's* content is a “must read” for real HR buyers. That's why more people choose to pay for *Workforce* magazine, based solely on the editorial value of the publication, than ANY other HR magazine.