

Editorial

Quality content is the single most crucial component of advertising success.

Regardless of the medium, no other variable holds more weight when delivering successful campaigns than strong content. If television shows aren't watched, ads aren't seen. If radio programs aren't listened to, spots aren't heard. Similarly, in the magazine world, if a publication isn't well read, your advertisement just won't work.

However, the strength of editorial quality can often be overlooked or clouded by the entirely different issue of audience. The right circulation is certainly important. However, circulation statistics alone mean absolutely nothing if the product's editorial isn't compelling or relevant enough to drive real readership.



Questions to Ask:

- Does the publication clearly understand its own editorial direction?
- In seven words or less, what is the editorial position?
What does it really mean?
- Is the message insightful, current, relevant, useful and compelling?
- Do HR professionals REALLY rely on it to make their jobs better? To increase performance? To take action and make decisions? To create results?

Answers from Workforce:

Workforce's editorial position is crystal clear—and holds extreme value for its audience...HR trends and tools for business results. The *Workforce* reader knows that just improving the HR function is not good enough. Real value comes in improving the bottom line—how can HR be used to create quantifiable business results for the organization? *Workforce* identifies the emerging and relevant trends while providing specific tools to accomplish bottom line corporate results for our readers. In this way, we empower HR to prove its merit through increased productivity, profitability and a measurable ROI.

Since 1922, *Workforce* has been repeatedly honored for exceptional quality in editorial. In fact, we have received more editorial awards than any other HR publication in the marketplace! Recently we've been awarded with the “**Best Managerial and Professional Magazine**” for 2002 by the Western Publications Association. Our website has been recognized by Min Media as a top 50 content product and was also honored with the title of “**Best Community Center**” in 2002 by the American Society of Business Publication Editors as well as a bronze medal for “**Best Web Site**”.

Looking for actual readers, not just recipients? Our readers rely on our editorial's message to make their businesses better—and prove it by spending **an average of one hour and nine minutes reading *Workforce* each month**. Additionally, over 21% spend 2 hours or more monthly with the magazine—more than any other HR publication!

When seeking the pinnacle of editorial excellence in human resources, there is only one choice – *Workforce*.