

# “Put your company in front of over 20,000 UK HR and Training Professionals”

## Media Rates 2008

**the people bulletin** [www.findasupplier.info](http://www.findasupplier.info)

29 November 2007 Issue 23

Advertising opportunities here

Advertising opportunities here

**HR**

**Giving ex-offenders a second chance at work**  
by Selina Corkery and Ruth Parker, Nacro

Recruiters often balk at the prospect of taking on someone that has recently served a prison sentence. But what of the ex-offender's work prospects? How do they gain the necessary skills to play a meaningful role in society? Selina Corkery and Ruth Parker of Nacro discuss the issues.  
[Read more...](#)



**Absence rates at the DfT indicative of public sector malaise**  
Figures released by the Committee of Public Accounts show that some staff at The Department for Transport routinely take up to three weeks' sick leave. Research from the CIPD suggests high rates of sickness absence are typical in the public sector.  
[Read more...](#)

**Merger failure rife as HR ignored**  
Corporate mergers and acquisitions are failing to deliver value, with 97% of UK mergers failing to meet objectives, as executives focus on IT system integration and ignore culture and human capital.  
[Read more...](#)

**Remembrance day holiday wins backing of 80,000**  
An online petition campaigning for an additional bank holiday to commemorate Britain's war dead has now amassed more than 80,000 signatures.  
[Read more...](#)



**Find a Supplier**

Access over 8,000 HR and 4,000 Training providers quickly and easily online with our web directory Find a Supplier.  
[www.findasupplier.info](http://www.findasupplier.info)

**Free... Subscribe to The People Bulletin**

Enter your email address in the box below to receive an email each time we post a new issue of The People Bulletin

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First Name:

Last Name:

Job Title:

Company:

Phone Number:

**HR Software**

**How to choose HR software and gain buy-in from the board**  
When looking for a software supplier it's easy to be wowed with system functionality and make a hasty decision. In this advertisement feature, Snowdrop draw on experiences of HR teams for some top tips to help choose a solution.  
[Read more...](#)

Advertising opportunities here

**Training**

**ROI on learning & development outdated, claims CIPD**  
Traditional evaluation methods are no longer enough for organizations to measure and communicate the value of learning according to the CIPD, who propose an approach based on return on expectation.  
[Read more...](#)

**Nation taking their future learning into own hands**  
The LSC's marketing campaign 'Our future. It's in our hands' has received a significantly positive response from employers and individuals, indicating the nation is getting ready to improve their skills.  
[Read more...](#)



**Government announce massive Train to Gain expansion**  
The government has announced a doubling of funding in the Train to Gain Service, which will see more than £11 billion a year invested in education, employment and training.  
[Read more...](#)



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Discover how you can maximise your exposure to key HR and Training Professionals across the UK...

# The People Bulletin

## Welcome to The People Bulletin

The People Bulletin is a fortnightly email newsletter specifically targeted at the HR and training community. The People Bulletin is produced by AP Information Services Ltd., the publishers of *The Personnel Manager's Yearbook* and *The Training Manager's Yearbook*.

Every issue of The People Bulletin covers a variety of HR and training issues, with easily digestible information within a clear and simple design.

Issues focus alternately on the HR and training sectors and each edition contains between 10-15 items of interest covering the most relevant news stories, surveys and statistics to both HR and training professionals.

## A vital audience for your services

The People Bulletin has more than 20,000 recipients including:

- 4,374 HR/Personnel Directors
- 1,135 Training Directors
- 8,942 HR/Personnel Managers
- 4,162 Training Managers
- 1,046 Other HR/Training Staff

## Why you should advertise in The People Bulletin

As a provider of HR and training services, you need to promote your company to the UK's most important HR and training decision-makers. The People Bulletin offers you a fantastic opportunity to influence thousands of relevant business professionals.

The People Bulletin readership is made up of senior level HR and Training professionals from the UK's leading companies, including directors and managers.

Advertising in this successful publication means that your company will be promoted to these major decision-makers. You will therefore be actively influencing your target audience, and increasing your chances of securing new business.

## Take a look at what our last user survey discovered

**83%** of our readers said they read *The People Bulletin* to keep up with news, research and industry trends.

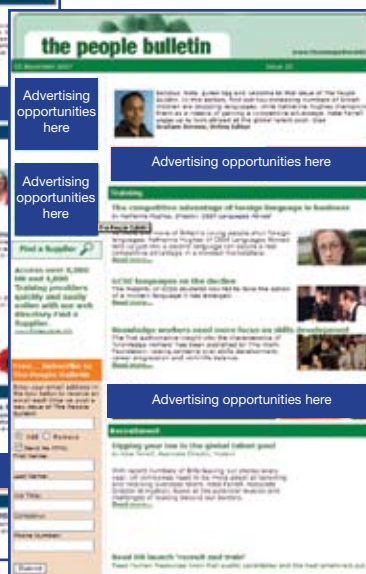
**93%** of users rated content of *The People Bulletin* as good or excellent.

*"The People Bulletin is sent out to thousands of HR and training professionals working in many of the largest companies and organisations in the UK and has an average open rate of 32% "*

## HR issue



## Training issue



The People Bulletin offers you a fantastic opportunity to promote your company to major decision-makers within both the HR and Training sectors. Please see below for examples of how you can increase your exposure online.

# Advertising opportunities available with The People Bulletin

Make sure your company is seen by key decision-makers...

**Tile advert**  
**£550 + VAT**  
**an issue**

**Skyscraper advert**  
**£625 + VAT**  
**an issue**

**Banner advert**  
**£650 + VAT**  
**an issue**

The screenshot shows the homepage of 'the people bulletin' (www.findasupplier.info), dated 29 November 2007, Issue 23. The page features several sections with blue callout boxes indicating advertising opportunities:

- Advertising opportunities here** (top left sidebar)
- Advertising opportunities here** (top right sidebar)
- Advertising opportunities here** (middle left sidebar)
- Advertising opportunities here** (middle right sidebar)
- Advertising opportunities here** (bottom right sidebar)
- Advertising opportunities here** (bottom right sidebar)

The main content area includes articles such as 'Giving ex-offenders a second chance at work', 'Absence rates at the DfT indicative of public sector malaise', 'Merger failure rife as HR ignored', and 'Remembrance day holiday wins backing of 80,000'. There are also sections for 'Find a Supplier', 'HR Software', and 'Training'.

The People Bulletin has been designed with training and HR professionals in mind and has already built up a loyal group of readers, looking forward to each issue.

Typical responses to The People Bulletin include:

*"The People Bulletin is fun, informative and features things which I wouldn't see otherwise"*

Muriel Secker, Secker Training and Development Ltd.

*"The bulletin is a good read and easy to follow. I've gleaned some interesting advice, which I can use in my day-to-day HR work"*

Julian Edwards, HR and Training Officer, The Welsh Assembly Government

*"Your newsletter is now highlighted as a 'best read in category' on our website, thanks for the excellent newsletters"*

Peter Eales, oi solutions Ltd. and oi-websolutions

# MEDIA RATES 2008

## Online Advertising Rates

Advertising options for [The People Bulletin 2008](#) are as follows:

Position	Email
Banner Advert	£650 per issue
Banner Advert plus Advertorial	£750 per issue
Skyscraper Advert	£625 per issue
Skyscraper Advert plus Advertorial	£725 per issue
Tile Advert	£550 per issue
Tile Advert plus Advertorial	£650 per issue
Guaranteed positions	£100 surcharge

\*Please note that all advertising rates are subject to VAT at 17.5%

\*Please ask about series bookings discounts

## Advertising Contact

For specialist advice on advertising in [The People Bulletin](#) contact:

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## Purchase your copies of the most recent publications for the HR and training sector from AP Information Services Ltd.

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