

The SDR Tech Weekly

MEDIA KIT

Thank you for your interest for the guest blogging with us!

The HR Tech Weekly® Online Media Co. and its digital ecosystem provides immediate access to +60K people from 120+ countries around the globe.

We publish guest posts mainly in The HR Tech Weekly Blog. Awarded Top 100 HR Blogs for Human Resource & Talent Management Experts by Feedspot. Rated in Top 100 Human Resource Management Authority by Agilience. Recently included in the Future of Work: Top 100 Influencers and Brands by Analytica.

All the blog posts are distributed by subscription, and via Twitter, LinkedIn, Facebook, Google+, Tumblr, Flipboard, Pinterest, and Scoop.it global audience in behalf of our corporate and team personal accounts.

On Monday next week after the publication the article is captured to the headlines of the new edition of The HR Tech Weekly Digest. It is distributed via the same channels again.

If you publish the article with our main blog it will be highlighted in the HR Tech Magazine within two weeks and in the HR Tech Online in several months again to give you maximum exposure.

Top 10 HR Tech Influencers on Twitter by Social Media Research Foundation. 10,5M people had reached our content by the end of 2015. Annual results for 2016 are 80M impressions.

We will need the following from you to proceed:

1. The text of the article, or the link if it was already published.
2. The author's photo and link to the social profile.
3. If you (an author) have a Gravatar at WordPress we can send you the invitation to become a contributor. This option will allow us to indicate the author's name using the standard blog tools, and also show it among contributors with the recent publication at the sidebar. It also works better for those by subscription, and when featured in third parties' newsletters and aggregators.
 - 3.1. Otherwise we can do it manually above the text as written by [Your Name]. Please make sure that with the manual option it will be indicated by WordPress that the article is published by The HR Tech Weekly.
 - 3.2. We encourage you to do it with the Gravatar which is easy to create.
4. The featured image(-s) for the visualization in HD resolution. Alternatively we may choose either original or stock image by ourselves.
 - 4.1. If you take an original (not stock) image please provide us with its name, author and other credentials.
 - 4.2. If you want us to hyperlink the image please advise.

5. If you have a video, there are several options to publish and distribute it with us. The HR Tech Weekly has a special section for videos in it's digest and also YouTube channel. Digest itself is issued on Mondays, video series are released each Friday. It's also possible to have a widget on the sidebar of our main blog for either single video or playlist.

6. If you want to place a banner with us it is possible to do it at the sidebar of the HRTW blog or inside the weekly digest. HTML format is preferable. The image is possible too.

7. If you have an RSS channel at your blog it can be featured at the HR Tech News.

We provide our contributors with the corresponding links to all the posts incl. social media distribution for references and sharing.

Please make sure to book your publishing date at the HRTW in advance. HRTW and HRTM publications are available on demand. Please note that we don't publish full articles in the HRTM just excerpts with redirect to the source.

Non-profit bloggers, first time comers and editor's picks are published and distributed for free.

Looking forward to hearing from you!

Sincerely Yours,

The HR Tech Weekly Team

info@hrtechweekly.com

Media Coverage

Sources	Abreviation	URL	Circulation
The HR Tech Weekly®	HRTW	https://hrtechweekly.com	36 846
The HR Tech Weekly® Blog	HRTW Blog	https://blog.hrtechweekly.com	45 199
The HR Tech Weekly Digest	HRTW Digest	http://digest.hrtechweekly.com	26 903
YouTube Channel	HRTW Video	www.youtube.com/hrtechweeklydigest	22 096
HR Tech News	HRTN	https://hrtech.news	13 810
HR Tech Magazine	HRTM	https://hrtechmagazine.com	14 921
HR Tech Online	HRTO	https://hrtechonline.com	17 672
Mail List			60 267
TOTAL			237 714

Diversity

There are 35 media channels on board with the broadcast to 134 countries.

Our audience lives in the United States (46,2%), UK (16,9%), Europe (~10%) India (5,3%), Canada (4,5%) and Australia (4,2%), and other countries.

Most of our followers (86%) have annual household income over \$100,000 including those with the household income over \$250,000 (18%).

More than a half (60%) has net worth over \$150,000 including those with the net worth over \$1,000,000 (15%).

Scope of Services

Feature / Section	Description	Frequency	Comments	Price
HRTW Blog Posts	Sponsored content (promo articles, product reviews, press-releases, interviews, etc.)	1-5 updates per week	Main days are Tuesday, Thursday	Ref. 1
HRTW Blog Side Bar	Banners, widgets, embeds, videos, podcasts	Permanent	HTML or images	Ref. 2
HRTW Digest Captured Headlines	Links and excerpts of the articles published in the HRTW Blog past week	Weekly	On Mondays	FREE
HRTW Digest Custom Headlines	Your on demand content captured to the headlines of our weekly digest	Weekly	Main article for online, newsletter and Social Media	Ref. 3
HRTW Digest Video Section	Videos from YouTube, Vimeo. Presentations from SlideShare	Weekly	On Mondays	Ref. 2
HRTW Video	Videos from YouTube	Weekly	On Fridays	Ref. 2
HRTM Recaps	Short excerpt with redirect to the HRTW blog post	1-5 updates per week	Recap in two weeks after publication in the HRTW Blog. The same working day or weekends.	FREE
HRTM Highlights	Short excerpt with redirect to the original publication or landing page	On demand	Any announces, blurbs, e-books, videos, etc.	Ref. 3
HRTO Recaps	Short excerpt with redirect to the HRTW blog post	Custom	Recap in several months after publication in the HRTW Blog. Main day is Wednesday	FREE
HRTO Highlights	Short excerpt with redirect to the original publication or landing page	On demand	Any announces, blurbs, e-books, videos, etc.	Ref. 3
HRTN Grid	Your blog to be fetured among the best HR blogs with their recent articles	Permanent	RSS channel is required	Ref. 3
Vendor Interview	Tailored Q&A session	On demand	Any venue. Full time campaign	Ref. 3
Editor's Picks	Publishing selective content about HR Tech, HR, Future of Work, Recruitment, Job Search, Talent Management, Leadership, Startups, and beyond.	Regular	24/7/365	FREE
Cross Promotion	Content and banners exchange	Custom	By mutual agreement	FREE
WOM Conversations	Special projects to build on market dialogue	On demand	By proposal	TBD
Tailored Campaigns	Complex promotion	On demand	By proposal	TBD
Affiliate Marketing	As per the vendor's partnership programs	Custom	By contract	%%

Ref. 1

Packages	Basic	Standard	Premium
	\$100	\$235	\$545
Description	Publishing and Marketing Services	Global Social Media Distribution	Advertise With Us!
	Publish and distribute your content with The HR Tech Weekly®. Get visible exposure!	Distribute your content via the digital ecosystem incl. 25 media channels, 60K followers, 120 countries	Multi-channel promotion and content marketing featured with unlimited advertising activities
Tailored Marketing Plan	-	+	+
Campaign Development	-	-	+
Management Duration (Weeks)	2	5	10
Social Media Posts	min 10	min 20	min 40
Revisions	1	5	Unlimited
Delivery Time	20 days	10 days	5 days
Fast Delivery	1 day (+\$100)	1 day (+\$100)	1 day (+\$100)
Additional Revision	+1 day (+\$5)	+1 day (+\$5)	Unlimited
Premium Quality Image (exclusively from Getty Images)	+\$10	+\$10	+\$10
Custom Engagement (non-exclusively from Canva)	+\$5	+\$5	+\$5
Custom Engagement (exclusively from Canva)	+\$10	+\$10	+\$10
Stock Image	FREE	FREE	FREE
Additional Social Media Post	+1 day (+\$5)	+1 day (+\$5)	+1 day (+\$5)
Additional Week of Social Media Management	+7 days (+\$25)	+7 days (+\$25)	+7 days (+\$25)

Ref. 2

Description	Blog	Digest	YouTube	Duration	Comments
Top Banner	-	\$500,00	-	Per Month	Above the headlines
Side Bar Banner	\$200,00	-	-	Per Month	
Inside Banner	\$50,00	-	-	Blog Post	Remains forever inside the article
Inside Button	\$25,00	-	-	Blog Post	Remains forever inside the article
Widget	\$50,00	-	-	Per Month	
Embed	\$50,00	-	-	Per Month	
					Remains forever inside the edition. Those appeared in the Digest are captured to the Video Series on YouTube for FREE
Top Video	-	\$100,00	\$100,00	Weekly Edition	
Featured Video	-	\$50,00	\$50,00	Weekly Edition	Remains forever inside the edition
Side Bar Video, Podcast	\$200,00	-	-	Per Month	
				Weekly Edition	
Presentation	-	\$25,00	-	Weekly Edition	Remains forever inside the edition
Links, trackbacks	FREE	-	-	Blog Post	Remains forever inside the article
Side Bar Banner					
Width	500	-	-		Size
Height	Any	-	-		
Top Banner					
Width	-	1 170	-		
Height	-	300	-		

Ref. 3

Feature	Description	Frequency	Comments	Price
HRTW Custom Headlines	Your on demand content captured to the headlines of our weekly digest	Weekly	Main article for online, newsletter and Social Media	\$100,00
Vendor Interview	Tailored Q&A session	On demand	Any venue. Full time campaign	\$545,00
HRTM Highlights	Short excerpt with redirect to the original publication or landing page	On demand	Any announces, blurbs, videos, e-books, etc.	\$100,00
HRTO Highlights	Short excerpt with redirect to the original publication or landing page	On demand	Any announces, blurbs, videos, e-books, etc.	\$100,00
HRTN Grid	Your blog to be featured among the best HR blogs with their recent articles	Permanent	RSS channel is required	\$1 per month

*All publications are subject of the Basic Package distribution through our own digital network

**Vendor Interview is the subject of the Premium Package

Stay Tuned!

