

International HR Adviser

The 2013 Media Guide for companies and organisations targeting International Human Resource and Procurement Professionals plus companies and organisations advising the expatriate community and the Global Mobility industry

International HR Adviser is regarded as the most informative and intelligent magazine of the HR publications, outlining key developments and strategies in the field of International HR Management and Global Mobility

Regular Features Include:

- International HR Strategy
- Global Immigration
- Global Taxation
- Compensation & Benefits
- Technology
- Employment Law
- Health
- Global Policy Reviews
- Talent Management
- Surveys & Data Analysis
- Cross-Cultural Issues
- Global Pension Schemes
- Cost Analysis
- Relocation
- Recruitment Trends
- Benchmarking
- Trends In International Assignments
- Kidnap & Emergency Evacuations From High Risk Countries
- Country Profiles
- Cost Of Living
- Spousal Support
- Cost Benefit Analysis



International HR Adviser

Launched: July 2000
Frequency: Quarterly
Circulation: Distributed to 6,832 international human resource professionals in 6,325 companies worldwide, in 47 countries

Countries International HR Adviser is distributed to:

Argentina; Australia; Austria; Belgium; Brazil; Bulgaria; Canada; China; Croatia; Czech Republic; Denmark; Egypt; Finland; France; Germany; Greece; Hong Kong; Hungary; Ireland; Israel; Italy; Japan; Korea; Luxembourg; Macedonia; Malaysia; Mexico; New Zealand; Norway; Poland; Portugal; Romania; Russia; Saudi Arabia; Singapore; Slovakia; Slovenia; South Africa; Spain; Sweden; Switzerland; Taiwan; The Netherlands; Turkey; UAE; Ukraine; United Kingdom; United States of America.

Editorial Features:

All our features are aimed at International HR Professionals whose role it is to manage their company's or organisation's Global Mobility. Recent features have included:

- Hardship Allowances: Location or 'Hardship' Allowances Cannot In Themselves Compensate For A Crisis – [ECA International](#)
- Integrated Compensation Data Management – [Deloitte](#)
- Talent Management: Understanding The True Cost Of Losing Globally Mobile Talent – [King's College London](#)
- Strategic Moves - A New Direction For Global Mobility – [Deloitte](#)
- Dual Careers – International Mobility: The Ongoing Dual-Career Challenge – [Siobhan Cummins](#)
- Emergency Evacuations: Will The Arab Spring Become The Arab Winter? – [International SOS & Control Risks](#)
- Kidnap: Managing Kidnap Risk – [Janusian](#)
- Immigration: Betwixt and Between: How Increasing Scrutiny On US Immigration Is Limiting The Options Of Foreign Employees – [Fragomen LLP](#)
- Benchmarking: Resisting Inertia: Auditing And Benchmarking Your Global Mobility Programme – [Mercer](#)
- Emerging Markets In The Spotlight – [Cartus](#)
- Relocation: Repatriation – The Real Costs – [EuRA](#)
- Global Taxation Update – [BDO LLP](#)
- The Global Talent Challenge: Getting New People In New Jobs In New Places – [Deloitte](#)
- How Far Can Global Mobility Be Automated – [Global Reward Solutions](#)
- Employment: To Boldly Go Where No Employee Has Gone – [Speechly Bircham](#)
- How To Keep Expatriates From Leaving – [Linda Lange, Masters, HRM](#)
- Diverse Expatriate Populations – Alternative Remuneration Packages – [AIRINC](#)
- Tools & Training – Searching For Synergy: The Critical Link Between Intercultural Online Tools & Intercultural Classroom Training – [Mercer](#)
- Cost Management – Lower Global Relocation Costs The Right Way – [SIRVA](#)

All these articles can be viewed as searchable documents on www.internationalhradviser.com

Website:

www.internationalhradviser.com – International HR Adviser is also available to view online, and previous articles are available to download.

Free Annual Subscription:

We are able to offer a free annual subscription to International HR Adviser to vendors or suppliers by including you in our marketing database. If you would benefit from this free subscription please email your name, job title, company name, address and email address to helen@internationalhradviser.com

Marketing Opportunities

We are able to offer clients various marketing opportunities, from advertising in the magazine or sponsoring editorial features, to membership on our Advisory Panel or sponsorship of our lead generation campaigns through our free subscription offer.

Advisory Panel

Through joining our Advisory Panel you have the opportunity to showcase your company's expertise by providing quality editorial on the subject your company specialises in. The contract is an annual package and includes the following benefits in each quarterly issue:

- You provide an editorial feature for which you are given full credit
- A full or half page advertisement placed elsewhere in the magazine
- Your logo on the front cover as part of our Advisory Panel
- Your contact details in our Directory
- We will promote any conferences or seminars you organise
- Your articles will appear on www.internationalhradviser.com, giving you extra exposure at no extra cost

Please contact us to discuss opportunities.

Sponsored Subscription Campaign

Through sponsoring our bi-annual Subscription Campaign, you can receive access to *International HR Adviser's* database and receive top quality leads to whom you can directly promote your company's services. This subscription campaign lasts for six months and will give you the name, job title, company, address and email of all those international HR professionals who return their free subscription cards to our Subscriptions Department, as well as the extra benefit of brand awareness including:

- Company logo, company description and contact details on the subscription cards
- Company logo on the cover of the card
- Company logo on the subscription adverts in two issues of *International HR Adviser*
- Company logo on the home page and subscriptions pages of our website www.internationalhradviser.com
- Company logo, company description and contact details will appear on the inside left hand cover of the subscription cards
- A subscription card will be inserted into two issues of *International HR Adviser*
- Subscription cards distributed at relevant International HR events and exhibitions
- Sponsors will receive extra cards to offer the free subscription to clients, offering them an extra benefit, and an additional PR opportunity.

Cost: £5,000 for six month campaign

Over the last few campaigns, sponsors have received the data from subscribers with the following job titles include:

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| <ul style="list-style-type: none"> International HR Adviser HR Manager AVP Head of HR Europe Corporate Reward Manager Director; HR Global Director Group Compensation & Benefits European Compensation & Benefits Lead European HR Generalist European Policy Manager Executive Vice President Global Development Global Mobility Advisor Global Mobility Analyst Global Mobility Leader Global Mobility Manager Global Mobility Manager - Europe, Russia, Caspian Global Mobility Manager – Gulf Global Mobility Specialist Global Reward Director Global Procurement Director | <ul style="list-style-type: none"> Group HR Director Group Payroll & HR Support Manager Head of Compensation & International Mobility Head of Finance & Administration Head of Global Mobility Head of HR Head of International Mobility HR Advisor HR Advisor (Europe, Russia & Africa) HR Business Partner HR Manager International HR Manager Mobilisation HR of Global Assignments HR Specialist Human Resources Generalist Human Resources Manager Human Resources Operations International Assignment Manager International Comp & Bens Director International Compensation & | <ul style="list-style-type: none"> Benefits Adviser International HR Specialist International Mobility Director International Mobility Manager International Mobility Senior VP International Reward & Mobility Specialist Managing Director Payroll & Labour Cost Manager Policy Specialist (HR Dept.) Regional Mobility Manager EMEA Relocation Director Reward & Mobility Senior Manager Global Mobility Reward Manager Reward Manager Senior Analyst Senior Business Manager International HR Senior Consultant HR & Payroll Senior Consultant International Human Resource Senior Manager, Global Mobility Services VP Human Resources, EMEA. |
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ADVERTISING RATES:

Full page:	£2700	Inserts:	Rates available upon request
Half page:	£1750	Directory:	£200 per issue or £700 per annum
Quarter page:	£900	Diary Dates:	£200 per entry

MECHANICAL REQUIREMENTS

Full page	264 x 180mm	Bleed	303 x 216mm
Half page	264 x 85 mm (vertical)	Trimmed	297 x 210mm
Half page	130 x 180mm (horizontal)		
Quarter page	130 x 85mm		

ISSUE	COPY DATES*	PUBLICATION DATES	ISSUE	COPY DATES*	PUBLICATION DATES
Spring	March 2	March	Autumn	August 29	September
Summer	June 1	June	Winter	November 28	January

*Subject to change

PC or Mac data from CD, Zip, Email, ISDN or FTP in eps, tiff, jpeg or high resolution PDF format

Other Products Within Our Company:

THE CORPORATE RELOCATION CONFERENCE & EXHIBITION

- LAUNCHED:** January 1996
- EVENT:** This is a free one-day event where exhibitors can promote their products and services to expatriates, International HR professionals, relocation agents, and professionals from companies and organisations who advise the expatriate marketplace. There are also free seminars that run throughout the day. Complimentary invitations are inserted into 'American in Britain', 'International HR Adviser' and expatriate clubs newsletters and magazines. It is also advertised on www.theamericanhour.com, www.internationalhradviser.com and other expatriate websites, and invitations are posted to all the International & American Women's clubs, expatriate social groups, all the foreign Embassies, banks, and International HR professionals who receive complimentary invitations for their department as well as for their expatriate employees.
- FREQUENCY:** Annual – February
- LOCATION:** London
- RATES:**

Stand Size	Price	Stand Size	Price
2m x 1m	£950	2m x 3m	£2300
2m x 2m	£1650	2m x 4m	£2850

For further information on the next *The Corporate Relocation Conference & Exhibition* please call Helen Elliott on + 44 (0) 20 8661 0186 or email helen@theamericanhour.com

THE EXPATRIATE'S GUIDE TO LIVING IN THE UK

- LAUNCHED:** 2003
- FREQUENCY:** Annual – April, A5 magazine
- CIRCULATION:** 25,000
- DISTRIBUTION:** International Human Resource professionals worldwide and their expatriate employees; relocation agents and moving companies for their welcome packs; Embassies in the UK; expatriate clubs and associations; expatriate resource centres; individual requests; expatriate conferences and exhibitions; expatriate networking events. The Guide is a handy A5-sized glossy publication which can be requested in bulk or single quantities throughout the year.
- EDITORIAL CONTENT:** Topics include banking, driving in London and the UK, education, embassies, expatriate clubs, healthcare, immigration, lifestyle management, moving, property, pet transportation, relocation, residential lettings, serviced apartments, taxation, travel in London and the UK and useful numbers.

Advertising rates:

SIZE	
Eighth page	£350
Quarter page	£550
Half page	£900
Full page	£1500
Sponsorship of editorial section (editorial plus full page colour advert) £1750	

The Expatriate's Guide to Living in the UK (A5)

Full page	128 x 188mm	Bleed	216 x 154mm
Half page	188 x 62mm (vertical)	Trimmed	210 x 148mm
Half page	128 x 92mm (horizontal)		
Quarter page	62 x 92mm		
Eighth page	62 x 44mm		

For further information please call Helen Elliott on +44 (0) 20 8661 0186

COPY DATE*	PUBLICATION DATE
14th February	March

*Subject to change

AMERICAN IN BRITAIN

- LAUNCHED:** 1983. Re-launched by current publisher in 1995
- FREQUENCY:** Quarterly, glossy, A4 magazine
- CIRCULATION:** 20,000 Americans currently living in, or about to move to the UK
- DISTRIBUTION:** Home addresses of Americans living in Britain. Also distributed via the American women's clubs, the American Embassy, American banks, oil companies, legal firms, international schools, Democrats & Republicans Abroad, relocation & moving companies who put the magazine in to their welcome packs and International HR professionals who pass it on to their American employees. It is also distributed to alumni associations, American social clubs and members of British American Business.
- EDITORIAL CONTENT –** News, travel, theatre, restaurant reviews, tax, legal issues, healthcare, arts & antiques, finance, immigration, telecommunications, American women's clubs news, living in, forthcoming events and specialist articles aimed at the affluent American expatriate community.

Advertising rates:

SIZE	MONO	COLOUR
Eighth page	£400	£450
Sixth page	£500	£650
Quarter page	£700	£800
Half page	£1200	£1500
Full page	£2200	£2800
Inserts: Rates available upon request		

For further information and a sample copy of *American in Britain* please call Helen Elliott on + 44 (0) 20 8661 0186 or email helen@theamericanhour.com www.americaninbritain.co.uk



You are cordially invited
to exhibit at the
**The Corporate Relocation
Conference & Exhibition**

that will be held on
Monday 4th February 2013
at **Hotel Russell, London**

www.theamericanhour.com

- LAUNCHED:** January 2000
- CONTENT:** A website offering advice and information to American expatriates moving to, and living in the UK. Sections of the website include: banking, driving, education, furniture rental, healthcare, immigration, 'living in' area guides, lifestyle management, moving, pet transportation, residential lettings, relocation, restaurants, serviced apartments, sport, taxation, theatre, vacations and wealth management. These sections include valuable information and hyperlinks to relevant websites. In addition, the website offers a directory of expatriate clubs in the UK, events listings and competitions & offers. Visitors can also subscribe to the website's free email newsletter – The American Hour Monthly Email Newsletter – sent out to over 3,000 Americans every month, listing events, news, up-dates and competitions & offers.

To advertise your products or services on this website or in the Email Newsletter, please contact Damian Porter on +44 (0)1737 551 506. Exclusive sponsorship packages are available upon request. Benefits include banners, company details, hyperlinks, and advice editorial. Please note that hyperlinks cost £300 per annum. Damian Porter: Telephone +44(0)1737 551 506 or damian@theamericanhour.com – Visit the website www.theamericanhour.com

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