



IHRIM

2022 Media Kit

Preparing the Next Generation of HR Technology Leaders

Connect with the world's largest association for HR information management professionals, serving as a trusted community for unbiased training and advice since 1980.



Why Partner With IHRIM

- Build industry credibility.
- Connect with a highly qualified audience.
- Invest your marketing spend efficiently.

The IHRIM leadership team was easy to work with on the concept and execution, and we received over 100 perspectives from HR professionals on how the pandemic changed their plans relative to HR Tech.

Bonnie Tinder, Founder & CEO, Raven Intel

Meet the IHRIM Community

IHRIM represents a diverse, global mix of HR and recruiting practitioners, business leaders, entrepreneurs and industry influencers. They turn to IHRIM for the education and connections they need to solve today's toughest business challenges.

Audience Demographics

- 68 percent of our members come from North America, and 32 percent come from other global areas
- Top titles: manager, director, AVP, VP, SR, VP, CXO
- 15K+ email subscribers, with a 15% open rate
- Robust LinkedIn community (4K+ Page Followers & 5K+ Group Members)

For 40 years, IHRIM has provided education and training to support the careers of our members and help their organizations become more effective in buying and deploying HR technology.

As an HR systems professional, IHRIM has been an invaluable resource to me over the years. Through its members and resources, I have found information that has helped me make critical decisions at work, developed a network of peers, and even obtained an employment opportunity. For anyone who is interested in understanding the current trends in HR technology and developing a professional network, membership in IHRIM is a must.

Cynthia Schnaidt, Enterprise Systems Analyst, HRIS | Jet Propulsion Laboratory

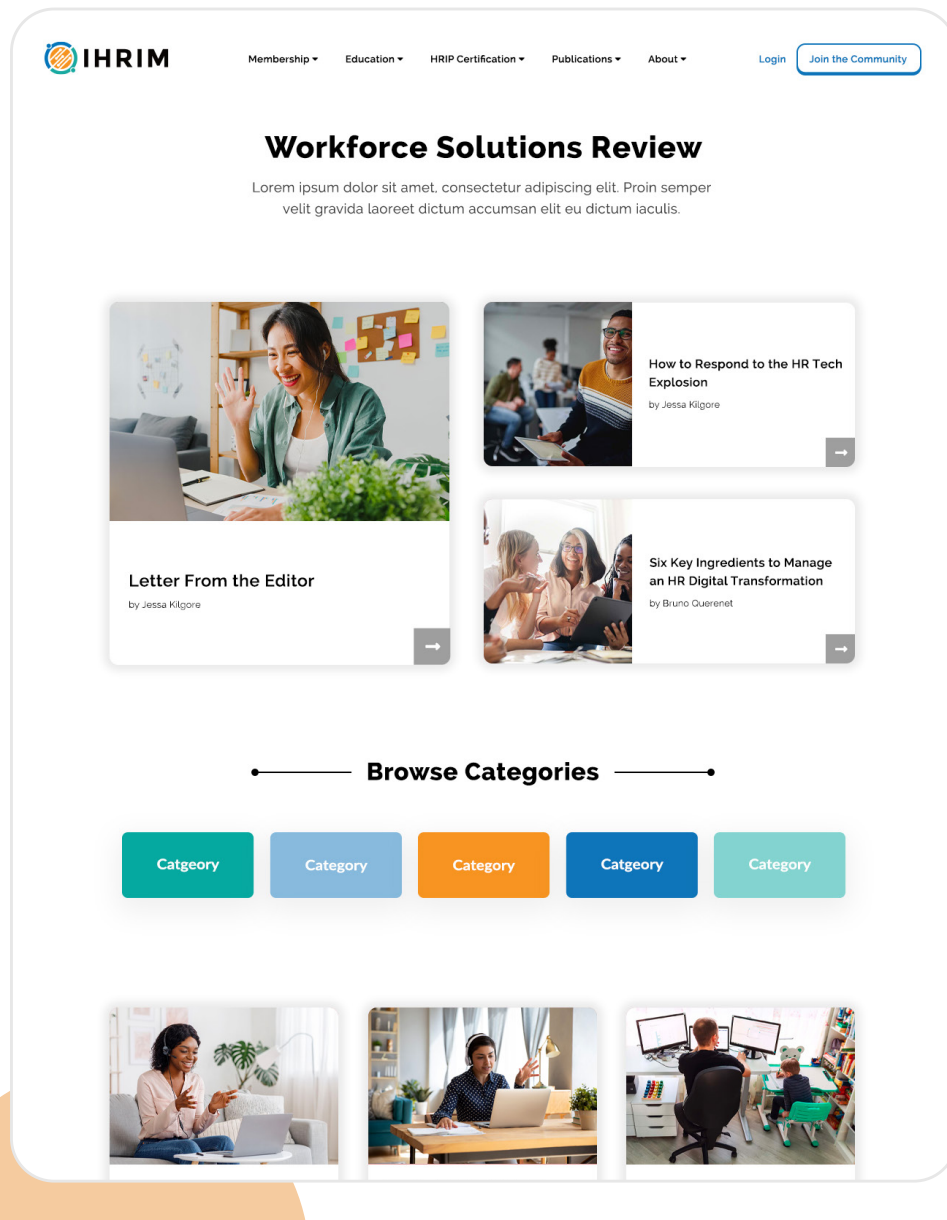
Workforce Solutions Review

Workforce Solutions Review is the independent Voice of the HR Tech Community. Published in print and online.

Workforce Solutions Review content is organized around the domains of knowledge tested by our HRIP Certification, the global standard for the HRIM/HRIS profession.

- Technology Strategy & Solutions Assessment
- HR Technology & Business Processes
- Systems Selection, Implementations & Upgrades
- HR Systems Operations

We encourage our sponsors to align themselves with these themes for maximum impact and relevance to our audience.



Targeted Solutions for HR Tech Brands



Webinars & Virtual Events

Build relationships with an engaged audience through a co-branded educational webinar.



White Papers, Guides & eBooks

Attract qualified leads with a co-branded white paper, guide or e-book.



Sponsored Blog Posts

Showcase your thought leadership with a sponsored post published on IHRIM.org.



Email Marketing

Strengthen brand awareness by sponsoring the biweekly IHRIM newsletter.



Social Media Marketing

Amplify your message through public acknowledgment of sponsorship every week via Twitter, Facebook and LinkedIn.

Sponsorship Packaging & Prices

Our standard sponsorship packages are designed to holistically meet your brand awareness, thought leadership and lead generation needs.

Platinum \$10,000 Per Month

- Build relationships with an engaged audience through a co-branded educational webinar.
- Attract qualified leads with a co-branded white paper, guide or e-book.
- Showcase your thought leadership with a sponsored post published on IHRIM.org.
- Exclusive sponsorship of the biweekly IHRIM newsletter.
- Public acknowledgment of sponsorship every week via Twitter, Facebook and LinkedIn.

Gold \$5,000 Per Month

- Co-branded white paper, guide or e-book OR webinar
- Showcase your thought leadership with a sponsored post published on IHRIM.org.
- Exclusive sponsorship of the biweekly IHRIM newsletter.
- Public acknowledgment of sponsorship every week via Twitter, Facebook and LinkedIn.

Silver \$3,500 Per Month

- Non-exclusive sponsorship of the biweekly IHRIM newsletter.
- One public acknowledgment of sponsor support per week via Twitter, Facebook and LinkedIn.

A La Carte Sponsorship

- Webinars & Virtual Events: Starting at \$3,000
- Co-branded White Papers, Guides & eBooks: Starting at \$5,000
- Sponsored Blog Post: \$1,500
- Email Newsletter Sponsorship: \$1,500 per issue
- Workforce Solutions Review Print Advertising: Starting at \$1,500



Contact Us Today!

Get your message in front
of the IHRIM community

Partnerships@IHRIM.Org