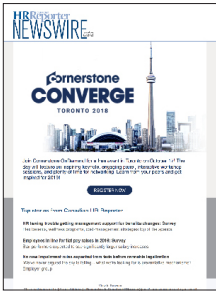


LEAD GENERATION AND CONTENT MARKETING SERVICES

Custom E-Newsletters



Target readers with a specific message sponsored by your organization. We can customize your message and send it out to our subscribers. Promote events, new products and boost your web

traffic with a custom e-newsletter.

We provide a brief update of what's happening in the HR profession in a particular area.

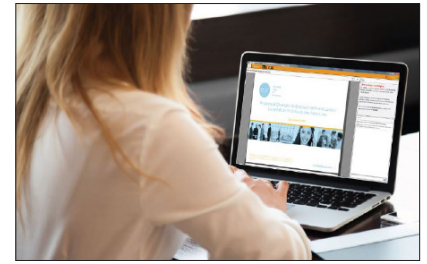
Custom Events and Executive Roundtables



Get face-to-face with your customers and prospects at events. *Canadian HR Reporter* can deliver high-impact and successful industry events such as seminars, workshops, conferences, focus groups and roundtables. Have an existing show that needs a boost? Work with us to create a show within your show to bring additional attendees and sponsors.

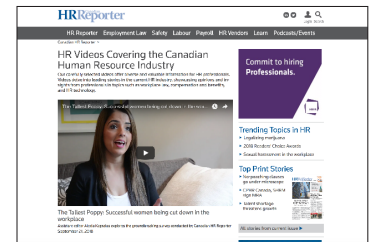
Live Webinars

Canadian HR Reporter offers client-sponsored live webinars. A total turnkey lead generation solution hosted on our webinar platform. Our webinar co-ordinator works with the client's presenter to organize material and moderates the event.



Videos

Videos are a popular feature on *hrreporter.com* and a great way to reach our audience. Our carefully selected videos offer diverse and valuable information for HR professionals. Videos delve into leading stories in the current HR profession, showcasing opinions and insights from professionals in topics such as workplace law, cannabis in the workplace, compensation and benefits, and HR technology.



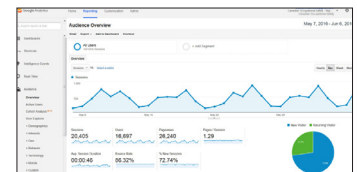
Sponsored Content

Sponsored content is an effective and targeted way to engage our readers and deliver your customized message. It helps further establish your brand as a thought leader and provides you with the real estate to foster a stronger relationship with potential customers. Sponsored content can be used in a variety of ways to generate new leads, showcase products and engage audiences.



Metrics and Analysis

Everything we do is measured, analyzed and reported on. Whether it's our print magazine circulation audits, website traffic, detailed email metrics or sponsored marketing reports for events – if we do it, we measure it and share it with our partners.



Contact Paul Burton at
416.649.9928 | paul.burton@habpress.ca