

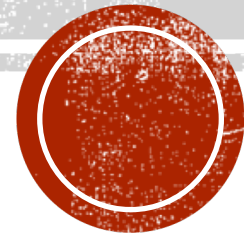
HumanCapital

REALISING BUSINESS STRATEGY THROUGH PEOPLE

HR MAGAZINE

Launched in June 1997

India's first and most respected HR Magazine



HUMAN CAPITAL

- Is a HR magazine which is one of its own kind and a pioneer in the industry
- Has a strong brand image in HR space across the globe
- Has Pan-India presence and distribution model
- Is the most respected magazine in the HR space
- Has widest reach amongst niche audiences
- Is rich in maintain quality content and strong editorial ethics
- Has huge HR industry audiences



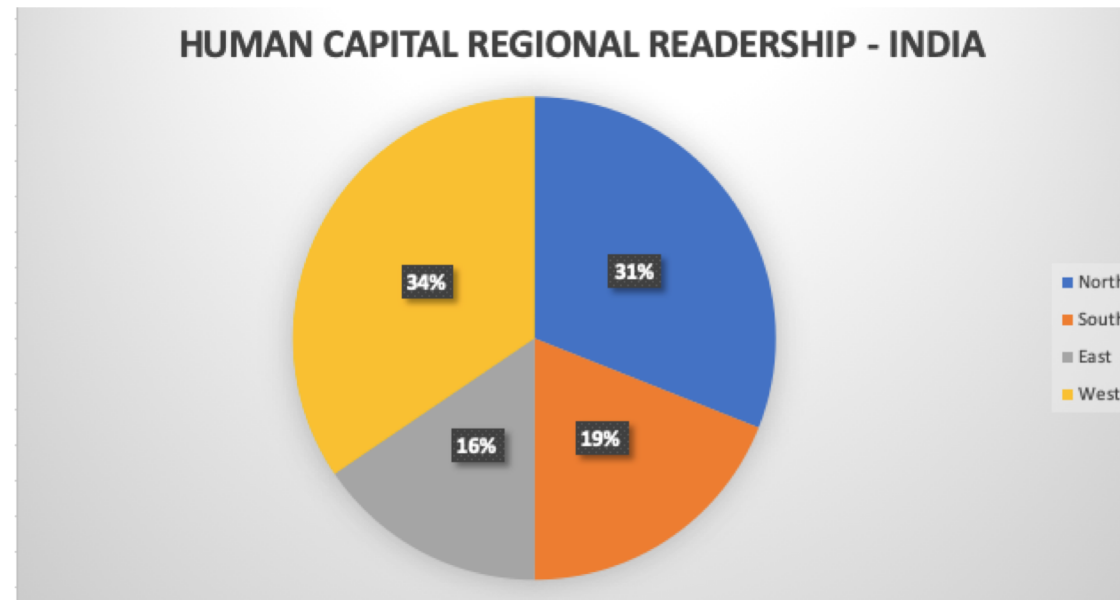
WHAT MAKES US UNIQUE

- Human Capital has a reach of 3,00,000+ readers with 50,000 online subscriptions
- Covers all industries in India and worldwide
- Complete Reflection of Current economic scenario of local and international markets
- Content largely contributed by HR leaders and professionals
- Every issue consists of different perspectives and opinions of the Industry leaders
- Discusses about current industry trends, innovative practices and workable solutions in HR
- Every issue comprises of a Case study, HR practice, Persona, round table discussions and many more..

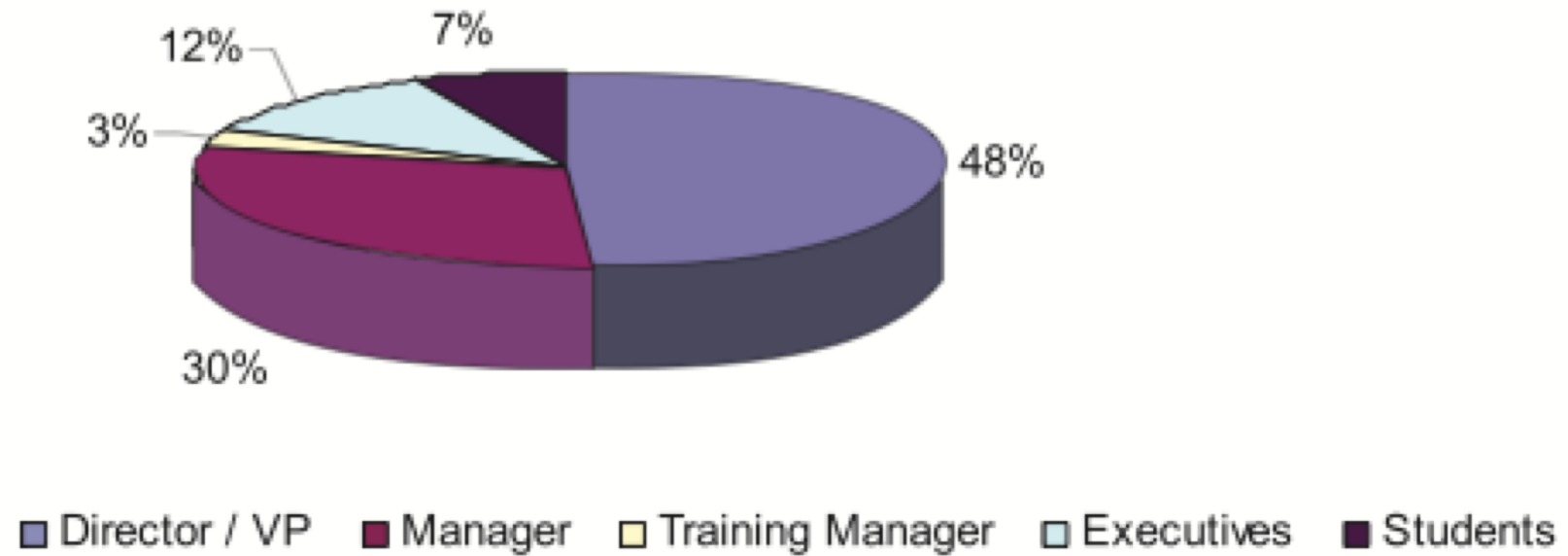


MEDIA REACH

- Print 3,00,000 + Readership
- Banner Ad on Website 50,000 + online visitors
- EDM/ Email Blast 3,00,000 HR Audience



AUDIENCE PROFILE (AGE GROUP: 20 – 45)



ADVERTISING PARTNERS

Tier 1
Business
schools

Multimedia
training aids

Employee
incentive
products

Executive
talent search
companies

Management
Consultants

Training
companies

Psychometric
assessment
tools

HR software
companies



ADVERTISING BENEFITS

- Human Capital is a referencing source of sorts for HR practitioners locating HR vendors, products and services
- The magazine has tremendous popularity amongst product and service providers who want to reach out to an HR audience
- By choosing a long term advertisement series, rather than a one- off advertisement, you can reach an HR audience on a monthly basis, to catch their ever-changing needs for latest industry information and updates.
- Our cost effective advertising packages get your company noticed by highly targeted key corporate decision makers.
- Copies of the publication will be kept on file permanently as a training resource. This builds to form a comprehensive set of learning material long after the issue date, providing sustained exposure with a very long shelf life.
- The magazine is used by more and more HR practitioners as a guide and a reference for their everyday work, whether for content related to their profession or a trusted source of vendors, products and services related to HR.
- As an exclusive monthly magazine on HR for the past 20 years, Human Capital is looked upon as a source of unparalleled insight into the forces that drive the industry.
- Some of industry's best known names enjoy contributing articles and opinions in Human Capital.



COLLABORATION INITIATIVES

- Subscribe with us
- Advertise with Us in our print magazine
- Advertise and feature with us on our website
- Write content with us
- Participate in events with us
- Feature a leader with us in our Magazine and Website
- Partner with us for Social media campaign



OUR PARTNERS...



CRISPINDIA



OUR MAGAZINE

➤ Link: www.humancapitalonline.com

➤ Social Media



<https://www.facebook.com/humancapitalmag/>



<https://www.linkedin.com/in/humancapitalonline/>



<https://twitter.com/HumanCapitalOnl>



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