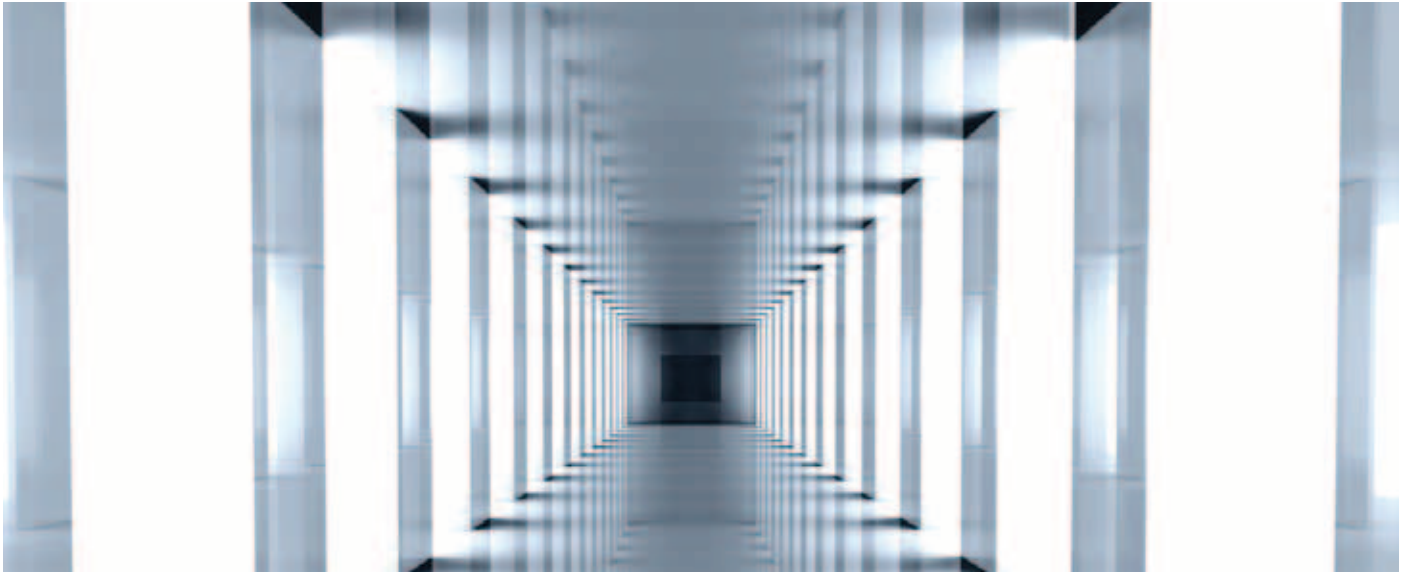


# the Grapevine

Media pack  
2011/2012



## Branding options with the Grapevine

**The Grapevine exists as a broker and a guide within the talent management industry. In print and online, The Grapevine provides expert and independent analysis of the evolving world of talent management. With an unparalleled advisory panel and 30 years of Executive Grapevine experience, it is unsurprising that we are essential reading for the most senior HR Directors and executive talent management experts in the UK and abroad.**

A lot of work goes into making The Grapevine the best executive talent management magazine available today. Each monthly issue of the magazine includes:

- a cover feature, focusing on an outstanding individual or company within the talent management arena
- expert commentary from leading trade thinkers
- Features from our editorial team addressing key questions within the community.

Every second issue comes bundled with a focused supplement, providing an in-depth look at a specific area of talent management, coupling more features with case studies of best practice, insight and innovation. Alongside these offerings, every day The Grapevine Online keeps track on the latest industry news and allows our readers to stay informed and ahead of the competition.

Whether for a specific campaign or product, to make some noise in the talent management industry, or just to get in touch with the most senior HR and talent individuals in the UK, advertising within The Grapevine allows you to get your message out. We provide a range of advertising options across our media, so you will always get the right result at the right price. We are able to provide regular displays in a set location, which allows you to develop a long-term delivery and powerful impact through consistent marketing.

## Our audience:

The magazine and supplement have a printed distribution of 5000, to top level HR decision-makers in UK companies across all industry sectors, and is circulated electronically to a further 80,000 subscribers including 30,000 senior HR professionals in the UK, over 10,000 throughout Europe and over 30,000 CEO's, MD's, COD's, FD's and over 10,000 suppliers to the industry. The guide is also available for purchase on our website all year round.

Monthly  
readership  
of over  
85,000 senior  
professionals  
working  
in talent  
management



## The Advisory Board

Our panel of advisors contains some of the most influential figures in global talent management today. Chosen from a wide range of industries, their opinions help to form the content of the magazine to make it the most authoritative and respected talent management publication available.

### Therese Procter

*HR Director  
Tesco*

### Tom Crawford

*Head of Internal Communications & Engagement  
British Gas*

### Rachel Denning

*Executive Director, Recruitment and People  
Development, EMEA  
TimeWarner*

### Andy Hill

*Global VP of Resourcing  
invensys*

### Mark Sandham

*Global Head of HR Operations & Integration  
Thomson Reuters*

### Gary L. Mann

*Global Head, Talent & Organisational Capability  
Pfizer*

### Caroline Curtis

*Head of Talent, Development and Performance  
Santander*

### John Goldberg

*Director of Executive Talent Acquisition  
Coca-Cola*

### Tanith Dodge

*Group HR Director  
Marks & Spencer*

### David Fairhurst

*Chief People Officer, Europe  
McDonalds*

### Jim Richardson

*Head of Front Office Resourcing  
RBS*

### Dr. John Mahoney-Phillips

*Global Head of Talent Strategy & Performance  
Nomura*

### Peter Wright

*Global Head of Human Resources  
Zurich*

### Fleur Bothwick

*Director of Diversity and Inclusiveness - EMEA  
Ernst & Young*

## Our team

The Grapevine employs an entire editorial team who for nearly a decade have been dedicated to talent management and providing the best coverage on the latest theories, tools, strategies and key players within the industry. If you have any questions please contact the sales team at [sales@executive-grapevine.co.uk](mailto:sales@executive-grapevine.co.uk), or if you have any editorial queries or suggestions please email [editorial@executive-grapevine.co.uk](mailto:editorial@executive-grapevine.co.uk)

To place an advertising booking or for further details please call the team on

**01707 351 451**

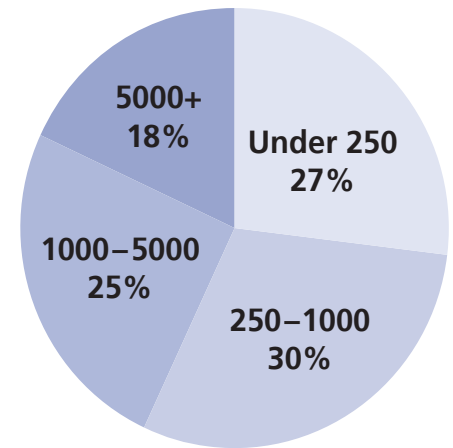
[www.thegrapevinemagazine.com](http://www.thegrapevinemagazine.com)

For terms and conditions visit:  
[www.thegrapevinemagazine.com/terms/](http://www.thegrapevinemagazine.com/terms/)

# Magazine

The Grapevine Magazine is an independent monthly publication providing invaluable insight into the world of talent management, and is published on behalf of Executive Grapevine, an executive talent management broker with over 30 years' experience analysing the industry. It is the only magazine dedicated to this unique and growing part of the HR market, and packed with features, case studies and specialist columns, it is essential trade reading for both Practitioners and Suppliers

## Distribution by employee size:



## Branding options

### Advertising slots

When purchasing an advert you purchase the entire A4 page, without any of the furniture associated with The Grapevine (page numbers, tabature, dates), and are free to present your own brand and concept in the style that best conveys your message. **However, please bear in mind that if you choose to send your advert in PDF format we will be unable to correct or proof the submission, and will enter it as we received it.**

### Advertorial and Sponsorship opportunities

The Grapevine provides opportunities for article sponsorship, statistics and surveys allowing you to associate your brand with a particular topic area, research capacity or expertise. We also allow an individual or company to provide a detailed feature of their own choice, which has been edited and presented by The Grapevine design team to appear in exactly the same format as original, in-house content. The editorial staff provide copywriting and proofing for submissions and present the final copy in the style that our readers recognise and trust. The team can also provide suggestions on article topics and accompanying images. All advertorial requests and costs will be dealt with on an individual basis by one of Executive Grapevine's Client Relations Managers. Proof copy can be supplied on request if submitted in time. **Please ensure copy is sent in Rich Text, Word or .indd format and is able to be fitted to editorial guidelines, or the content may not be included. The Grapevine reserves the right to the ultimate design of the page.**

### Prime Positions

	1 Insertion	6 Insertions	12 Insertions
Inside Front Cover	£2,000	£1,750	£1,500
Inside Back Cover	£1,750	£1,500	£1,100
Contents Page	£1,750	£1,500	£1,100
Back Cover	£2,000	£1,750	£1,500
Advisory Board	£1,750	£1,500	£1,100
Feature Page	£1,750	£1,500	£1,100

### Standard Positions

Double Page Spread	£2,500	£2,250	£1,750
Full Page	£1,500	£1,250	£1,000
Half Page	£800	£650	£500

### Others

Column sponsorship	£1,500
Strip Ads From	£350
Inserts/belly bands	P.O.A.

### Readership profile of Talent Professionals;

Including Directors/ Managers of: Group HR; Organisational & Leadership Learning; Recruitment & Resourcing, Comps Bens & Rewards; CEO's; MD's; Chair; COO's and FD's.

To place an advertising booking or for further details please call the team on

**01707 351 451**

[www.thegrapevinemagazine.com](http://www.thegrapevinemagazine.com)

Let us create and design your own advert?

Half page: £200 / Full page: £300 / Double page spread (DPS): £400

All prices per month, excluding VAT and agency commission. For smaller sizes & prices, please call our advertising team on **01707 351 451**

## ARTWORK SPEC

300dpi PDF with 3mm bleed & crop marks, version 1.3 PDF/X-1a profile [ISO 15930-1:2001], with all fonts embedded or outlined. Spot colours set to process CMYK. Logos should be supplied in EPS format where possible, however JPG or TIF format is also acceptable but must be at least 300dpi and saved as CMYK (we cannot take responsibility for colour reproduction of RGB files).

Format	Trim	Bleed
A4 page	297 x 210mm	303 x 216mm
A4 (horizontal)	148.5 x 210mm	151.5 x 216mm
A4 (vertical)	297 x 105mm	303 x 108mm
Double page spread	297 x 420mm	303 x 426mm
Double page spread (horizontal)	148.5 x 420mm	151.5 x 426mm

For further info please contact production on: **01707 351 451** Advert and logo submissions by email to: [artwork@executive-grapevine.co.uk](mailto:artwork@executive-grapevine.co.uk)



If you wish to enter a double page spread containing an advert and a feature article, please send the feature article in rich text format or Word and the accompanying advert in PDF or .indd format and our page designers will set them alongside each other.

## forward features list 2011...

ISSUE			
October	<b>Making the jump from national to global roles</b>	<b>Knowledge = power - the state of analytics</b>	<b>How to achieve a cultural shift</b>
November	<b>Does CSR or the green agenda matter to your talent?</b>	<b>What should HR be measuring that it isn't already?</b>	<b>Talent management within a franchised business model</b>
December	<b>Work/life balance</b>	<b>Is LinkedIn a credible threat to headhunters</b>	<b>Development in HR in 2012</b>

## deadlines and drop dates...

ISSUE	EDITORIAL CONTENT	ADVERTISING COPY	DROP DATE
July	<b>10th June</b>	<b>13th April</b>	<b>04th July</b>
August	<b>15th July</b>	<b>18th July</b>	<b>08th June</b>
September	<b>12th August</b>	<b>15th August</b>	<b>05th September</b>
October	<b>09th September</b>	<b>12th September</b>	<b>07th October</b>
November	<b>14th October</b>	<b>17th October</b>	<b>07th November</b>
December	<b>09th November</b>	<b>11th November</b>	<b>07th December</b>

Please contact the *Editorial Team* for more information on **01707 351 451** or email [editorial@executive-grapevine.co.uk](mailto:editorial@executive-grapevine.co.uk)

# Industry guides

Every other month The Grapevine creates detailed industry specific industry focusing on suppliers to HR departments and/or professional recruitment firms. These supplements come bundled with an issue of The Grapevine and feature case studies and listings of all the major suppliers in these areas, giving you key information to help you make informed investment decisions.

Each industry guide contains numerous case studies of innovative practice and the latest developments in theory, skills and technology, as well as supplier listings and a matrix of the service and programmes they offer. As a stand alone product, this publication series will be available to buy on our website for one year into 2011. Case studies will also be featured during the course of the shelf life on our dedicated email news wires

## Industry guides for 2012...

January 2012

» **Interim Management**

February 2012

» **Financial Services**

March 2012

» **HR Technology**

April 2012

» **Compensation, Benefits and Reward**

May 2012

» **HR Outsourcing**

June 2012

» **HR Recruitment**

July 2012

» **Training and Learning**

September 2012

» **Career management and Outplacement**

October 2012

» **Engagement & Branding**

November 2011

» **Assessment, Testing and Development**

## Case Studies

Case studies are examples of innovation and best practice in the talent management industry. They are factual accounts of an implemented process and its subsequent success. They normally involve two companies (a supplier and a client), and follow a set format, with a brief background analysis, a description of the approach the solution took, and an analysis of the results. Our editors will use their discretion to ensure that the content meets editorial standards and will provide examples of proofed copy if submitted on time.



To place an advertising booking or for further details please call the team on

**01707 351 451**

[www.thegrapevinemagazine.com](http://www.thegrapevinemagazine.com)

## branding options

### advertising slots

Back cover	£1750
Inside front cover	£1500
Inside back cover	£1250
A4 advert	£1000
A4 advert (horizontal)	£600



Front cover sponsorship	<b>£2500</b>
<i>Includes:</i>	
<ul style="list-style-type: none"> <li>• 100 x 100mm box on the front cover</li> <li>• Full page advert within the supplement</li> <li>• Comment on one of the main features</li> </ul>	



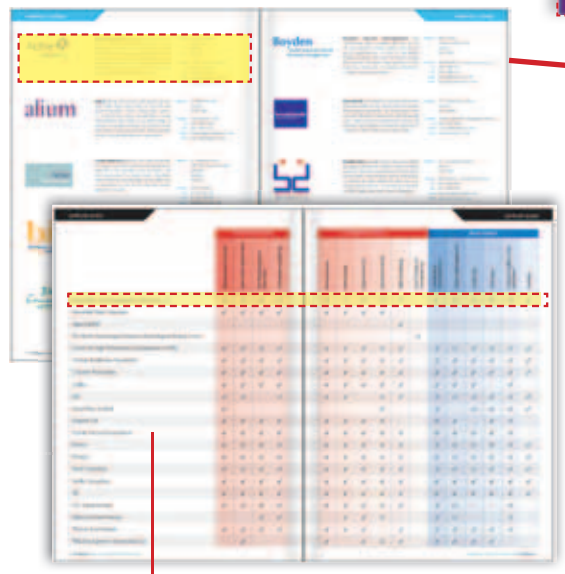
### case studies

Double page spread case study	<b>£1500</b>
A4 case study + A4 advert	<b>£1500</b>
A4 case study	<b>£1000</b>
• A4 advert + case study	<b>£1000</b>
• A4 case study only	<b>£500</b>

Maximum word counts for case studies:  
 1000 for a double page spread, 700 for a full page and 400 for a half page.

All branding options above include a supplier listing, also available as a separate option:

Supplier listing	<b>£200</b>
Colour logo, 50 word narrative + contact details.	



Listed suppliers will also be included in a matrix showing services offered, excluding January's Interim Supplement.

### ARTWORK SPEC

300dpi PDF with 3mm bleed & crop marks, version 1.3 PDF/X-1a profile [ISO 15930-1:2001], with all fonts embedded or outlined. Spot colours set to process CMYK. Logos should be supplied in EPS format where possible, however JPG or TIF format is also acceptable but must be at least 300dpi and saved as CMYK (we cannot take responsibility for colour reproduction of RGB files).

Format	Trim	Bleed
A4 full page	297 x 210mm	303 x 216mm
☐ A4 (horizontal)	148.5 x 210mm	151.5 x 216mm

For further info please contact production on: **01707 351 451**

Advert and logo submissions by email to:

**artwork@executive-grapevine.co.uk**

# Online

[www.thegrapevinemagazine.com](http://www.thegrapevinemagazine.com)

Receiving in excess of 50,000 page impressions per month

[thegrapevinemagazine.com](http://www.thegrapevinemagazine.com) hosts **The Grapevine Online**, which links the latest news content from The Grapevine's editorial team with the thousands of clients on Executive Grapevine's social media networks and directories.

The site receives in excess of 60,000 page impressions a month and sends out specifically themed newsletters that reach that audience every week.

## Top banner 468x60

6 months 12 months

Homepage	£500*	£400*
Appearing in one vertical†	£300*	£200*

\*Only 3 rotating advertisements permitted at one time

## Side button 120x60

6 months 12 months

Homepage	£300*	£200*
Vertical landing page†	£200*	£100*

## Skyscraper

6 months 12 months

Homepage	£500*	£400*
Appearing in one vertical†	£300*	£200*

\*Only 3 rotating advertisements permitted at one time



\*All prices are per month, excluding VAT and agency commission. Each branding position above (excluding side buttons) will hold a maximum of 3 suppliers at any one time, each banner will be displayed on a rotation basis for every impression.

† Vertical landing pages available include: Recruitment, Retention, Release and Supplier News, the banner will also appear in all subsections within each main section.

Let us create and design your own static banner advert?

Side button: £150 / Top banner: £250 / Skyscraper: £250

## Supplier directory

### Premium listing

#### Logo and Company Description

Highlighted and appearing in the top 5 results, up to 100 word profile.

£1000 pa.

### Standard listing

#### Logo and Company Description

Listed alphabetically underneath Premium listings, with a maximum of 30 word profile.

£400 pa.



To place an advertising booking or for further details please call the team on **01707 351 451**

## Email newsletters

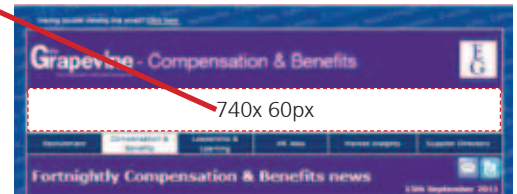
Newletters provide the opportunity to advertise conventionally, or through Market Insights, which are written by the client without editorial correction or supervision by The Grapevine editorial team.

Circulation of 60,000 consisting of HR Directors and Managers (including European), Chairs, CEO's, MD's, COO's FD's, and professional recruiters and consulting firms

### Top banner - large

	3 newsletters	6 newsletters	12 newsletters
<b>Monday - General HR News</b>	£500 each	£450 each	£400 each
<b>Thursday - Specific News</b> <i>Recruitment/Resourcing, Comps Bens &amp; Rewards and Leadership &amp; Learning</i>	£450 each	£400 each	£350 each

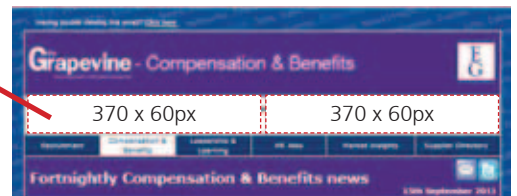
There are 4 newsletters per month, prices exclude VAT and agency commission



### Top banner - small

	3 newsletters	6 newsletters	12 newsletters
<b>Monday - General HR News</b>	£400 each	£350 each	£300 each
<b>Thursday - Specific News</b> <i>Recruitment/Resourcing, Comps Bens &amp; Rewards and Leadership &amp; Learning</i>	£350 each	£300 each	£250 each

There are 4 newsletters per month, prices exclude VAT and agency commission



### Banners - other

	3 newsletters	6 newsletters	12 newsletters
<b>Monday - General HR News</b>	£400 each <i>Small £300</i>	£350 each <i>Small £250</i>	£300 each <i>Small £200</i>
<b>Thursday - Specific News</b> <i>Recruitment/Resourcing, Comps Bens &amp; Rewards and Leadership &amp; Learning</i>	£350 each <i>Small £250</i>	£300 each <i>Small £200</i>	£250 each <i>Small £150</i>

There are 4 newsletters per month, prices exclude VAT and agency commission



### Market insights

	3 newsletters	6 newsletters	12 newsletters
<b>Monday - General HR News</b>	£400 each	£350 each	£300 each
<b>Thursday - Specific News</b> <i>Recruitment/Resourcing, Comps Bens &amp; Rewards and Leadership &amp; Learning</i>	£350 each	£300 each	£250 each

There are 4 newsletters per month, prices exclude VAT and agency commission

Appearing on the *Market Insights* landing page as below, for one week commencing from the date of the relevant newsletter:

**Expert Insights:**

**What do you understand about the ability and potential of your own talent?**

Ramsey Hall

The general economy remains uncertain however, there is a general expectation that the pace and recovery of economic growth will fall...[read more »](#)

As above example with 40 word intro, logo clicks through to sponsors website.

The full article will remain accessible in the archives.

**Grapevineonline**

**Talent Potential insight**

What opportunities will be available in your current environment in the next 12 months? The general economy remains uncertain however, there is a general expectation that the pace and recovery of economic growth will fall...[read more »](#)

### Highlighted jobs on newsletters

£25 per job per newsletter

There are 4 newsletters per month, prices exclude VAT and agency commission

To place an advertising booking or for further details please call the team on **01707 351 451**

## Email dedicated eshots

Send a bespoke email campaign directly to our HR, Board & Supplier audience.

Get hits and leads directly to your web links using us as a platform!

### Costs

One - off eshot	£2,000	Provide HTML File
Series of 3 or more	£1,500 each	Provide HTML File
Design & Email template fee	£300	

\*All prices excluding VAT and agency commission.

To place an advertising booking or for further details please call the team on **01707 351 451**

### Example

### Example

### Example

## www.askgrapevine.com/jobs

Executive Grapevine are leading providers in independent business information for the executive talent management sector. For over 30 years we have developed an extensive group of subscribers and readers to our publications and website. With an established and attentive audience, askgrapevine is well placed to offer you the best senior level HR jobs, executive recruiters and roles within the career management consultancies worldwide

## Job posts

### Job Features

- All Agency and Employers will be featured in the A-Z directory of recruiters
- All jobs include a logo and branding
- All jobs are advertised for 1 month
- Multiple job posts can be used within 6 months

### Costs

<b>1 job posting</b>	£99 per month
<b>Unlimited 1 year</b>	£2,400

\*All prices excluding VAT and agency commission.

- Featured on our website an additional £100 per job per week.
- Featured on our newsletters an additional £25 per job per newsletter.



## Job website advertising

### Top banner 468x60

	Per month
<b>Homepage banner</b>	£1000*
<b>Homepage banner Corporate HR</b>	£800*
<b>Homepage banner Recruitment</b>	£800*

\*All prices are per month, excluding VAT and agency commission.



## Job newsletter

See email newsletter for further information and costs, or call the team on **01707 351 451**

To place an advertising booking or for further details please call the team on **01707 351 451**  
Integrated with Broadbean and Idibu



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AL8 6HG  
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