

# Media data 2024

Price list No. 32, valid from 1 January 2024

[hrperformance-online.de](https://hrperformance-online.de)



# Table of contents

03	Cover profile
04	Publisher's details
05	Special
06	Schedule of dates and topics
09	Excerpt from our advertising clients
10	Advertisement prices
11	HR Performance - HR Best Practices
12	Provider overviews & trade fair highlights
13	Expert profile
14	Advertorials
15	Cover story & your own HR Performance
16	Loose, bound and fixed inserts
17	Display ads
18	Online guide
19	Online advertorial
20	Newsletter
21	Sponsored news
22	Topic month
24	Whitepaper on LEAD generation
25	Sponsored webinars
26	Sponsored web conference
27	Formats and technical specifications
28	Contact details



# HR Performance

## PROFILE

As the trade magazine for digital HR work, HR Performance has been reporting every three months for 30 years on topics such as workforce management, future work, recruiting, HR software, digital personnel files and e-learning - always with a focus on the HR transformation process.

## DIGITAL

Free HR Select newsletter informs around **8,500 recipients** about current topics and offers them access to selected professional articles, best practice reports and market overviews. The information provided by HR Performance is rounded off by the website **hrperformance-online.de**. It is constantly updated with technical articles, current product and industry news as well as event information.

## CIRCULATION ANALYSIS

Print run:	5,500 copies
Print circulation:	5,346 copies

## DISTRIBUTION:

- HR Performance subscribers
- Handed out to participants on the DATAKONTEXT training courses
- Presence at events and trade fairs
- HR Performance is also distributed as an e-magazine free of charge.
- Each issue is promoted via all of the publisher's digital channels as well as via partners such as the Bitkom Akademie.
- Currently, around 8,500 contacts are informed digitally about the publication of each issue.

## READERS

HR Performance is aimed at specialists and managers in the HR/IT sector as well as managing directors from companies with 500 or more employees.

# Publisher's details



**Publication frequency:**  
Quarterly, 4 times a year

**Volume:**  
Volume 32, 2024

**Website:**  
hrperformance-online.de

**Publisher:**  
DATAKONTEXT GmbH

**Address:**  
Augustinusstr. 11 A, 50226 Frechen, Germany

**Phone:**  
+49 2234 98949-0

**Fax:**  
+49 2234 98949-32

**E-mail:**  
info@datakontext.com

**Website:**  
datakontext.com

**Management:**  
Dr. Karl Ulrich

## MEDIA CONSULTING

Petra Priggemeyer

**Phone:** +49 2234 98949-67

**E-mail:** petra.priggemeyer@datakontext.com

## EDITORS

**Editor-in-Chief:** Franz Langecker

## PURCHASE PRICE

### Annual subscription:

Germany ..... € 154.00

International ..... € 163.30

**Single issue** ..... € 42.00

All discounted purchase prices only apply to direct purchases from the publisher, not to orders placed through booksellers. All prices incl. VAT and shipping.

**ISSN:** 1866-3753

**Place of performance/jurisdiction:** Cologne

**Bank details:** Uni Credit Bank AG, Munich,  
IBAN: DE 34 7002 0270 0015 7644 54,  
BIC: HYVEDEMMXXX

**Terms of payment:** 30 days after receipt of invoice net;  
direct debit: 3 % discount

**VAT:** All listed ad prices are subject to VAT.

**General Terms and Conditions:** Our General Terms and Conditions at datakontext.com/agb apply.

# Special


Every issue of HR Performance comes with a Special, which is available free of charge as an e-magazine at [hrperformance-online.de](https://hrperformance-online.de). Each Special focuses on a current topic from the world of digital HR work:

- Issue 1  
**Talent management/Recruiting**
- Issue 2  
**Digital HR management/HR admin**
- Issue 3  
**Compensation & Benefits**
- Issue 4  
**Best of 2024/25**

All of the following advertising formats can also be ordered for each Special.



# Schedule of dates and topics

	MAIN TOPICS	PROVIDER OVERVIEWS
<p><b>1st</b> issue</p> <p>Publication date <b>27/03/2024</b></p> <p>Printing material deadline <b>21/02/2024</b></p> <p>Advertisement deadline <b>14/02/2024</b></p> 	<p><b>Main issue:</b></p> <p>Trade fair "Zukunft Personal Nord"</p> <p>New work</p> <ul style="list-style-type: none"> <li>• Remote work</li> <li>• Software/Equipment/Services</li> </ul> <p>Workforce management</p> <ul style="list-style-type: none"> <li>• Time management</li> <li>• Access control</li> <li>• Workforce management</li> <li>• Time value accounts</li> </ul> <p>Artificial intelligence (AI)</p> <ul style="list-style-type: none"> <li>• Chatbots</li> <li>• Cobots</li> </ul> <p>Digital transformation</p> <ul style="list-style-type: none"> <li>• HR portals</li> <li>• Social media</li> <li>• HR services</li> <li>• HR technology</li> </ul> <p>Employer branding/ Personnel marketing</p> <p><b>SPECIAL:</b></p> <p>Talent management/Recruiting</p> <ul style="list-style-type: none"> <li>• Applicant management</li> <li>• Trainee management</li> <li>• Feedback management</li> <li>• Employee retention</li> <li>• Aptitude diagnostics</li> <li>• On-boarding/Off-boarding</li> <li>• Job portals</li> </ul>	<p><b>Main issue:</b></p> <ul style="list-style-type: none"> <li>• Time management</li> <li>• Access control</li> <li>• Workforce management</li> <li>• Time value accounts</li> <li>• Trade fair highlights for "Zukunft Personal Nord"</li> </ul> <p><b>SPECIAL:</b></p> <p>Talent management/ Recruiting</p> <ul style="list-style-type: none"> <li>• Applicant management</li> <li>• Talent management</li> <li>• Aptitude diagnostics</li> </ul>

## 2nd issue

Publication date  
**29/05/2024**

Printing material  
deadline  
**23/04/2024**

Advertisement  
deadline  
**16/04/2024**

### Main issue:

LEARNTEC

Learning trade fair

- e-learning
- LMS/LXS
- Gamification
- Immersive learning
- AR/VR
- Machine learning
- Re- and upskilling

New work

- Web conferencing
- Video assessments

Mobile work/HR security

Digital coaching

Strategic personnel  
management

- Feedback management
- Feedback tools
- Employee survey

Ideas management

### SPECIAL:

Digital HR management

- Digital personnel file
- Document management
- HR processes
- Contract management
- Workflow management
- Personnel cost management
- People analytics
- Statements

### Main issue:

- Employee survey
- Ideas management
- Trade fair highlights for  
LEARNTEC 2024

### SPECIAL:

Digital HR management

- Digital personnel file
- Document management

## 3rd issue

Publication date  
**05/09/2024**

Printing material  
deadline  
**25/07/2024**

Advertisement  
deadline  
**18/07/2024**

### Main issue:

Trade fair

“Zukunft Personal Europe”

Recruiting

- Recruiting technology
- Talent management
- Skills management

New work

Workforce management

- Time management
- Access control
- Workforce management
- Time value accounts

HR transformation

- HR performance  
management

### SPECIAL:

Compensation & benefits

- Company pension scheme
- Health management
- Remuneration management
- Employee retention
- Mental health
- Physical health

### Main issue:

- Time management
- Access control
- Workforce management
- Time value accounts
- Applicant management
- Talent management
- Trade fair highlights for  
“Zukunft Personal Europe”

### SPECIAL:

Compensation & benefits

- Company pension  
scheme
- Health management



	MAIN TOPICS	PROVIDER OVERVIEWS	
<p><b>4th</b> issue</p> <p>Publication date <b>05/12/2024</b></p> <p>Printing material deadline <b>30/10/2024</b></p> <p>Advertisement deadline <b>23/10/2024</b></p>	<p><b>Main issue:</b></p> <p>HR digital</p> <ul style="list-style-type: none"> <li>• HR services</li> <li>• HR outsourcing</li> <li>• HR cloud</li> <li>• Mobile HR</li> <li>• Artificial intelligence (AI)</li> </ul> <p>Human capital management</p> <p>New Work</p> <ul style="list-style-type: none"> <li>• Collaboration tools</li> </ul> <p>HR software/cloud for SMEs</p> <p>Personnel controlling/ Reporting/Analytics</p> <p>Global HR</p> <ul style="list-style-type: none"> <li>• Travel management</li> <li>• Posting abroad</li> </ul>	<p><b>SPECIAL:</b></p> <p>Best of HR 2024/25</p> <ul style="list-style-type: none"> <li>• The leading HR providers</li> <li>• HR strategy/HR trends</li> <li>• HR tools</li> <li>• HR services</li> <li>• HR coaching</li> <li>• HR security</li> </ul>	<p><b>HAUPTTHEFT:</b></p> <ul style="list-style-type: none"> <li>• HR software/Cloud for SMEs</li> <li>• HR software/Cloud for large companies</li> <li>• HR outsourcing</li> <li>• Human capital management</li> </ul> <p><b>SPECIAL:</b></p> <ul style="list-style-type: none"> <li>• Repeat of your provider overview from a previous issue at a special price</li> <li>• All topics from 2024 can also be ordered as first-time entry.</li> </ul>

## TRADE FAIRS 2024

**“Zukunft Personal Süd”:**  
5-6 March | Stuttgart

**“Zukunft Personal Nord”:**  
23-24 April | Hamburg

**LEARNTEC:**  
4-6 June | Karlsruhe











**“Zukunft Personal Europe”:**  
10-12 September | Cologne



# Excerpt from our advertising clients



# Advertisement prices

FORMATS	1/1 page	2/3 page portrait	2/3 page landscape	1/2 page portrait	1/2 page landscape	1/3 page portrait	1/3 page landscape	1/4 page portrait	1/4 page corner section	1/4 page landscape
										
<b>in type area</b> (W × H in mm)	186 × 244	122 × 244	186 × 159	90 × 244	186 × 119	58 × 244	186 × 78	32 × 244	90 × 119	186 × 59
<b>Bleed ads</b> (W × H in mm) +5 mm trim	210 × 297	136 × 297	210 × 180	104 × 297	210 × 140	72 × 297	210 × 99	56 × 297	104 × 140	210 × 80
<b>Price for 4c</b>	€ 3,350	€ 2,650	€ 2,650	€ 2,250	€ 2,250	€ 1,850	€ 1,850	€ 1,550	€ 1,550	€ 1,550

Each issue is also published as a digital e-magazine.  
www.hrperformance-online.de

## DISCOUNTS

Contact us and we will be happy to put together an attractive offer for you.

## SONDERPLATZIERUNGEN

all cover pages 1/1 page

€ 3,750

Preferential placements

15 % additional charge

# HR Performance – HR Best Practices

Supplement in the Süddeutsche Zeitung newspaper  
with more than 1.2 million readers

Present your services, innovations and visions in the first issue of the HR Performance HR Best Practices magazine, which will be published in 2024 and enclosed with the print edition of the Süddeutsche Zeitung (SZ) newspaper.

SZ is the largest high-quality national daily newspaper in Germany with a coverage of more than 190,000 recipients per issue and more than 1.21 million readers (ma coverage).

SZ's target group has an above-average income and holds higher management positions. As specialists and managers, they are decision-makers in the German economy.

Place your solutions as **best-practice advertorials** on these topics.  
Only a limited set of topics is available:

- 2 × digital personnel file
- 3 × workforce management/time management
- 3 × talent management/recruiting
- 3 × personnel management software
- 3 × AI solutions for HR
- 2 × company pension scheme
- 2 × compensation & benefits
- 2 × e-learning

**Circulation:** approx. 190,000 copies, around 1.2 million readers

**Publication date:** 25/04/2024

**Full media data with all details and conditions on request:**  
[petra.priggemeyer@datakontext.com](mailto:petra.priggemeyer@datakontext.com)

Süddeutsche Zeitung



# Provider overviews & trade fair highlights

## PROVIDER OVERVIEW

For the thematic overviews, we present your products and services in a structured table format. Depending on the topic, we ask for details under different criteria that are relevant to the selection of software or services for a company. Pages 6-8 list the supplier overviews per issue and publication date. We are very happy to send you the questionnaire in advance.

- Prices:**
- € 490 for 1 entry in an overview
  - € 380 for repetition of the ad in a subsequent issue
  - € 230 for repetition of the ad in the Special "Best of" for issue 4

## TRADE FAIR HIGHLIGHTS

Reach more than 15,000 recruiters and advertise your presence at the trade fair in our trade magazine and special newsletter. Pages 5 to 7 show the relevant trade fair highlight under the "Supplier overviews" heading.

**Package 1:** 1/3 page portrait, approx. 1,000 characters incl. spaces, logo, contact person and location in the hall

**Price:** € 590

**Package 2:** • 1/1 page, approx. 3,000 characters incl. spaces, image, logo, contact person and location in the hall

- Text ad, 400 characters incl. spaces in special HR Select newsletter (approx. 8,500 contacts) incl. link

**Price:** € 1,490

Example: provider overview



Example: trade fair highlight 1/3 page

# Expert profile

You can place an expert profile on a key topic in each issue or Special.

The schedule of dates and topics are on pages 6–8. Your profile will be placed in the appropriate editorial environment.

This type of advertising presents your company, products or services in a professional layout.

Simply fill out the form and approve the designed expert profile later on. We will take care of the rest.

**Prices:** € 690 for ½ page

€ 350 for repetition of the ad  
in the issue 4 Special

Anbieter

## So geht moderne Zeitwirtschaft



**interflex**  
UNTERNEHMEN SIND VORAN

**interflex Datensysteme GmbH**  
Eisenstraße 225 (Haus 3)  
70567 Stuttgart  
Tel.: 07 11 1320 0 - Fax: 07 11 1320 1 11  
E-Mail: [interflex@interflex.com](mailto:interflex@interflex.com)  
[interflex.com](http://interflex.com)

**Produkt/Dienstleistungen:** IF-6040 Zeit  
**Im Einsatz seit:** 2016

**Kurzbeschreibung:**  
IF-6040 Zeit ist eine modulare, skalierbare Zeiterfassungsform, die bei der Flexibilisierung von Arbeitszeiterfassung unterstützt. Unternehmen schaffen so die Basis für mehr Selbstbestimmung und Motivation von Fachkräften.

- Arbeitszeiten mobil erfassen: auch per Smartphone und Tablet
- Employee Self-Services: alle benötigten Funktionen
- Personalmanagement: Fachkräfte planen und beteiligen
- Kostenmanagement: Personalstellen transparent darstellen
- Ad-hoc-Reporting: Controlling effizient gestalten

Mehr unter [interflex.com](http://interflex.com)

**Unsere Pläne für die Zukunft:**

- Trend: Mobiles Arbeiten/Mobile New Work
- Mehr Selbstbestimmung/selbstbestimmtes Arbeiten
- Employee Self-Services-Konzepte stärken

**Preisbeispiel/Referenzkunden:**  
Gem. auf Anfrage

Anbieter

## Zielgerichtet Bewerber gewinnen!



**We Make Your Candidates Apply!**

**softgarden e-recruiting GmbH** (softgarden)  
Herr Yannick Evans – VP Software Sales  
Tausenstraße 14 • 10789 Berlin  
Tel.: 030 86494000  
E-Mail: [evans@softgarden.de](mailto:evans@softgarden.de)  
[softgarden.com/de](http://softgarden.com/de)

**Produkt/Dienstleistungen:** Innovatives E-Recruiting mit der softgarden Talent Acquisition Suite  
**Im Einsatz seit:** 2003

**Kurzbeschreibung:**  
Die softgarden Talent Acquisition Suite beinhaltet ein Bewerbermanagement-System, eine Google-optimierte Karriereseite mit integrierten Job-Landingseiten sowie ein Tool für Mitarbeiterempfehlungen. Mit Job Landingsides können gezielt Bewerber für schwerere oder regelmäßig zu besetzende Jobs angesprochen werden. Mit einem Klick – auch über WhatsApp – bewerben sich Kandidaten und erfährt, über Chat und App streamen sich Recruiter mit Fachabteilungen ab und vereinbaren Bugs Interviews. Diese schlanken Prozesse begeistern Bewerber und Recruiter.

**Unsere Pläne für die Zukunft:**  
Von Mailposting über WhatsApp-Bewerbung bis hin zu Job Landingsides, für unsere Kunden sind wir immer am Puls der Zeit, um die Qualität und Quantität der Bewerbungen zu erhöhen und die Time-to-Hire zu senken.

**Preisbeispiel/Referenzkunden:**  
Über 1.500 Kunden nutzen die im Forney Grid-RTM Report als Core-Location ausgerichtete SaaS-Lösung für die E-Recruiting. Die Singlepage-schichten unserer Kunden finden Sie unter: [softgarden.com/de/unternehmen](http://softgarden.com/de/unternehmen).

[www.softgarden.com/de](http://www.softgarden.com/de)

# Advertorials

An advertorial is the perfect choice if you have something substantive to say and also want to advertise your software or service.

It is designed as an editorial article and is simply labelled with "Advertorial" in the column title. If you keep the level of advertising low, you will be seen as credible and serious.

Use your expertise on a topic to advertise in an informative way and reach potential customers.

At the end of the advertorial, you can enter your contact details for direct contact.

- Prices:**
- 1-page  
(4,500 characters max. incl. spaces\*)  
**€ 1,390**
  - 2-page  
(9,000 characters max. incl. spaces\*)  
**€ 2,250**

\* Integrating logos, images and graphics reduces the number of characters accordingly.



Example: advertorial 2-page



Example: advertorial 1-page



# Cover story & your own HR Performance

## COVER STORY

Our cover story gives you the opportunity to be front and centre. We design the cover of the main issue or Special together with you. You can present your expertise on a topic on a total of five pages. For the design, we work closely with you to ensure that your message is conveyed clearly and concisely.

- Cover + 5 advertorial pages  
(per page: approx. 4,500 characters incl. spaces)
- 100 copies included

**Price: € 4,990**

## YOUR OWN HR PERFORMANCE

Benefit from the reputation and editorial quality of our trade magazine. We create a customised Special for you with articles about your company or your products.

- 16-page Special created according to your requirements
- Supplement in HR Performance
- Includes 500 copies for your own use
- Free download as an e-magazine on our website
- Special newsletter on the content with link to more than 8,500 recipients

**Price: € 9,900**  
incl. production costs and insert costs; agency commission deductible



Example: Cover story

# Loose, bound and fixed inserts

## LOOSE INSERTS

<b>up to 25 g:</b>	€ 1,890
<b>up to 50 g:</b>	€ 2,190
<b>Maximum format:</b>	205 mm W × 292 mm H

## BOUND INSERTS

<b>Format:</b>	210 mm W × 297 mm H
<b>4 pages:</b>	€ 2,490
<b>8 pages:</b>	€ 2,790

Bound inserts must be pre-folded and delivered for further processing with 10 mm head trim, at least 5 mm outer trim margin and staple trim. Production possible on request; placement requests cannot be considered.

## FIXED INSERTS

<b>Postcards, booklets:</b>	€ 3,790
<b>Samples or similar:</b>	on request
<b>Maximum format:</b>	180 mm W × 277 mm H

Price incl. 1/1 page supporting ad. Placement requests are not possible.

## Delivery:

10 working days before publication date, stating number of copies, magazine title and issue number. A sample must be visibly attached to each packaging unit. The exact quantity of inserts is stated with the order confirmation.

Grafisches Centrum Cuno GmbH  
Ronny Thürmann  
Gewerbering West 27  
39240 Calbe, Germany

## Sample:

5 copies to the publisher by the advertisement deadline for the applicable issue:

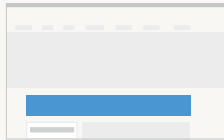
DATAKONTEXT GmbH  
Dieter Schulz  
Augustinusstr. 11 A  
50226 Frechen, Germany



# Display ads: hrperformance-online.de

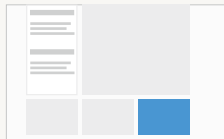
Specialists and managers in the HR/IT sector as well as managing directors get specialist articles, current product and industry news and event information on our portal.

## DISPLAY ADS



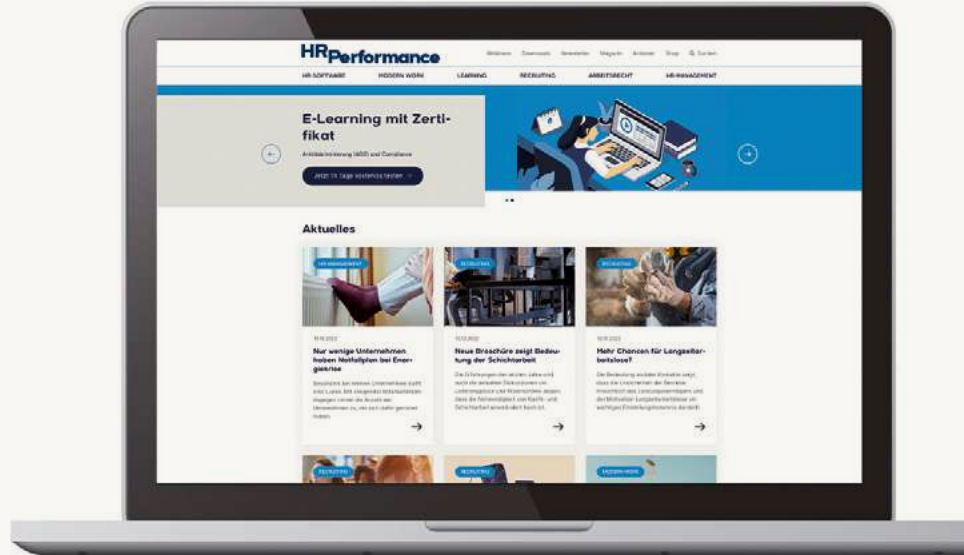
€ 160 CPM

Billboard banner  
1168 x 146 px



€ 130 CPM

Medium rectangle  
368 x 251 px



## COVERAGE:

Events:	13,555
Views:	4,772
Users:	1,463

Average access figures from 1st six months of 2023

# Online guide: hrperformance-online.de

In our new content section, your product/company profile is promoted throughout the year.

## What you get and the benefits:

- Company/product profile online for one year – total text of up to 4,000 characters incl. spaces plus links, contact details, logo and images
- Your logo is displayed on the right-hand side of thematically matching posts as a provider for the topic.
- Incl. one online advertorial with max. 6,000 characters within a year (regular price: € 1,490)
- Incl. one online news item with max. 1,500 characters within a year (regular price: € 590)
- Up to three topic categories (HR software, modern work, learning, recruiting, HR management) can be selected

**Price: € 3,450** (for one year; not a subscription)

## Additional content at a special price:

Advertorial: € 950/news: € 350



# Online advertorial: hrperformance-online.de

Use our online coverage to market your HR software and services. Our users are looking for professional content in combination with products and services.

## Distribution of the advertorial

- Publication on the HR Performance website at [www.hrperformance-online.de](http://www.hrperformance-online.de)

## Details of advertorial

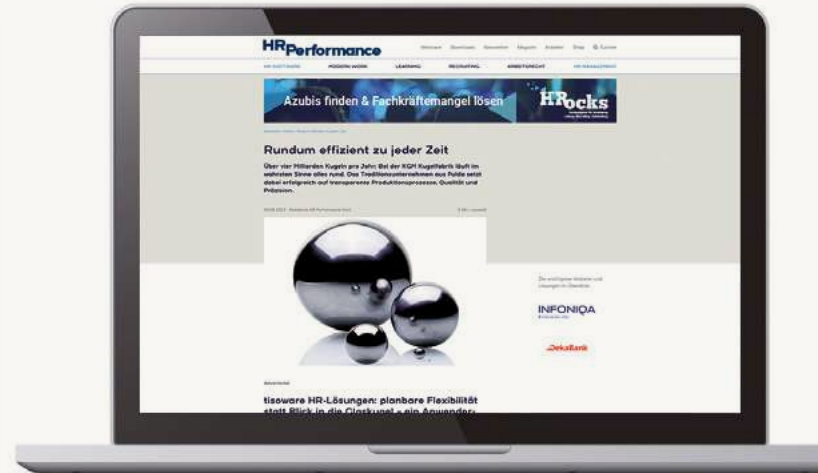
- Text with max. 6,000 characters incl. spaces and images if applicable
- Contact details, logo
- 2 links

## Prices:

**Standard advertorial: € 1,590**

**Premium advertorial: € 1,980**

**Including news teaser** (which we create for maximum traffic) with a link to advertorial in the next available "HR Select" newsletter with more than 8,500 contacts.



# Newsletter "HR Select"

Place your message in the HR Performance newsletter!

**Subscribers:** HR and IT managers (around 8,500 recipients)

**Publication frequency:** 2 × per month

**Premium text ad:** 600 characters  
Incl. spaces + image or logo image  
plus direct link  
**Price: € 700**

**Text ad:** 400 characters  
Incl. spaces + image or logo image  
plus direct link  
**Price: € 500**

Additional placement charge for position 1, 2 or 3 = € 150

## PUBLICATION DATES FOR HR SELECT NEWSLETTER 2024

18/01/2024      11/04/2024      04/07/2024      10/10/2024

01/02/2024      25/04/2024      18/07/2024      24/10/2024

15/02/2024      08/05/2024      01/08/2024      07/11/2024

29/02/2024      23/05/2024      15/08/2024      21/11/2024

14/03/2024      06/06/2024      29/08/2024      05/12/2024

28/03/2024      20/06/2024      26/09/2024      19/12/2024

We need your input by Wednesday of the previous week at the latest

Anzeige

### HR Chatbot: Erfahrungswerte & Best Practices



Die rasante Entwicklung von Chatbots, insbesondere seit dem Aufkommen von ChatGPT, hat dazu geführt, dass sie vermehrt in Personalabteilungen eingesetzt werden. Dieser Trend wirft jedoch wichtige Fragen auf: Welche Erfahrungen haben andere HR-Abteilungen mit der Implementierung von Chatbots gemacht, und welche bewährten Methoden lassen sich daraus ableiten? Diese Themen stehen im Mittelpunkt des bevorstehenden Seminars, in dem wir Erkenntnisse von drei unserer Kunden vorstellen, die erfolgreich einen Chatbot in ihre Arbeitsabläufe integriert haben und die Effizienz ihrer HR steigern konnten.

[Jetzt zum Seminar anmelden](#)

Example: Premium text ad

Anzeige

### Personalsteuerung mit GFOS.Workforce Management



Optimieren Sie Ihre Personalarbeit mit GFOS.Workforce Management und setzen Sie auf eine innovative Lösung, die Ihre HR-Prozesse auf das nächste Level hebt. Unsere Workforce-Management-Software ermöglicht eine präzise Planung und Steuerung Ihrer Mitarbeiterressourcen. Innovativ. Intelligent. Effizient.

[Demo und Factsheets anfordern](#)

Example: Text ad

# "HR Select Sponsored news"

Use the standalone newsletter to generate leads:

- Maximum awareness and high performance with the target group
- Mailing list of the HR Select newsletter (8,500 recipients)
- You can use any subject line
- Links and CTAs are possible
- Recipients: Specialists and managers in HR and IT, senior management
- Customer example

Price: € 2,950

// With the standalone newsletter from HR Select, we can reach our target group easily and efficiently. We are very happy with the performance of the newsletter and working with DATAKONTEXT. //

M. Lampe,  
Online Marketing Manager,  
d.velop

HRPerformance Keine Bilder? Webversion anzeigen  
Edemed [Sponsored News]

HR Select Sponsored News

**Kündigung erhalten?**  
So reagieren Sie nachhaltig!

Der Jahreswechsel markiert traditionell eine Phase der Selbstreflexion, in der auch berufliche Aspekte überdacht werden. Statistisch gesehen kündigen die meisten Arbeitnehmer am 31. Januar. Die Hauptgründe hierfür: fehlende Anerkennung und unzureichende Gehaltsvorstellungen.

Lesen Sie in den E.Papern, wie Sie mit Benefits genau dort ansetzen, Ihren Mitarbeitern persönliche Wertschätzung entgegenbringen und gleichzeitig Ihre Kaufkraft stärken. Nutzen Sie außerdem Ihre Chance auf ein Gratis ticket für die Zukunft Personal Nord vom 23. bis 24. April in Hamburg.

**Mitarbeitergewinnung: von Anfang an die richtigen Akzente setzen**

Employer Branding beginnt mit der Stellenausschreibung und diese ist somit auch Ihre erste Möglichkeit, bei potenziellen Mitarbeitern zu punkten. Doch an welchen Stellen im gesamten Prozess sollten Sie kommunizieren, was Sie den Bewerbern bieten und wie?

Erfahren Sie in diesem E.Paper, mit welchen Anreizen Sie von Anfang an überzeugen können.

[E.Paper downloaden](#)

# Topic campaigns - your articles in the spotlight!

In this new format, we present and focus on selected topics for one month.

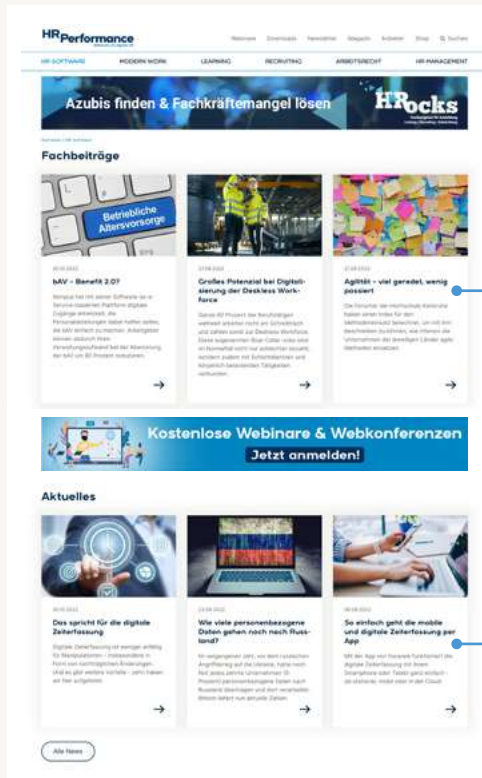
The HR Performance website has several sub (topic) categories for the topic months.

The start page of each topic category consists of editorial articles and your placed content.

Our accompanying advertising measures ensure you get maximum traffic. At the start of the month, a special newsletter is sent to 8,500 HR professionals, with link direct to the start page and your articles. Throughout the website, special banners, news and sliders draw attention to the topic month.

After the term, your articles stay on the website, but go into chronological order.

Topics	Start and sending of the special newsletter	Latest delivery of input
E-learning	08/02/2024	12/01/2024
Digitalising HR processes	02/05/2024	04/04/2024
Time management	13/06/2024	16/05/2024
Digital personnel file	22/08/2024	23/07/2024



## Advertorials (3 × available)

- on the start page of the topic category
- Text with max. 6,000 characters incl. spaces, images if applicable, contact details, logo, 2 links
- including text ad with link to the advertorial in the special newsletter

Price: € 2,950

## News (3 × available)

- on the start page of the topic category
- Text with max. 1,500 characters incl. spaces, 1 link
- including text ad with link to the news in the special newsletter

Price: € 1,490

# Topic campaigns - your articles in the spotlight!

## Billboard, top

- 4 × possible
- Ad on all subpages
- 1168 × 146 px

Price: € 160 CPM

## Billboard, middle

- 4 × possible
- Ad on all subpages
- 1168 × 146 px

Price: € 160 CPM

The screenshot shows the HRPerformance website interface. At the top, there is a navigation bar with the logo and menu items: 'Werbung', 'Downloads', 'Newsletter', 'Magazin', 'Anzeige', 'Über', and 'Glossar'. Below the navigation, there are several content banners and article cards. A large banner at the top reads 'Azubis finden & Fachkräftemangel lösen' with an 'HR Rocks' logo. Below this, there is a 'Fachbeiträge' section with several article cards. One card is titled 'Betriebliche Altersvorsorge' with an image of a keyboard. Another is 'SAV - Benefit 2.0?' with an image of a person. A third is 'Großes Potenzial bei Digitalisierung der Deskless Workforce' with an image of a person in a high-visibility vest. Below these, there are more article cards: 'Die Digitalisierung von HR-Prozessen zum Zeit- und Kostenheil machen', 'Recruiting - so schnell und einfach wie möglich', 'E-Learning Compliance: Bußgelder vermeiden', and 'E-Learning Anti-Diskriminierung: Die gesetzliche Schulpflicht erfüllen'. At the bottom, there is a banner for 'Kostenlose Webinare & Webkonferenzen' with a 'Jetzt anmelden!' button. Below this, there are more article cards for webinars and conferences.

## Content banner

- 8 × possible
- Ad on the start page
- 368 × 251 px

Price: € 130 CPM

Your own exclusive topic campaign? We make it possible. Quotation on request.



# Whitepaper on LEAD generation

- **30 selectable leads included (GDPR-compliant list with ad consent: form of address, title, name, company, department, position and e-mail address)**  
You get a weekly update in the form of a list of newly generated leads. Based on the company name, department and position, you decide whether the applicable complete data record should be one of your 30 included leads.
- **Listed under Downloads and News on the whitepaper website. Promoted via our newsletter and website**  
We advertise your whitepaper intensively via our channels until the desired number of leads is reached as quickly as possible, but within a year.
- **Optional additional lead packages**  
You can purchase further packages of 30 leads at any time.
- **Optional preparation of your whitepaper by our editors**  
Our professional editors prepare the whitepaper with a maximum of 12,000 characters including spaces, on your topic. 8,000 characters including spaces cover your associated product, e.g. in the form of a case study, which we incorporate. Co-branded layout with HR Performance magazine and your logo.

Prices on request





# LEAD generation, GDPR-compliant: Sponsored webinars

## WEBINARS

Exclusive webinar as sole sponsor

### What you get and the benefits:

- ✓ 45 minutes presentation time plus 15 minutes Q&A session
- ✓ GDPR-compliant participant contact data:  
Registration list with ad consent: form of address, title, name, company, department, position and e-mail address
- ✓ Attendance record and chat questions asked to optimise sales approach
- ✓ Personalised survey results
- ✓ Branding effect by promoting your presentation via the HR publisher/event database and social media channels with more than 8,500 contacts
- ✓ Moderation and technical organisation included
- ✓ Recording of the presentation for your own sales activities

**Date:** As agreed  
Lead time: approx. 5-6 weeks

**Price:** from € 2,650 \*

\* Basic package (equipment, invitation, registration list); additional modules possible

“ Our feedback on the two webinars that we have held with you so far has been very positive. The number of participants was particularly impressive. ”

Anja Ziegler,  
Marketing Lead DACH,  
Alight Solutions



Photo: Maksim Kabaleou, Adobe Stock

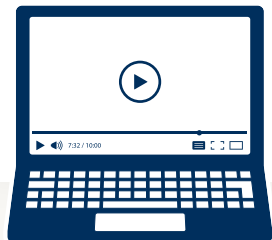
# LEAD generation, GDPR-compliant: Sponsored web conference

## WEB CONFERENCE

Digital conference with up to 6 sponsors

### What you get and the benefits:

- ✓ 30 minutes presentation time
- ✓ Neutral keynote speech at the start
- ✓ GDPR-compliant participant contact data: You will receive a registration list with ad consent: form of address, title, name, company, department, position and e-mail address
- ✓ Attendance record and chat questions asked to optimise sales approach
- ✓ Personalised survey results
- ✓ High-quality leads via topic focus
- ✓ Branding effect by promoting your presentation via more than 8,500 contacts



- ✓ Official event for the HR Performance magazine
- ✓ Moderation and technical organisation included
- ✓ Recording of the web conference for your own sales activities

**Topic:** as agreed

**Date:** Booking at least five weeks before the event date

**Price:** from € 2,150\*

\* Basic package (equipment, invitation, registration list)  
additional modules possible

// The DATAKONTEXT HR network and your expertise in organising web conferences have helped us to organise a number of successful webinars with HR experts. We are very satisfied indeed with your professional support and recommend DATAKONTEXT as an expert partner. //

Johannes Kumpf,  
Product Management & Business  
Development HR Solutions,  
CubeServ GmbH

## DATES FOR 2024

- |               |   |
|---------------|---|
| <b>1 Feb</b>  | Talent management, e-learning   |
| <b>20 Feb</b> | Digital payroll solutions   |
| <b>13 Mar</b> | Time management/<br>Workforce management  |
| <b>9 Apr</b>  | Personnel file  |
| <b>30 Apr</b> | Digitalising HR processes   |
| <b>15 May</b> | Recruiting  |
| <b>5 Jun</b>  | Compensation/Benefits/<br>Corporate health management<br>for employee retention |
| <b>18 Jun</b> | SAP HR tools and add-ons  |
| <b>9 Jul</b>  | AI solutions for HR   |
| <b>20 Aug</b> | HR start-ups – rethinking solutions   |
| <b>5 Sep</b>  | Digital payroll solutions   |
| <b>25 Sep</b> | Personnel file  |
| <b>15 Oct</b> | Compensation/benefits/<br>Corporate health management<br>for employee retention |
| <b>5 Nov</b>  | Digitalising HR processes   |
| <b>20 Nov</b> | HR management software  |
| <b>5 Dec</b>  | Time management/<br>Workforce management  |

# Formats and technical specifications

## Magazine format:

Main issue: 210 mm W × 297 mm H  
Special: 200 mm W × 282 mm H

## Type area:

Main issue: 186 mm W × 244 mm H  
Special: 178 mm W × 242 mm H

## Printing and binding methods:

Sheet-fed offset printing, perfect binding for main issue, saddle stitching for Special, paper: 80 g picture print, coated

## Sending data:

Please send all data to:  
anzeigen-marketing@datakontext.com (max. 10 MB of data)

## Possible data formats when sending by e-mail:

TIF, EPS or PDF. Open or larger files, such as original files, imports and fonts must be uploaded via FTP if possible. You can get the login details from the order processing department on request. Together with the open data, all information about magazine/title, sender, operating system and the program version that is used is required.

## Data formats:

We recommend providing PDF/X-3 data. Open data (e.g. InDesign, QuarkXPress, etc.) should be avoided. The file must at least be printable, i.e. all fonts that are used must be embedded, halftone images need a resolution of 300 dpi, line art of at least 600 dpi.

## Colours:

Printing colours (CMYK) according to ISO 12647-2 (PSO), special colours are not possible. For conversion and management of the colour space (ICC colour management) see the ECI standard offset profiles.

## Data archiving:

Data is archived; repeats unchanged are therefore usually possible. However, no data guarantee is given.

## Guarantee:

We do not give any guarantee for the printing result when using digital print documents. We cannot accept any liability for deviations in texts, illustrations and, in particular, in colours. We charge for images printed incorrectly as a result of incomplete or incorrect files, incorrect settings or incomplete information. This also applies to additional typesetting or repro work. We are happy to provide you with expert advice on graphics.

## Processing inserts:

Pre-folded inserts must be cross-folded, wrapped or centre-folded with the fold on the long side. Zig zag folds and gate folds are not possible. The inserts must have a closed side and be suitable for machine processing. If an insert consists of several parts, a secure binding is required.

## Contact:

Ute Müller, Order Processing  
anzeigen-marketing@datakontext.com

Dieter Schulz, Technical Expert  
dieter.schulz@datakontext.com

# Contact details

## TRADE MAGAZINES FROM DATAKONTEXT

### MEDIA CONSULTING

Petra Priggemeyer

**Phone:**

+49 2234 98949-67

**E-mail:**

petra.priggemeyer@datakontext.com

DATAKONTEXT GmbH

Augustinusstr. 11 A

50226 Frechen, Germany

www.datakontext.com

