



# HR Alert

## essential hr connections

### Communicate through HR Alert

HR Alert is the largest information platform for human resources management in Belgium. Three times a week, our time-saving newsletter delivers information at the cutting edge of HR news: social legislation, salary, recruitment, working conditions, well-being, and all other matters of interest to HR professionals are all subjects developed in HR Alert.

**23.000 HR Professional opt-ins**  
**10.000 unique readers weekly**  
**And on average 3.500 readers, who look further into the proposed topic**

HR Alert audience come from all sectors. Mainly HR and decision maker profiles. 66% of opt-ins work in over € 10M turnover companies. 25% work in companies with a turnover between €5 M and €10 M.

### Contact

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### Advertorial

**1 000€/newsletter**

Short article describing your product/service with a call to action to drive traffic to your website.

#### Technical specifications

- Position: 3th in the newsletter & on hralert.be/homepage
- Title: 40 characters, spaces included
- Text: 500 characters, spaces included
- Size & Format Image: 1920 x 500 px (gif, jpg, png)
- Call to action & link to your website
- Language: FR/ NL
- Material Deadline: 1 week before publishing date

### Bannering

**800€/newsletter**

Place your banner on HR Alert newsletter and hralert.be. Increase traffic to your website.

#### Technical specifications

- Position: Horizontal above the newsletter & on hralert.be/homepage
- Size & Format: 728x90 px (gif, jpg, png)
- Link to your website or dedicated landing page
- Language: FR/ NL
- Material deadline: 1 week before publishing date

### Dedicated Email

**3 100€**

Benefit from the HR Alert audience to send dedicated emailings to your target group.

#### Technical specifications

- Position: Dedicated email sent to HR Alert database
- Title: 40 characters, spaces included
- Text: 500 characters, spaces included
- Size & Format Image: 800 x 400 px (gif, jpg, png)
- Call to action & link to your website
- Language: FR/NL
- Material Deadline: 1 week before publishing date

### HR Jobs

**800€/post**

Recruit your future HR collaborator thanks to HR Alert.

#### Technical specifications

- Position: Job section in the newsletter & on hralert.be/home&jobs page
- Title: 40 characters, spaces included

- Job Title: Name of company
- Size & Format Image: 800 x 200 px (gif, jpg, png)
- Link to company page
- Publication time: 1<sup>1/2</sup> month (18 newsletters)
- Material Deadline: 1 week before publishing date

### Partner Content

**2 100€**

Thanks to HR Alert publish any type of lead generation content: whitepaper, powerpoint presentation, thought leadership or opinion article, TedX keynote, etc

#### Technical specifications

- Position: Partner Content section in the newsletter & on hralert.be/home&partnercontent page
- Title: 40 characters, spaces included
- Text: 500 characters, spaces included
- Size & Format Image: 800 x 200 px (gif, jpg, png)
- Link on any type of landing page or download
- Publication time: 2 months (24 newsletters)
- Material Deadline: 1 week before publishing date

### Agenda

**1 300€/event**

Increase registrations to your event by publishing it on HR Alert newsletter and on hralert.be.

#### Technical specifications

- Position: Event section in the newsletter & on hralert.be/homepage & Event page
- Title: 40 characters, spaces included
- Content: Name, date, place & event description
- Size & Format Image: 800 x 200 px (gif, jpg, png)
- Link to registration page
- Language: FR/NL
- Publication time: up to 2 months before event date (24 newsletters)
- Material Deadline: 1 week before publishing date

### Official Partner of HR Alert

**price on demand**

Become an official partner of the HR Alert Newsletter (News, Mobility & Tech Section) and /or the Hr Breakfast and Mobility Morning Events.

Package on demand

\*No newsletter during public holidays and July & August