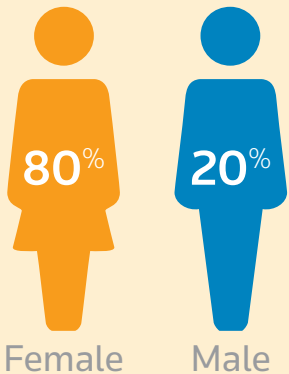


OUR AUDIENCE



TOP 4 PRODUCTS/SERVICES

respondents make recommendations on

- Training programs/courses
- Benefits programs
- HR legal compliance information
- Recruitment/headhunting firms

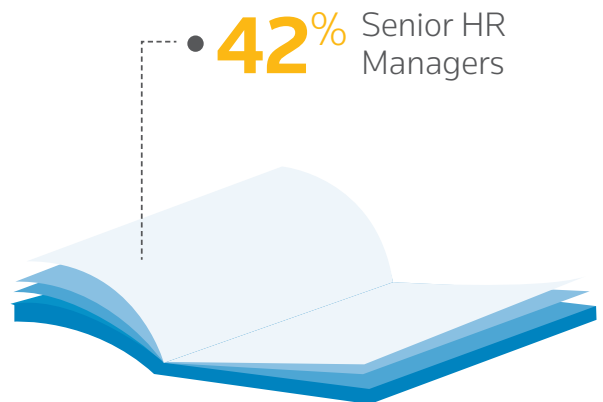
61% are involved in product/service recommendations

38% are end-decision makers for purchases



8 out of 10
USE OUTSOURCED HR SERVICES

LARGEST READING GROUPS



In the next 2 years they are looking to invest in:



23%

Group Insurance Plan



27%

Recognition/Service Awards



27%

External Training & Development/Professional Development



33%

HRMS/HRIS

ORGANIZATION SIZE

