



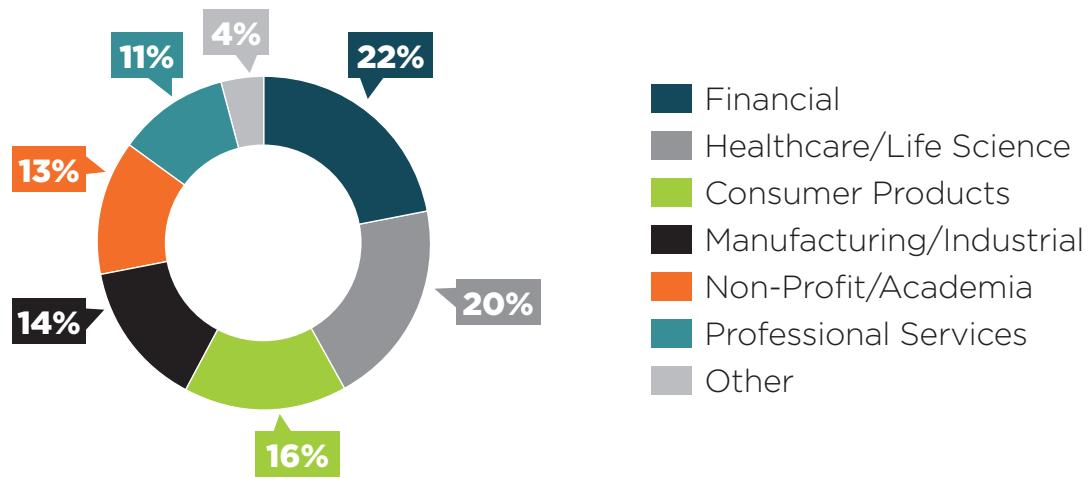
Hunt Scanlon | Media<sup>™</sup>  
Leadership Intelligence  
Media Kit **2017**



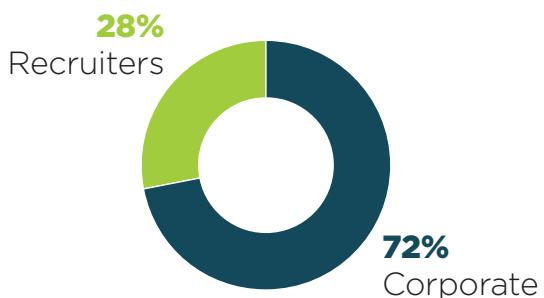
**Hunt Scanlon Media** is the most widely referenced, single source of news in the human capital sector. Our mission is to inform, engage and connect you – the most avid members of the talent management community. Through our enhanced search engine optimization, Hunt Scanlon Media is consistently featured on the first pages of Google News, key networks on LinkedIn Pulse and in an array of talent management sources.



Today, **Hunt Scanlon Media** interfaces daily with more than 125,000 human capital professionals in over 55 countries — from CHROs, chief talent officers, talent acquisition specialists, company directors, and top decision-makers in finance, IT, sales, and marketing, to the more than 35,000 global executive search consultants who service them.



**Hunt Scanlon Media** provides daily market intelligence briefings and data analytics to an expanding universe of global talent acquisition leaders.



In the past year, the **Hunt Scanlon Media** website has experienced a **300%** increase in traffic statistics. Our unique visitors have now risen to **35,000** while our page views have skyrocketed to **60,000** per month. Our homepage below is one of our most active regions. Please take a look at our nine advertising options available: **Site Sponsor**, **Emerging Voices Sponsor**, **Native Sponsor** and an additional **Homepage Sponsor**. On the next two pages you will find additional content-driven advertising opportunities, including **Homepage Sponsors**, **Featured Layer**, **In-Line** and **Skyscraper Ads**.

The screenshot shows the homepage of Hunt Scanlon Media. At the top, there's a navigation bar with links to Home, About Hunt Scanlon Media, Contact Us, Press Coverage, and Media Kit. The main header features the Hunt Scanlon Media logo with the tagline "Leadership Intelligence". Below the header, there's a search bar and a "WE DON'T FIND PEOPLE. WE FIND THE RIGHT PEOPLE." banner for Diversified Search.

**DAILY NEWSPRINT - TOP STORIES**

- CEOs See More Value In Technology Than People**: Includes a graphic of people connected by lines and text about CEOs facing challenges in strategic decisions.
- Related News: Why the CEO / CHRO Relationship Is Essential**: Includes a graphic of people connected by lines and text about CEOs and CHROs playing critical roles.
- The High Cost of Picking a Wrong Leader**: Includes a graphic of people connected by lines and text about selecting a CEO being a vital decision.
- Generational Shift: Succession of Older CEOs Slows**: Includes a graphic of people connected by lines and text about the rate of succession of older CEOs slowing down.

**MULTIMEDIA: VIDEOS**

- EMERGING VOICES**: Features a video player for "DHR" with a thumbnail of Carlos Coto and text about him discussing measuring results through analytics.
- TALENT TALKS**: Features video thumbnails for "Searching for a Sports Executive" (Chuck Cain), "Objective-Based Interviewing" (Russ Riedeau), and "Working With Millennials" (Smooch S. Reynolds).

**FOLLOW HUNT SCANLON MEDIA**

**INDUSTRY MEDIA CENTER**

- Featured Talent Management Profiles**: Includes a profile for **JDG Associates** with a bio and a signature.
- AutoPartners**: Includes a profile for AutoPartners with a bio and a logo.

**Your partner in recruiting top-tier talent and taking your organization to the next level of performance.** (with a link to [vettedsolutions.com](http://vettedsolutions.com))

**Survey**: Egon Zehnder Offers 7 Steps to Improve Diversity

Many boards are now looking for concrete suggestions for making diversity an integrated part of their agenda. There is now broad consensus that having a...

### SITE SPONSOR

This ad is the top position on the website. Appearing at the header of every website page, this branding tool is hard to miss.

**(\$40,000/year)**

### EMERGING VOICES

This ad space is housed on the website homepage. If your firm creates cutting edge video this is the position for you.

**(\$3,750/month)**

### NATIVE AD

This unique platform allows you to display searches, news, podcasts and blogs.

**(\$10,000/half-year)**

### Homepage Sponsor

This ad is positioned on the homepage and gives your brand extra recognition as a lead sponsor.

**(\$15,000/year)**



This Feeder Function Puts HR Leaders on Fast Track to CHRO  
In building Tower Consultants, Ltd. into a leading executive search boutique dedicated to human resources with an emphasis in the total rewards sector...



Search Assignment  
**Nolan Partners Leading GM Search for San Jose Earthquakes**  
The San Jose Earthquakes has hired Nolan Partners, a leading sports dedicated search firm, to help identify the club's next general manager. Technical director...



Search Assignment  
**B.E. Smith Tapped by St. Lawrence Health System to Find Chief Nursing...**  
Healthcare-focused executive search firm B.E. Smith has been retained by St. Lawrence Health System to lead its search for a new chief nursing officer. Serving...



People  
**ZRG Names Financial Services, Private Equity & Consumer Practices...**  
Executive search firm ZRG Partners has named Sharon Stein as a managing director in its financial services, private equity and consumer recruiting practices...



People  
**Cordia Resources Names Executive Search Director**  
Washington, D.C.-based executive search firm Cordia Resources (formerly Cordia Search) has tapped Marc Zeid to serve as an executive search director and a...

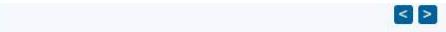


Unique access to top intel/defense officials and industry cyber leaders.

[www.benchmarkes.com](http://www.benchmarkes.com) 703-728-8506



Search Assignment  
**Nolan Partners Leading GM Search for San Jose Earthquakes**  
The San Jose Earthquakes has hired Nolan Partners, a leading sports dedicated search firm, to help identify the club's next general manager. Technical director...



## TRENDS

### CEO Economic Outlook...



CEO economic expectations for sales...

### Employers Continue...



Sixty seven percent of employers say they plan...

## KOYA

### LEADERSHIP PARTNERS



## LATEST INTERVIEWS

### Why Women Matter In...



According to data collected by Hunt Scanlon...

### Shifting Demographics...



In the not-too-distant past, the majority of CEO and...

## Homepage Sponsor

This ad is positioned on the homepage and gives your brand extra recognition as a lead sponsor

**(\$7,500/year)**

## Homepage Sponsor

This ad is positioned on the homepage and gives your brand extra recognition as a lead sponsor

**(\$12,500/year)**

### FEATURED LAYER

This ad is placed above the newswire editorial content. It appears once the reader scrolls down the page to allow the user to continue reading. This format is very striking and offers a wide scope for creative/targeted advertising messages. (**\$175/story**)

The screenshot shows a news website layout. At the top, there's a navigation bar with links for 'NEWSPWIRE ARCHIVE', 'INDUSTRY MEDIA', 'LEARN MORE', 'LATEST THINKING', and a search icon. A prominent 'Mullin INTERNATIONAL' banner with the tagline 'INNOVATIVE REDEPLOYMENT & OUTPLACEMENT SOLUTIONS' is displayed. Below the banner, the main article title is 'Egon Zehnder and Korn Ferry Tap Insider as Pharma Giant CEO'. To the right of the article, there's a sidebar for 'benchmark EXECUTIVE SEARCH' with the headline 'Looking for a world class board member with cyber security/risk experience?'. In the middle of the page, there's a callout box for 'carterbaldwin executive search' with contact information: 'CALL BENCHMARK 703.728.8506' and 'CONTACT INFO: www.benchmarkdc.com'. Arrows point from the 'FEATURED LAYER' section header to the Mullin banner and from the 'SKYSCRAPER' section header to the 'carterbaldwin' callout box.

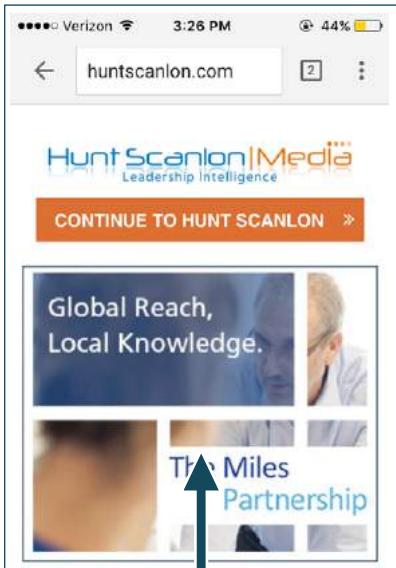
### IN-LINE

This ad is affixed permanently in the story, and looks as if it is part of the text. This content-based approach is an excellent way to display a specific message. (**\$175/story**)

### SKYSCRAPER

This ad is rotated through each page of the website. This carries great branding value, as it is continuously introduced to a new group of subscribers day in and day out. (**\$5,500/year**)

Hunt Scanlon Media has developed several advertising opportunities on its mobile platform that allows select search firms to broadcast their messages and content to our expanding audience. Please take a look at our three mobile advertising options available: **Site Sponsor**, **Native Sponsor** and **Homepage Sponsors**.



**SITE SPONSOR**  
This ad is the top position on our mobile platform. Appearing at the entry point of our website, this branding tool is hard to miss. (**\$30,000/year**)

**NATIVE SPONSOR**  
This unique platform allows you to display searches, news, podcasts and blogs at the top of our mobile homepage. (**\$15,000/half-year**)

**MOBILE SPONSOR**  
This ad is positioned on the homepage as well as several highly trafficked secondary pages which gives your brand extra recognition as a lead sponsor. (**\$22,500/year**)

Hunt Scanlon's Industry Media Center is a newly-developed service designed to help companies with their human capital and talent acquisition needs. As a real-time, high touch product, the IMC allows end users to research and conduct in-depth due diligence on leading search firms and talent leadership providers. These include large generalists to boutique specialists located in the U.S., Canada, Europe, Asia, Africa and South America.

Each search firm profile gives corporate CHROs and talent acquisition professionals the most effective window-in to each firm's specialties, from the talent management solutions they provide to the industries and functional disciplines each firm serves. **Hunt Scanlon Media** builds, maintains and administers each search firm profile on a daily basis.

Home | About Hunt Scanlon Media | Contact Us | Media & Press | Advertising

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**Hunt Scanlon|Media**
Leadership Intelligence

NEWSWIRE ARCHIVE ▾
INDUSTRY MEDIA CENTER
REPORTS AND RANKINGS ▾
EXECUTIVE SEARCH REVIEW
OUR LATEST THINKING

**FILTER BY**

[Clear Filters](#)

**Region**

- All Regions
- United States
- Canada
- U.K.
- Europe
- Middle East
- Africa
- Asia Pacific
- Latin America

**Solution**

- All Solutions
- Advisory Services
- Assessment
- Board Services
- Career Services
- Culture Shaping
- Data Analytics/Market Intelligence
- Executive Coaching
- Executive Search
- Executive Tracker
- Interim
- Leadership Development
- Management Consulting
- Onboarding
- On-Demand Recruiting
- Organizational Chart Mapping
- Outplacement
- Recruitment Research
- Succession Planning

**Expertise By Function**

- All Functions
- Advertising

**INDUSTRY MEDIA CENTER**



Welcome to the Industry Media Center. Hunt Scanlon Media has developed the most comprehensive online resource to help you find and select the executive search firm that best suits your talent acquisition needs. Each search firm profile gives corporate CHROs and Talent Acquisition Professionals the most effective window-in to each firm's specialties, from the talent management solutions they provide to the industries and functional disciplines each firm serves.

Find a Search Firm By Name

SEARCH

Reset A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



AC Lion / LionsEye Group



Academic Search



accelHRate



Agilium Worldwide



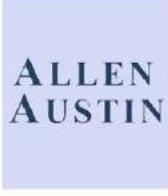
Alder Koten



Alexander Hughes



Allegis Partners



Allen Austin

SELECT FILTER

CLICK TO VIEW PROFILE

As part of each search firm's IMC profile, **Hunt Scanlon Media** designs a unique series of pages that include an overview, press releases, links to newswire articles, social media feeds, and multimedia platforms that include videos and podcasts.

IMC PROFILE PAGE →



[NEWSWIRE ARCHIVE](#) ▾
 [INDUSTRY MEDIA CENTER](#)
[LEADERSHIP REPORTS](#) ▾
 [ESR](#)
[RANKING](#) ▾
 [OUR LATEST THINKING](#)
🔍

## KOYA LEADERSHIP PARTNERS

**OVERVIEW**

Koya Leadership Partners was founded in 2004 on a single belief: *The right person in the right place can change the world.* That belief has evolved into a guiding philosophy for the entire firm. We are deeply committed to the idea that the right leader — with the right support and resources — can transform an organization and have a deep and measurable impact on our world.

Over the last decade Koya has conducted hundreds of executive searches across the United States and around the world. Our team has grown, our methodology has sharpened, and the range of services we offer has diversified. But we have never strayed from our mission: *To help nonprofit organizations achieve their missions by providing customized, strategic, and innovative support and services for acquiring and retaining exceptional talent.*

**ACHIEVEMENTS**




**HUNT SCANLON NEWSWIRE BRIEFINGS**



**Koya Leading CFO Search for Barack Obama Foundation**  
Executive search firm Koya Leadership Partners has been retained by The Barack Obama Foundation to lead its search for a chief financial officer. Alison P. Ranney, managing director and Chicago...



**Koya Leadership Partners In Hunt to Find Leader for Amnesty...**  
Human rights organization Amnesty International USA is looking for a new executive director and has turned to Koya Leadership Partners for leadership assistance. Managing partner Molly Brennan and...



**Koya Leadership Partners Places Chief Development Officer at...**  
Executive search firm Koya Leadership Partners has recruited Anders Yang as chief development officer of the Natural Resources Defense Council (NRDC). Leading an international team spanning...



**Koya Tapped to Recruit Human Rights Network Director**  
Executive search firm Koya Leadership Partners has been tapped by The US Human Rights Network (USHRN) to lead its search for an executive director. Melissa Madzel, director of executive search...

**COMPANY INFO**


LEADERSHIP  
PARTNERS

Koya Leadership Partners  
44 Merrimac Street  
Newburyport, MA 01950  
(978) 465-7500  
<https://koyapartners.com/>

f
in

**SOLUTIONS & EXPERTISE**

**Solutions**

- All Solutions

**Functions**

<ul style="list-style-type: none"> <li><span style="color: #005a7b;">▸</span> Board/Governance</li> <li><span style="color: #005a7b;">▸</span> Business Development</li> <li><span style="color: #005a7b;">▸</span> CEO/President</li> <li><span style="color: #005a7b;">▸</span> Communications/PR</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: #005a7b;">▸</span> Diversity &amp; Inclusion</li> <li><span style="color: #005a7b;">▸</span> General Management</li> <li><span style="color: #005a7b;">▸</span> Human Resources</li> </ul>
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**Industries**

<ul style="list-style-type: none"> <li><span style="color: #005a7b;">▸</span> Associations</li> <li><span style="color: #005a7b;">▸</span> Colleges/Universities</li> <li><span style="color: #005a7b;">▸</span> Cultural Arts</li> <li><span style="color: #005a7b;">▸</span> Education</li> <li><span style="color: #005a7b;">▸</span> Faith Based</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: #005a7b;">▸</span> Foundations</li> <li><span style="color: #005a7b;">▸</span> K-12</li> <li><span style="color: #005a7b;">▸</span> Non-Profit/Mission-Driven</li> </ul>
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**LATEST PRESS RELEASES**

- Longtime Media Executive Terry O'Reilly Joins Pittsburgh Community Broadcasting Corporation as its First CEO
- Koya Leadership Partners Recognized by Forbes as One of America's Best Management Consulting Firms of 2018
- Koya Leadership Partners Featured on Hunt Scanlon's Top 50 Recruiters List

**ADDITIONAL INFO**

- Learn About Koya Leadership Partners
- Meet Our Industry Experts

7

**Hunt Scanlon Media** has been publishing industry studies for 27 years including our Talent Leadership Reports, which have become standard reading material for executive recruiters and their corporate talent acquisition counterparts.

### UNDERWRITING SPONSOR

This sponsor position is one of our most coveted. Each underwriting sponsor authors a full chapter in the study on a specific topic related to their business. (**\$7,500/chapter**)

### STATE OF RECRUITING: HEALTHCARE IT

Witt/Kieffer Recruiting Specialists, Chris Wierz and James Utterback, Discuss the Dramatic Changes Underway in the Healthcare Sector



Healthcare IT recruiting has changed dramatically in recent years. Not only have the traditional responsibilities of CEOs evolved and transformed, but new titles – Chief Information Security Officer, Chief Medical Informatics Officer, Chief Data Analytics Officer, and so forth – have sprung up and are dynamic career opportunities with no blueprint for growing into these positions. Though healthcare IT executive search is undergoing tremendous change, it does not mean that recruiting should be neglected or postponed. If anything, executive search firms have their work cut out for them to broaden their horizons of what candidates are possible for open positions and proactively counsel clients on how to recruit exceptional IT executives in very challenging and uncertain markets. Best practices for recruiting IT executives include using executive search firms, due diligence, equal opportunity, conducting original research, maintaining a positive and positive attitude, using proactive interviewing and leadership assessment techniques, and providing frequent and repeat contact to clients.

Chris Wierz brings over 20 years of healthcare experience in his executive search practice, including 10 years in healthcare information technology. She is a principal based in Witt/Kieffer's Oak Brook, Illinois office, leading teams on behalf of hospitals and integrated delivery networks, academic medical centers, managed care companies, physician organizations, healthcare associations, vendors, consulting firms and universities. Prior to joining Witt/Kieffer Ms. Wierz served as partner and Epic services line executive for Execus Search Resources (now a Qualities company). Previously she was principal of the Courtyard Group, an international healthcare transition management company, and has also served as a client services principal with IBM Global Business Services where she managed business consulting services for large academic health centers and integrated delivery networks. She is also formerly assistant chief nurse of Northwestern Memorial Hospital in Chicago and a director of Northwest Community Hospital in Arlington Heights, Illinois.

James "Jim" Utterback is a principal with Witt/Kieffer and leader of the firm's information technology practice. He has more than 20 years of diverse and dynamic experience and is currently managing a team of 12 professionals. In addition to his information technology practice, Jim also leads the firm's medical IT search practice. During this time he has gained a deep appreciation for the transformative power of technology and the vital importance of great leadership to organizational growth, vision creation, and shareholder returns. Mr. Utterback's leadership roles have included serving as president/CEO of several dynamic health and health technology firms. He has also held corporate officer positions with publicly traded companies (now LabCorp) and Rhone-Poulenc Rorer Pharmaceuticals (now Sanofi).

In some cases there are no clear-cut rules. Take, for example, the role of the CISO. Where does a health system or other organization look for ideal candidates? Within healthcare? (The pool of qualified applicants is not large.) Within technology and telecommunications companies? IT consulting firms? From the military or government sector? In some cases it is all of these possibilities. Information security has become a major area of emphasis for healthcare organizations, and the best, most innovative candidates are not always right before our eyes.

### VIEWPOINT: CHRIS WIERZ & JAMES UTTERBACK - WITT/KIEFFER

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Egon Zehnder's board assessment includes makeup of the board, processes and information flow, how individual behaviors and relationships among members influence the board's work, and how well the board serves as a critical governance resource. The firm also offers director appraisals, board succession planning, and chair searches.

**Bringing on New Leaders, Maximizing Results**  
Another service on Egon Zehnder's diversified menu is CEO succession planning. The firm emphasizes getting a solid handle on what the client seeks in a new leader, which involves in-depth individual interviews with board members and other key personnel. The firm's consultants then determine what leader would most fit the particular client. Egon Zehnder's consultants then evaluate candidates in terms of experience, competencies and personal characteristics. Interviews with candidates, in turn, help to assess those candidates in relation to the client's specifications as well as for potential.

**Accelerated Integration**  
The service of executive partnering with clients to build their businesses through assessment and recruitment of top-level executives and to assist Egon Zehnder consultants unique insight into the integration challenge.

And when the new leader is hired, the firm provides a new-CEO integration service. It includes Egon Zehnder's consultants working closely with the new CEO, board and, if need be, the human resources leader, over a course of 90 days. The goal is to maximize the results of a new leader's beginning, both personally and organizationally. By working with key players within the organization and within the culture as a whole, Egon Zehnder seeks to differentiate its CEO succession service by stressing

SECTION 2: DIVERSIFICATION AND GROWTH

36

irc global executive search partners

We are a global alliance of executive search firms, united in our commitment to deliver exceptional leadership.

Photo courtesy of IRC Recruiters

With a growing roster of leading executive search firms represented by 79 offices across 6 continents, we are globally connected and locally committed.



Globally Connected | Locally Committed

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

### HALF PAGE VERTICAL

This ad is a staple in our industry reports. With 25 ads throughout the study this is a relatively inexpensive option to position your firm in front of our high-end audience. (**\$1,500/report**)

### Controlled Circulation

Hunt Scanlon Media's Talent Leadership Reports currently have a controlled distribution of 61,500.



### Executive Search: Trends in Talent Acquisition

#### Adapting to Change: Trends in Talent Acquisition 2016\*

#### In-House Recruiting: Best Practices Redefining Talent Acquisition\*

#### Brexit's Impact on London & Global Talent Acquisition\*

\*Current report available for purchase.

# ESR

## Executive Search Review

Launched in 1989 by **Hunt Scanlon Media**, ESR is the senior level talent management sector's leading newsletter. Published in a PDF format, ESR covers critical issues facing executive search and talent acquisition leaders. Each issue includes in-depth spotlight articles, substantive interviews, and key industry data and analytics. Our annual springtime rankings issue is one of the most highly anticipated in the field.

**RECRUITER RANKINGS SPECIAL ISSUE**

**Why Korn Ferry's CEO Thinks We All Need to Adapt to Change**

**On This Page**

**Non-Profit/HIGHER EDUCATION**

**Cybersecurity Special Issue**

**TRANSFORMATION**

**Hunt Scanlon Top 10 Recruiters**

Rank	Recruiter	Revenue (\$M)	Number of Placements	Industry	Location
1	Korn Ferry	1,042	11,413	Global	Seattle, WA
2	Heidrick & Struggles	800+	1,100	Global	Atlanta, GA
3	Day & Zimmermann	690+	1,100	Global	Chicago, IL
4	Robert Half International	680+	1,100	Global	St. Paul, MN
5	Amidon Associates	660+	1,100	Global	Bethesda, MD
6	Manpower	650+	1,100	Global	Chicago, IL
7	Heidrick & Struggles	630+	1,100	Global	Atlanta, GA
8	Robert Half International	620+	1,100	Global	St. Paul, MN
9	Amidon Associates	610+	1,100	Global	Bethesda, MD
10	Heidrick & Struggles	600+	1,100	Global	Atlanta, GA

Check out our latest issues:

### 2016 Annual Rankings Special Issue

Non-Profit/Higher Education  
Cybersecurity Special Issue

**Executive Search Review**

**RECRUITER RANKINGS SPECIAL ISSUE**

**WE ARE LEADERS IN EXECUTIVE SEARCH FOR THE ASSET MANAGEMENT INDUSTRY**

**BY THE NUMBERS**

**Demand for Leadership Solutions is Intensifying**

Korn Ferry topped \$1 billion in revenue...  
...enjoying a growth rate of 16% in 2015

also think more broadly – strategy firms and HR consulting organizations. Also, you have to always be mindful of innovation and what two people in a garage in Silicon Valley or Bangalore are doing.

You're right. By expanding your company into additional leadership consulting service areas you've actually opened up Korn Ferry to new competition. What sort of battles loom ahead now?

The world is extremely competitive today – there is a real fight for growth and relevancy. I don't think the competition is any more heightened in the advisory area than in search. As our firm expands our focus, it's certainly a larger market and there are many more players, for sure. But, I wouldn't say the competitive landscape is any different than any organization, in any industry around the world today. It's intense wherever you go. In this environment for any CEO, growth isn't easily attained. First and foremost, CEOs are looking to drive performance and growth by harnessing the energy of their people, anchored around a common purpose.

**CLINTON HARRIS**  
Chairman & CEO  
Braddock Matthews

**WE ARE LEADERS IN EXECUTIVE SEARCH FOR THE ASSET MANAGEMENT INDUSTRY**

Demonstrated track record of success across all functions, all asset classes, all client types and in securing long-term tenure for placements.

**CLIENTS**

- Alternative Investors (Hedge Funds & Private Equity Firms)
- Traditional Asset Management Firms
- Endowments & Foundations
- Family Offices & Private Wealth Management Organizations

**FUNCTIONS**

- Investments
- Sales, Marketing & Client Service
- Finance & Operations
- Legal, Compliance & Risk Management

**NEW YORK • BOSTON**  
[www.braddockmatthews.com](http://www.braddockmatthews.com)

**HALF PAGE VERTICAL**

This ad is uniquely placed in front of 75,000+ readers of ESR. With our new specialized editions it's sure to put you in front of the right audience. With limited participants this is an exclusive position. (**\$1,500/issue**)

**UPCOMING SCHEDULE**  
(Availability upon inquiry)

January 26:  
Global Life Sciences/Healthcare

March 9:  
Assessment/Talent Service Offerings

May 25:  
Special Annual Rankings

July 15:  
Sports/Entertainment

## ESR LANDING PAGE

This ad is uniquely featured on the landing page of ESR. Each quarter, a new specialized edition of the newsletter is published. (**\$3,500/quarter**)

The screenshot shows the Hunt Scanlon Media website. At the top, there's a navigation bar with links to Home, About Hunt Scanlon Media, Contact Us, Press Coverage, and Media Kit. Below the navigation is the main header "Hunt Scanlon Media Leadership Intelligence". The main content area features a banner for "DiversifiedSearch" with the tagline "WE DON'T FIND PEOPLE. WE FIND THE RIGHT PEOPLE." and a small image of a red penguin. Below the banner, there's a search bar and several navigation tabs: NEWSWIRE ARCHIVE, INDUSTRY MEDIA CENTER, LEADERSHIP REPORTS, ESR, RANKING, and OUR LATEST THINKING. A sidebar on the left is titled "Stay Connected:" and includes social media icons for LinkedIn, Twitter, Facebook, and YouTube. It also features an advertisement for "KOYA LEADERSHIP PARTNERS" with a brief description of their services and contact information. The main article on the page is titled "EXECUTIVE SEARCH REVIEW" and discusses the latest issue of the newsletter. To the right of the main content, there's a column of logos for various companies: HANOLD ASSOCIATES EXECUTIVE SEARCH, REI, patagonia, UFC, NIKE, VAIL RESORTS, and CARNIVAL CORPORATION & PLC.

## RANKINGS SPONSOR

These ads can appear in any one of our 12 highly anticipated search firm rankings.  
**(\$2,500/year)**

The screenshot shows the "TOP 50 RECRUITERS" ranking page. The page has a red and orange gradient background with circular icons. The title "TOP 50 RECRUITERS" is prominently displayed in the center. Below the title, there's a logo for McDermott & Bull with the tagline "an executive search firm". A blue arrow points from the "RANKINGS SPONSOR" section of the previous page towards this ranking page. To the right of the ranking table, there's a sidebar titled "ALL FIRMS" with four entries: 1. Korn Ferry, 2. Spencer Stuart, 3. Heidrick & Struggles, and 4. another entry. Each entry includes a small circular icon and a link to "About the Firm".

Hunt Scanlon Media's most popular engagement vehicle is our Newswire Alert which reaches **360,000** executive search and talent management subscribers each week. That's **1.4 million** per month and **18.5 million** annually.

**Daily Newswire**  
Tuesday October 18, 2016

[Talent Poaching Rampant, Yet Often Uncontested at American Companies](#)

A full quarter of U.S. businesses are experiencing a marked increase in talent raids at the C-suite level. Yet most are woefully unprepared to combat the problem head on. This is among the key findings of a talent retention survey of nearly 400 human resource professionals conducted recently by Marlin Hawk, a global leadership advisory firm focused on next-generation talent, and Greenwich, Conn.-based Hunt Scanlon Media. Specifically, 54 percent of all...

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**DiversifiedSearch**  
Beyond conventional wisdom

Diversified Search is one of the nation's top ten executive search firms. With more than 40 years in executive search, Diversified is the largest US woman-founded and owned firm in the industry.

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

**Daily Newswire**  
Friday November 22, 2016

**In Case You Missed It...**

[Eago Zehnder Offers 7 Steps to Improve Diversity](#)

Many boards are now looking for concrete suggestions for making diversity an integrated part of their agenda. There is now broad consensus that having a diverse board, where directors are drawn from both genders and from a range of races and ethnicities, provides the breadth of perspective that is essential in today's global dynamic environment.

[This Former Function Puts HR Leaders on Fast Track to CHRO](#)

In building Tower Consultants, Inc., into a leading executive search boutique dedicated to human resources with an emphasis on the total rewards sector, Debra Friedman and Chris Rose never deviated from an original blueprint first laid out in 1988. As their specialized recruitment focus expanded, they both have remained true to its roots.

[MLB Ends Minority Hiring Partnership With Kern Perry](#)

Kern Perry's high profile alliance with Major League Baseball has come to an acrimonious end. On Friday, MLB general director Rob Manfred, who was recruited into his position by Kern Perry, said his organization's relationship with the world's largest talent provider "reduces" him. As a result, the search firm has been sidelined in its efforts to provide league-wide talent support services to the oldest of the four professional sports leagues in the U.S.

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**Coming This Week...**

**CEOs See More Value In Technology** Two-thirds of CEOs now believe technology will be the greatest competitive weapon in the future. A new report projections by Kern Perry finds startling results: people as a bottom line cost, not a top line value proposition. When did this shift happen? We go inside the best

1 People  
e-mail to their study of CEO innovation success. How and why do certain companies...

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### 5 Actions to Land a Job Quicker

**Simple, Fast, and Effective:** Mullin International analyzed data on more than 10,000 successful job seekers. Their research has identified 5 key actions that when executed within the first 3 weeks of separation will guarantee to shorten a job search by an average of 6 weeks.

The Mullin International team offers an approach that jump-starts the actions through rapid outreach. To learn more, [download the report here](#).

**89%** of senior executives found new jobs through networking.

"Companies continue to review talent and lines of business focused on the greatest return on investment," Keith Mullin CEO claims. "As a result, employees may lose jobs and either get redeployed internally or are encouraged to seek new and exciting careers. It has been humbling to be part of that effort and offer best-in-class support to help transition people into their best possible new roles."

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