

# Hunt Scanlon | Media

Leadership Intelligence

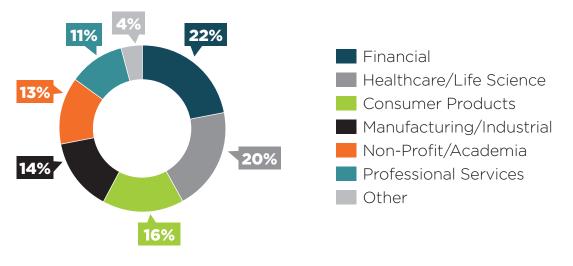
# Media Kit 2017



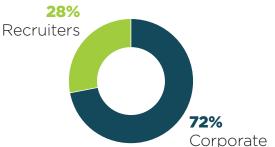
**Hunt Scanlon Media** is the most widely referenced, single source of news in the human capital sector. Our mission is to inform, engage and connect you – the most avid members of the talent management community. Through our enhanced search engine optimization, Hunt Scanlon Media is consistently featured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



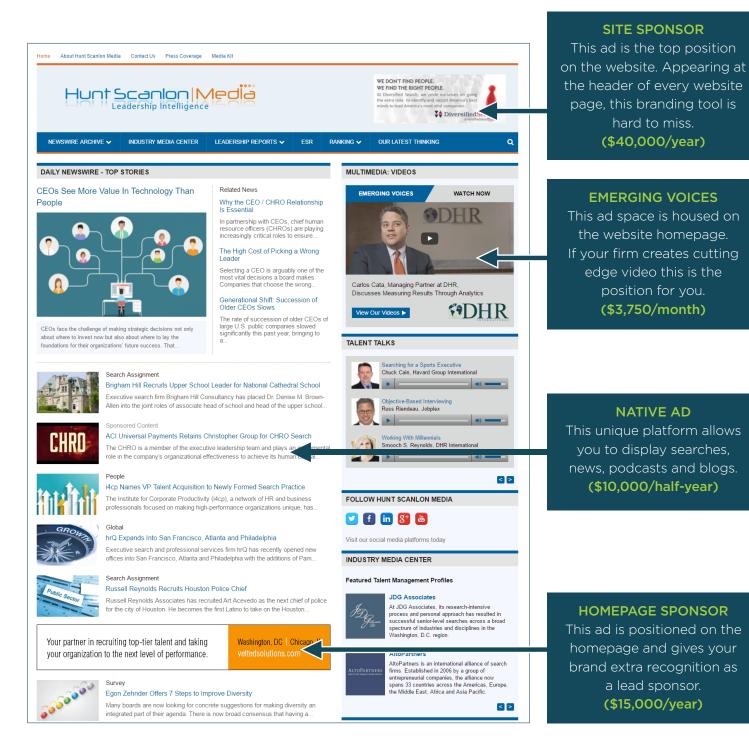
Today, **Hunt Scanlon Media** interfaces daily with more than 125,000 human capital professionals in over 55 countries — from CHROs, chief talent officers, talent acquisition specialists, company directors, and top decision-makers in finance, IT, sales, and marketing, to the more than 35,000 global executive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

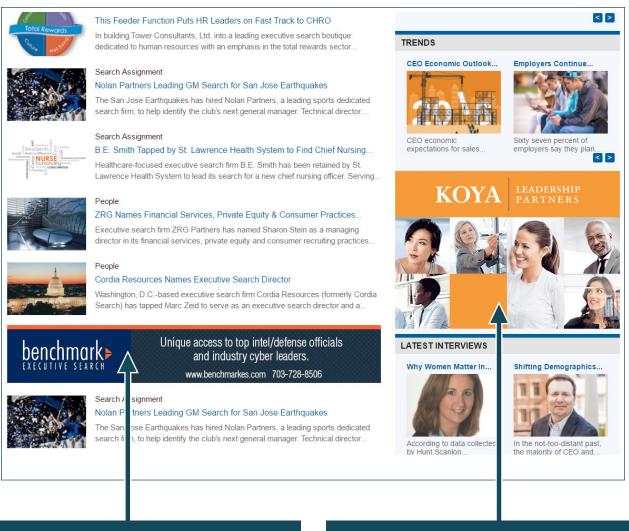


In the past year, the **Hunt Scanlon Media** website has experienced a **300%** increase in traffic statistics. Our unique visitors have now risen to **35,000** while our page views have skyrocketed to **60,000** per month. Our homepage below is one of our most active regions. Please take a look at our 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**.



### 2

# Website/Desktop



# HOMEPAGE SPONSOR

This ad is positioned on the homepage and gives your brand extra recognition as a lead sponsor (\$7,500/year)

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# 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)

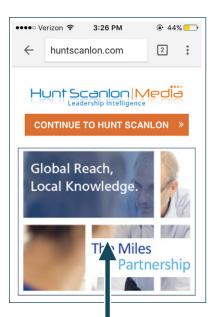
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# **IN-LINE**

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. (\$2,750/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.



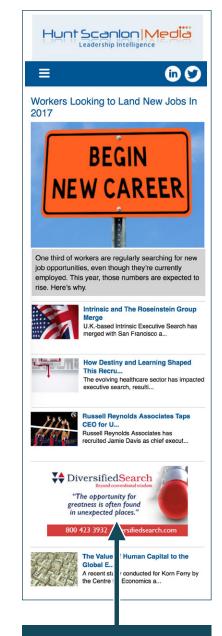
# SITE SPONSOR

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)** 

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# NATIVE SPONSOR

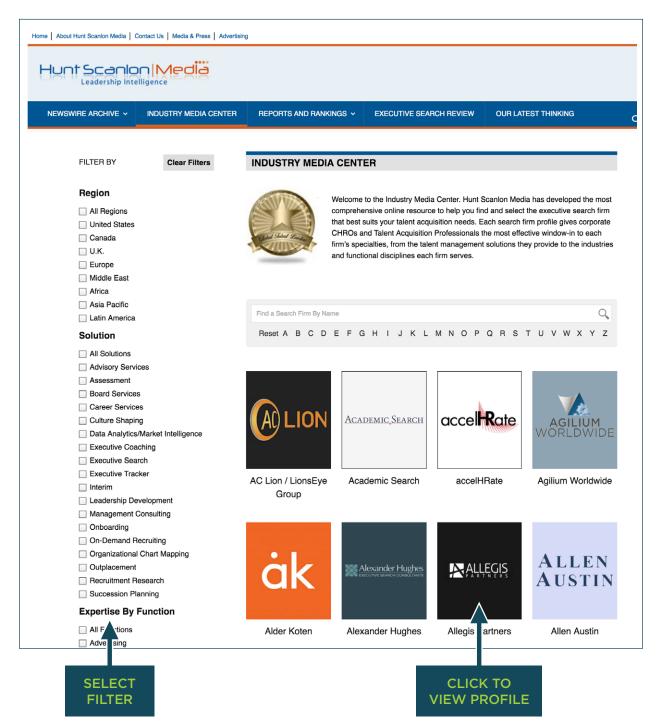
This unique platform allows you to display searches, news, podcasts and blogs at the top of our mobile homepage. (\$15,000/half-year)



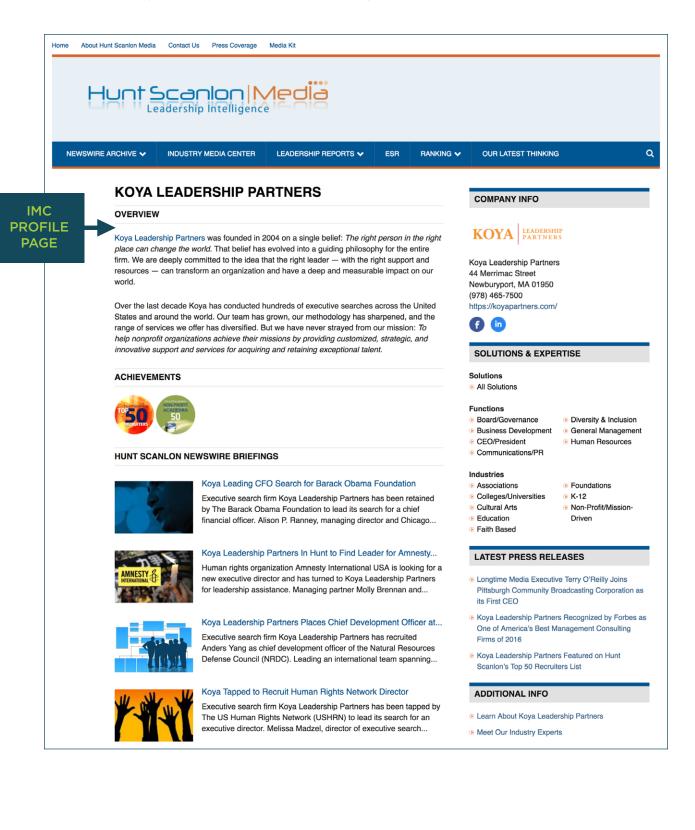
# **MOBILE SPONSOR**

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.



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.



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)

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# - Hunt Scanlon Media -

Egon Zehnder's board assessment includes make of the board, processes and information flow, how or une ouero, processes and intormation flow, how individual behaviors and relationships among individual behaviors and relationships among the board's work, and how well the board takes on critical governance issues. The firm also differs director appraisals, board succession planning, and chair searches. Bringing on New Leaders, Maximizing Results

Bringing on New Leaders, Maximizing Results Another service on Egon Zindhod's volkreiller menu-is CED auccession planning. The firm emphasizes a new laade, which is monther the service seeks in a new laade, which involves in height, Individual moriverse with board members and other key personnal as well as rating what qualities in a adem matter most of the particular direct. Egon Zahnders consultants the evaluate candidate in terms of experience, competencies, je dup personnal devoteratives. Inthrones with candidates, hu un, relp to assess those candidates in relation to the client's specifications as well as for potential.

#### Accelerated Integration

Five decades of experience partnering with clients to build their businesses through assessment and recruitment of top-level executives and learns gives 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 involves Egon Zehnder's consultants working closely with the new CEO, board, and, if need be, the human resources CEO, board, and, il need bo, the human resources leader, over a course of 90 days. The goal is to maximize the results of a new leader's beginning, both in taking command and establishing relationships with key players within the organization and within the culture as a whole. Bgon Zhanfor seaks to differentiate its CEO succession service by stressing

SECTION 2: DIVERSIFICATION AND GROWTH 38

# 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)

### STATE OF RECRUITING: HEALTHCARE IT

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

- Hunt Scanlon Media ----



 Discuss the Dramatic Changes Underway in the Healthcare Sector

 Image: The Dramatic Changes Underway in the Healthcare Sector

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# Healthcare IT recruiting has changed dramatically in recent years. Not only have the traditional esponsibilities of CDs exclved and mustrocrred. Within healthcare IT heo od of qualities and analysis of the odd and the odd

It's a bt of a Wild West within healthcare IT, says area of emphasis for healthcare organizations, and the Jim Utterback, leader of the Information Technology practice at Witt/Kieffer. The rules have changed or before our eyes.

possibilities. Inform tion security has become a major

VIEWPOINT: CHRIS WIERZ AND JAMES UTTERBACK - WITT/KIEFFER

# **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.

# Newsletter



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.

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#### **Executive Search Review**

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 mew competition. What sort of battles loom ahead now? The world is extremely competitive today – there is a real light for growth and relevancy. I don't hink the competition is any more heightened in the advisory area than in search. As our firm expands our focus, it's certainty 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 is n't easily tained. First and foremost, CEOs are looking to drive performance and growth by harnessing the energy of their people.

## BY THE NUMBERS

Demand for Leadership Solutions is Intensifying Korn Ferry topped \$1 billion in revenue...

...enjoying a growth rate of **16%** in 2015

What about competition coming from within the search industry itself. We have written extensively on the rise of search boutiques and their entry into C-suite recruiting. They don't have the off-limits challenges of their larger rivals, some argue they're more agile and provide better niche takent management services. What changes has Korn Forry made to meet this challenge?

Unless you are nimble and agile, you are extinct. You have to have a startup mentality, constantly reinventing. You need to have a mindset of how you put yourself out of business - meaning how do you rejuvenate the forest on a continual basis. The search industry today is no longer about just finding an executive, but finding out who they are and what makes them tick and how they fit into an organization. This shift impacts larger search firms and boutique firms alike. As a result, search firms need to be able to invest in intellectual property, data and analytics - and that's a competitive advantage for us. We have substantial data and we've made large investments in this area. We have management data covering 114 countries, reward data on 20 million professionals, engagement data on six million professionals and assessment data on millions of leaders around the world. This IP is woven into everything we do - for instance, we're taking pay data and best-in-class job profile data from Hay Group and infusing it into our search olution. At the same time, we're taking pay data on millions of people from our search database to bolster the strength of our Hay Group reward offerings. This approach is taking hold with clients. Do you know that every 3.5 minutes, we place a professional in a new job? Ninety-four percent of new clients choose to work with us again. Related to boutique firms specifically - the search industry

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#### Daily Newswire October 18, 201

#### **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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Site Sponsor	300 px (w) x 250 px (h)	MOBILE	\$30,000/year
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