



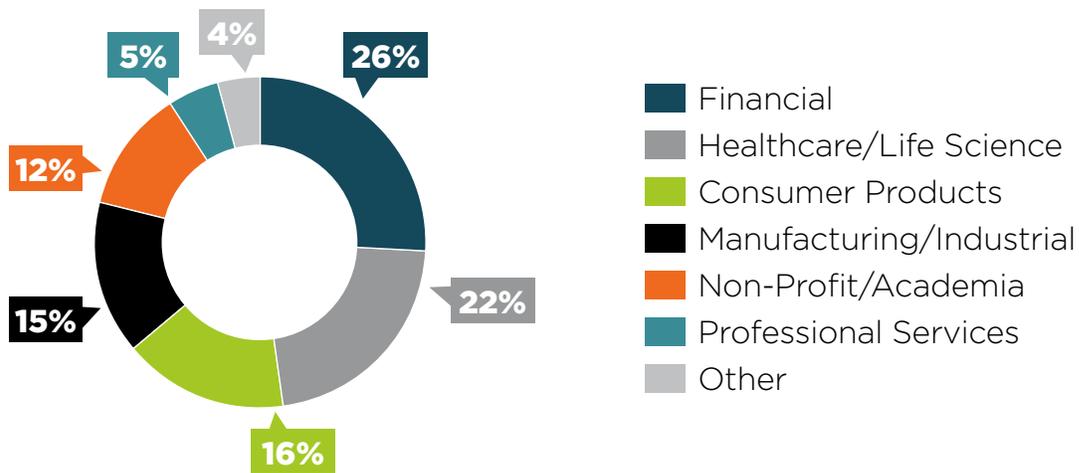
Hunt Scanlon | Mediä
Leadership Intelligence
Media Kit **2021**



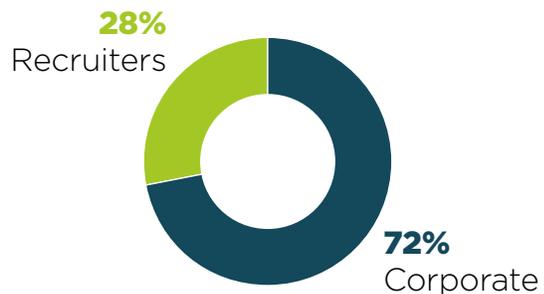
Hunt Scanlon Media is the most widely referenced, single source of news in the human capital sector. Our mission is to inform, engage and connect you - the most avid members of the talent management community. Through our enhanced search engine optimization, Hunt Scanlon Media is consistently featured 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 365,000 human capital professionals in over 184 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 **62,000** while our page views have skyrocketed to **110,000** 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**.



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.
(\$50,000/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 SPONSORED CONTENT
 This unique platform allows you to display searches, news, podcasts and blogs.
(\$15,000/full-year)

DESKTOP BANNER AD 1
 This ad is positioned on the homepage and gives your brand extra recognition as a lead sponsor.
(\$15,000/year)

100% Forward
 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...

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

DESKTOP BANNER AD 3

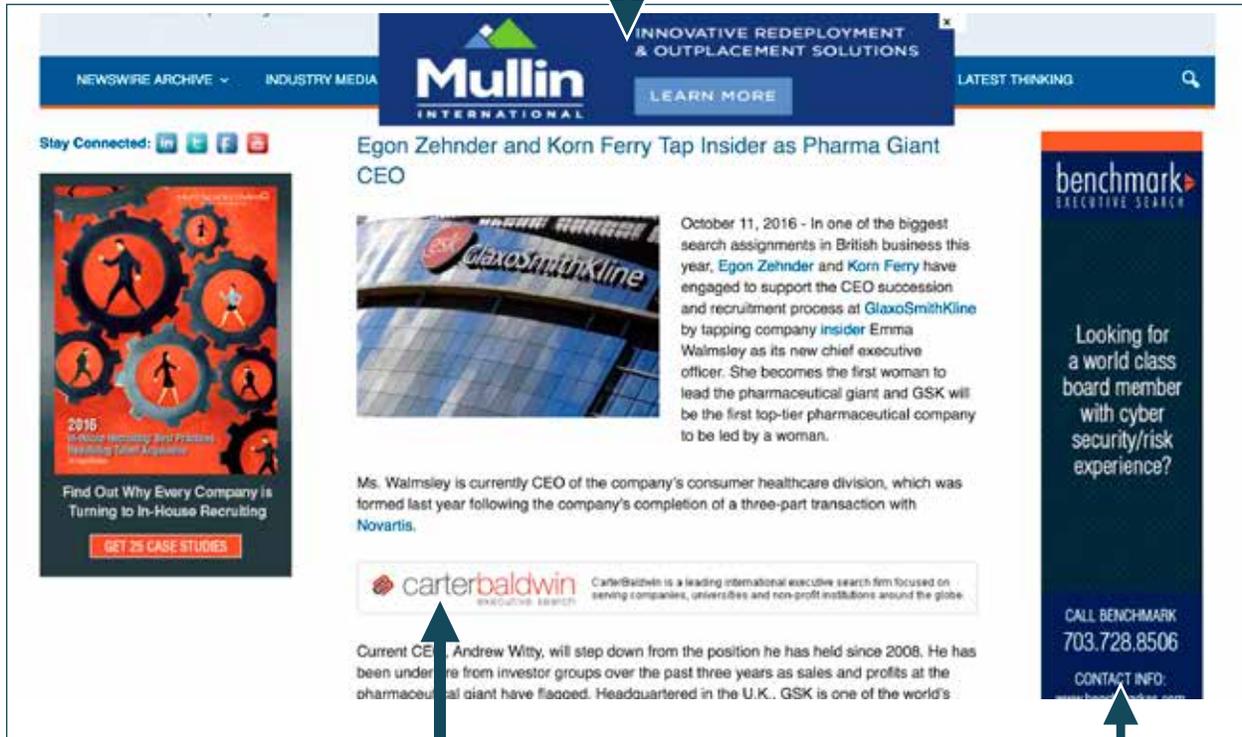
This ad is positioned on the homepage and gives your brand extra recognition as a lead sponsor
(\$12,500/year)

DESKTOP BANNER AD 2

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)**



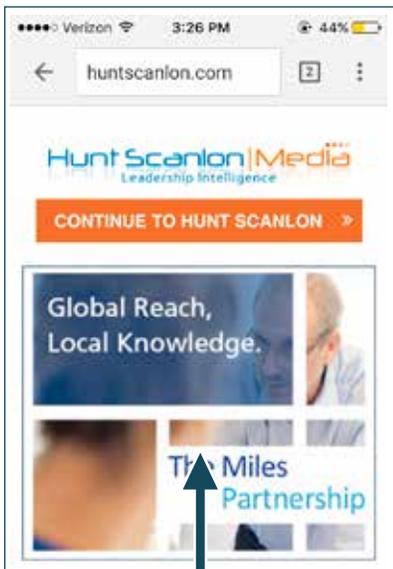
IN-LINE

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)**

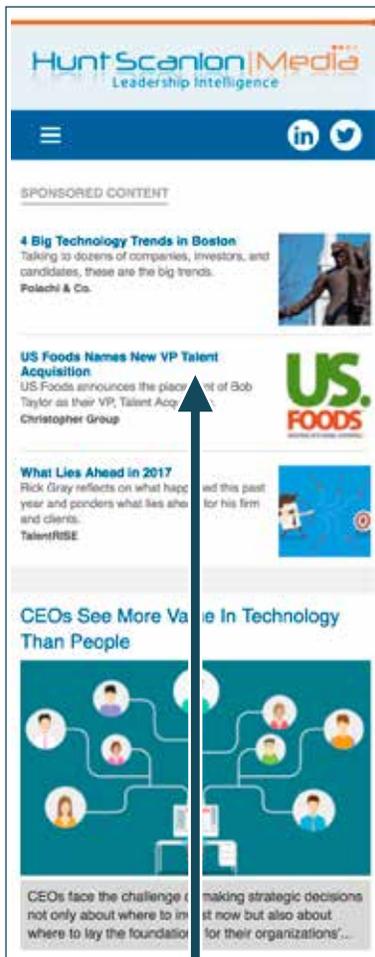
SKYSCRAPER

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. **(\$2,500/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/full-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. **(\$12,500/year)**

Hunt Scanlon's brand-new platform, Ellipsis, allows recruiters and talent solutions providers to effectively manage their brands and expand their digital footprint. These include large generalists to boutique specialists located in the U.S., Canada, Europe, Asia, Africa and South America. Each profile gives the most effective window-in to each firm's brand, from the talent management solutions they provide to the industries and functional disciplines each firm serves. Annual membership includes daily profile page updates, social media marketing, news & press release optimization, brand strategy & content development and more.



SELECT FILTER

CLICK TO VIEW PROFILE

As part of each Ellipsis membership, **Hunt Scanlon Media** offers a myriad of support, including daily profile page updates, social media marketing initiatives, news & press release optimization, branding strategy & content development capabilities and more.

ELLIPSIS
PROFILE
PAGE

Ellipsis Home About Ellipsis Become a Member Contact us Back To Hunt Scanlon

ellipsis
Connecting the Talent Spectrum
Powered by Hunt Scanlon Media

AC Lion

Ellipsis > AC Lion / LionsEye Group

ABOUT US

Leadership. Impact.

Lionseye Group, the retained division of AC Lion, works with digital native companies or those undergoing digital transformation, such as media, brands, publishers, mobile and emerging tech companies. They identify those innovative, cutting edge leaders to help companies thrive in today's digital marketplace.

The firm values functional and cultural fit as equally important in delivering the unique alchemy that occurs when the right match is made. The LionsEye Group is a true believer in the multiplier effect exceptional executives deliver.

20 Year Heritage A part of, yet distinct from its parent company AC Lion, Lionseye Group represents the natural extension to its 20-year heritage of working with emerging technology companies across the digital ecosystem.

COMPANY INFO
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<http://www.aclion.com/>
<http://www.lionseyegroup.com/>

Tweets by @ACLion

AC Lion @ACLion
Oracle acquires Grapeshot, a marketing tech startup that helps

Hunt Scanlon Media has been publishing industry studies for 30 years including our Talent Leadership Reports, which have become standard reading material for executive recruiters and their corporate talent acquisition counterparts.

REPORT VIEWPOINT 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/report)**



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. **(\$750/report)**

Controlled Circulation

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



- 2020 Next-Gen Talent Leadership Report
- Advancing Women to the C-Suite
- 2020 Diversity, Equity & Inclusion Recruiting Report: Building a Balanced and Diverse Workforce
- 2020 Private Equity Talent Leadership Report Driving Investment Returns Through Talent Management
- 2020 Executive Recruiting State of the Industry Report: Adapting in Uncertain Times
- 2020 Executive Recruiting State of the Industry Report - Part 2 Forecast & Recovery Strategies

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.



Check out our latest issues:

[Financial Services Issue](#)

[Higher Education Issue](#)

[Private Equity Issue](#)

[Healthcare/Life Sciences Issue](#)

[2020 Rankings Special Issue](#)

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. **(\$750/issue)**

UPCOMING SCHEDULE

(Availability upon inquiry)

New York Recruiting Special:
September 2020

London Recruiting Special:
September 2020

Cyber/AI Recruiting Special:
October 2020

HR/Diversity Recruiting Special:
November 2020

Non-Profit Recruiting Special:
December 2020

Executive Search Review
RECRUITER RANKINGS SPECIAL ISSUE

also think more broadly – strategy firm 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. Fast and foremost, CEOs are looking to drive performance and growth by harnessing the energy of their people, anchored around a common purpose.

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-arms challenges of their larger rivals, some argue they're more agile and provide better niche talent management services. What changes has Korn Ferry 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 solution. 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



**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.

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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

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

ESR NEWSLETTER RANKINGS LANDING PAGE

These ads can appear in any one of our 12 highly anticipated search firm rankings. **(\$9,500/year)**

Hunt Scanlon Media's most popular engagement vehicle is our Newswire Alert which reaches **425,000** executive search and talent management subscribers each week. That's **1.7 million** per month and **20 million** annually.



DAILY NEWSWIRE BRIEFING
 This ad space is an exclusive opportunity to brand your firm in our Daily Newswire Briefings. Monday through Friday your ad will be seen by hundreds of thousands of subscribers on a weekly basis. **(\$1,500/week)**



WEEKEND NEWSWIRE BRIEFINGS
 This ad space is an exclusive opportunity to brand your firm in our Weekend Newswire Briefings. Your ad will be seen by more than 50,000 weekend subscribers. **(Friday \$12,500/year)**
(Sunday \$12,500/year)



EXCLUSIVE EMAIL BLAST
 This content-driven feature allows you to reach more than 60,000 subscribers via direct email. **(\$1,250/email blast)**

AD UNIT	SIZE	LOCATION	PRICE
Site Sponsor	420 px (w) x 80 px (h)	DESKTOP	\$50,000/year
Emerging Voices	475 px (w) x 270 px (h)	DESKTOP (HOMEPAGE)	\$3,750/month
Desktop Banner Ad No. 1	710 px (w) x 110 px (h)	DESKTOP (HOMEPAGE)	\$15,000/year
Desktop Banner Ad No. 2	710 px (w) x 110 px (h)	DESKTOP (HOMEPAGE)	\$12,500/year
Desktop Banner Ad No. 3	710 px (w) x 110 px (h)	DESKTOP (HOMEPAGE)	\$12,500/year
Homepage Display Ad	427 px (w) x 300 px (h)	DESKTOP (HOMEPAGE)	\$15,000/year
Native Sponsored Content	(please inquire)	DESKTOP (HOMEPAGE)	\$15,000/full-year
Skyscraper	160 px (w) x 600 px (h)	DESKTOP	\$2,500/year
Featured Layer/ In-Line	690 px (w) x 60 px (h) 615 px (w) x 105 px (h)	DESKTOP (NEWSWIRE)	\$175/story
Site Sponsor	300 px (w) x 250 px (h)	MOBILE	\$30,000/year
Sponsor Position No. 1	300 px (w) x 150 px (h)	MOBILE	\$12,500/year
Sponsor Position No. 2	300 px (w) x 150 px (h)	MOBILE	\$12,500/year
Sponsor Position No. 3	300 px (w) x 150 px (h)	MOBILE	\$12,500/year
Native Sponsored Content	(please inquire)	MOBILE (HOMEPAGE)	\$15,000/full-year
Daily Newswire Briefing	600 px (w) x 195 px (h)	EMAIL ALERT	\$1,500/week
Friday Newswire Briefing	600 px (w) x 195 px (h)	EMAIL ALERT	\$12,500/year
Sunday Newswire Briefing	600 px (w) x 195 px (h)	EMAIL ALERT	\$12,500/year
Exclusive Email Blast	(please inquire)	EMAIL ALERT	\$1,250/email blast
Podcasts	(please inquire)	TALENT TALKS	\$1,500/podcast
Ellipsis Membership	(please inquire)	DESKTOP/MOBILE	\$1,950/year
ESR Newsletter Half Page Vertical Ad	3.5 in. (w) x 10 in. (h)	PDF	\$750/issue
ESR Newsletter Landing Page	250 px (w) x 350 px (h)	DESKTOP	\$7,500/year
ESR Newsletter Rankings Half Page Vertical Ad	3.5 in. (w) x 10 in. (h)	PDF	\$1,500/issue
ESR Newsletter Rankings Landing Page	250 px (w) x 350 px (h)	DESKTOP	\$9,500/year
Rankings Page	550 px (w) x 80 px (h)	DESKTOP/MOBILE	\$2,500/year
Report Viewpoint Sponsor	8 in. (w) x 10 in. (h)	PDF	\$7,500/report
Report Half Page Vertical Ad	3.5 in. (w) x 10 in. (h)	PDF	\$750/report
Report Full Page Ad	8 in. (w) x 10 in. (h)	PDF	\$1,500/report
Webinars	(please inquire)	HOMEPAGE	\$5,000/webinar