

## Hunt Scanlon | Media

Leadership Intelligence

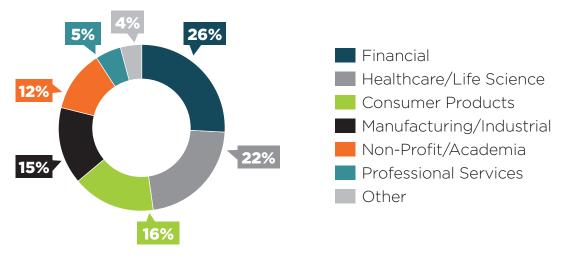
## Media Kit



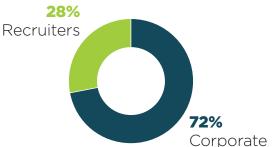
**Hunt Scanlon Media** is the most widely referenced, single source of news in the human capital sector. Our mission is to inform, engage and connect you – the most avid members of the talent management community. Through our enhanced search engine optimization, Hunt Scanlon Media is consistently featured 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)

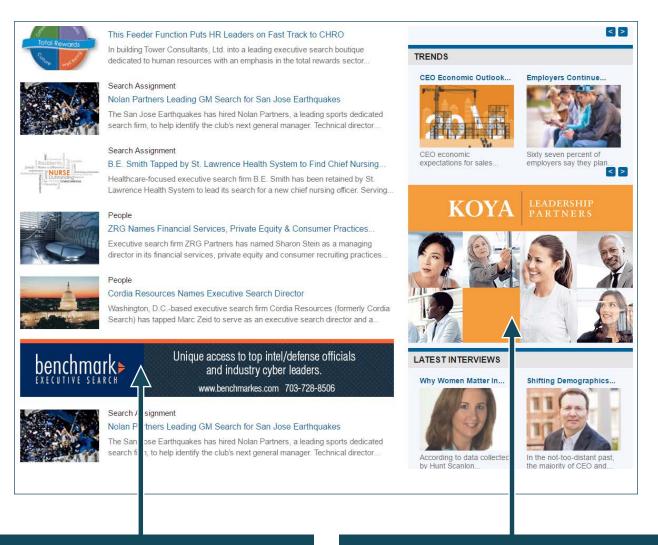
## NATIVE SPONSORED CONTENT

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)

## Website/Desktop



## **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)

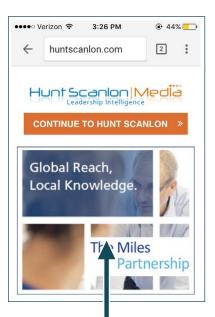
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Stay Connected:       Im       Im<	Internetional         Egon Zehnder and Korn Ferry Tap Insider as Ph. CEO         Image: Comparison of the sector of	bone of the biggest Partish business this da Korn Ferry have e CEO succession ssider Erma hief executive the first woman to al giant and GSK will urmaceutical company division, which was
	Carterbaldwin is a leading international executive serving companies, universities and non-profit in Current CE , Andrew Witty, will step down from the position he has he been under re from investor groups over the past three years as sales pharmaceur al diant have flaqged. Headquartered in the U.K., GSK is	Id since 2008. He has contact in F03.728.8506

## **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)** 

Hunt Scanon Media					
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SPONSORED CONTENT					
4 Big Technology Trends in Boston Talking to dozens of companies, investors, and candidates, these are the big trends. Polachi & Co.					
US Foods Names New VP Ta Acquisition US Foods announces the place Taylor as their VP, Talent Acqv Christopher Group					
What Lies Ahead in 2017 Rick Gray reflects on what happ year and ponders what lies ahe and clients. TalentRISE	ed this past for his firm				
CEOs See More Va Than People	e In Technology				
CEOs face the challenge c not only about where to im where to lay the foundation	naking strategic decisions st now but also about for their organizations"				

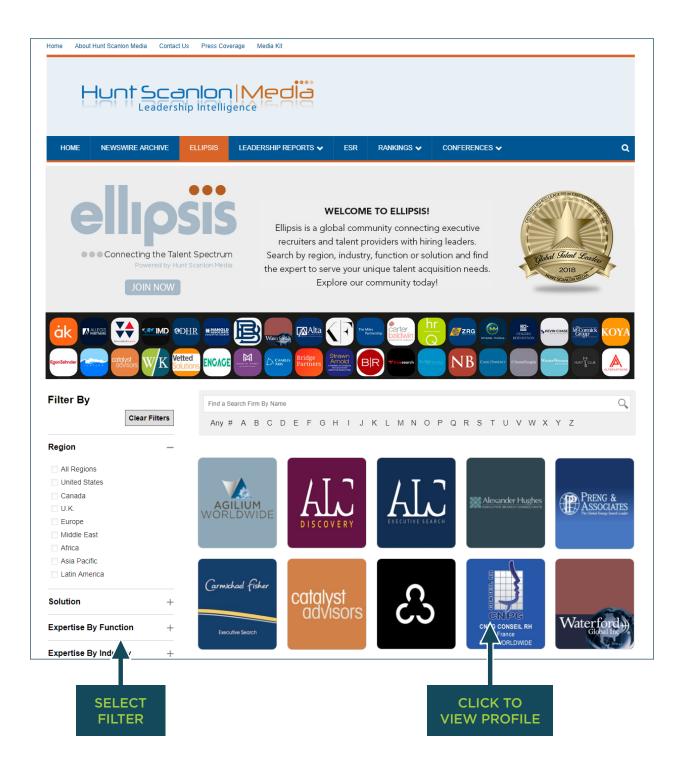
## NATIVE SPONSOR

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

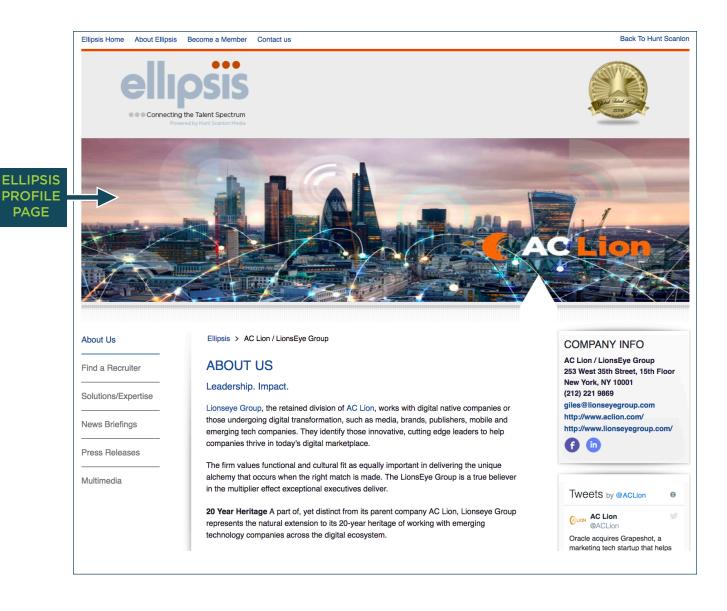


## **MOBILE SPONSOR**

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.



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.



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)

> irc { global executive search partners We are a global

alliance of executive

search firms, united

in our commitment to deliver exceptional

With a growing roster of leading executive search firms represented

we are globally connected and locally committed.

www.ircsearchpartners.com

leadership.

#### - Hunt Scanlon Media -

Egon Zehnder's board assessment includes makeup Egon Zehnder's board seessment includes makeu of the board, processes and information flow, how individual behaviors and relationships among members influence the board's work, and how well the board takes on critical governance issues. The firm also offers director appresials, board successio planning, and chair searches. Bringing on New Leaders, Maximizing Results

Bringing on New Leaders, Maximizing Results Anome revice on Ego Zihndrist durikstifed menu-ls CED auscession planning. The time emphasizes getting a sold handle on what the cleant seaks in a a new leader, which molves in durik the interview personnel as well as rating what qualities in a lader matter media dimethors and other key personnel as well as rating what qualities in a lader matter media the classification of the Zahodren consultants then revealuats conclusions in terms of experiment, completioned and personal detameters with concludates, in tumhelp 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 teams 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, baerd, and, il 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 in taking command and establishing relationships 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 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. (\$750/report)

## STATE OF RECRUITING: HEALTHCARE IT

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



 Discuss the Dramatic Changes Underway in the Healthcare Sector

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Hunt Scanlon Media \_\_\_\_

James "Jim" Utterback is a principal with Witt/Kieffer and leader of the firm's information technology practice. He has more

James Sim (2) Utertacks is a principal with WBX/effer and leader of the firm's information technology practice. In He as more than 30 years of diverse and dynamic executive leadership and consulting experience in heatherm, academic medicine, information technology and enterparentuit, private expluy and venture capital backed andexers. During this time for has paired a drea garcentiation for the instructional power of theritory and the kall importance of grant leadership to capanizations grandt, value creation, and shareholder mum. Mr. Uterstack's hashership holes have included services with publicly tanded Covarian (private leader discussion). The heat hole hole population and the public granded and prograde efforts positions with publicly tanded Covarian (non LabCorg) and Rhom-Puvance Rame Pharmacouticals (non Sanol).

# althcare IT recruiting has changed dramatically recent years. Not only have the traditional

It's a bit of a Wild West within healthcare IT, says Jim Utteback, leader of the Information Technology practice at WILKHert. The rules have changed of the Information Technology before our eyes.

in some cases there are no clear-cut rules. Take, for example, the role or system or other org ole of the CISO. Whe In Recent yeals, not dry, were and mushroomed, but new tits— chief information security officer, chief andeda informatics officer, their data mark/sec officer, and so form— have cropped up and are dynamic carerer opportunities with no blueprint for growing into these positions.

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.



2022 State of the Industry Report Part I: 2021 Year in Review

2022 Private Equity Recruiting Report: **Designing the New Private Equity Talent Blueprint** 

2022 Diversity, Equity & Inclusion Recruiting Report: **Building a Balanced and Diverse Workforce** 

> 2022 State of the Industry Report Part II: Looking Ahead to 2023

2022 Guide to Working with Executive Recruiters



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: <u>HR/Diversity Issue</u> <u>Private Equity Issue</u> <u>Culture Transformation Issue</u> <u>Healthcare/Life Sciences Issue</u> <u>2022 Rankings Special Issue</u>

## 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)

Cyber Recruiting Special May 2022

Private Equity Recruiting Special May 2022

Higher Education Recruiting Special June 2022

Non Profit Recruiting Special July 2022

Cleantech/ESG Recruiting Special August 2022

#### **Executive Search Review**

also think more broadly – strategy firmsand HR consulting organizations. Also, you have to always be mindful of innovation and what two people in a garage in Silicon Valley or Bangalora are doing. You're right. By expanding your company into additional leadership consulting service areas you've actually opened up Korn Ferry to mer 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 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 landscope is any different than any organization, in any industry around the world loday. It's interes wherever you go. In this environment, for any CEO, growth isn't asally attinder. First and foremost, CEOs are looking to drive performance and growth by harnessing the energy of their people, anchored around a common purcose.

## 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 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

RECRUITER RANKINGS SPECIAL ISSUE





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 &

FUNCTIONS

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

NEW YORK **■** BOSTON www.braddockmatthews.com

## 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)

ome About Hunt S nion Media C	tact Us Press Coverage Media Kit
	WE DONT FIND PEOPLE. WE FIND THE RIGHT PEOPLE. WE FIND THE RIGHT PEOPLE. WE FIND THE RIGHT PEOPLE. WE provide a starth, we pind e ourselves on going the extra mile to identify and recruit America's best minds to lead America's more and Wind Recruit America'
NEWSWIRE ARC	USTRY MEDIA CENTER LEADERSHIP REPORTS 🗸 ESR RANKING 🗸 OUR LATEST THINKING
tay Connected:   🔰 😭	EXECUTIVE SEARCH REVIEW
KOYA A national executive search firm dedicated to placing exceptional leadership at nonprofit organizations across the globe.	In This Issue Executive Search Review is now in its 26th year. We invite you to take a look at our latest issue by downloading the Free Newsletter PDF file. Here is a sampling of just some of what you'll find when you open up this ESR: Free Newsletter PDF  Recruiting Mission and Purpose Driven Leaders In recent years, both the academic and non-profit sectors have shifted In recent years, both the academic and non-profit sectors have shifted
Koya specializes in: Executive Search Human Capital Consulting Career Services	toward more integrated models of collaboration between communications, marketing, branding and development. To keep up, incoming leaders have brought along skill sets from the for-profit sector, including strategic planning, financial & operational expertise, and people management proficiency. In the following lead article, Hunt Scanion's editorial board gathers input from leading search firms in these sectors.
www.koyapartners.co 978.465.75(	Seeking Passionate, Consensus-Building Talent In the following interview, Jim Zaniello, president and founder of Vetted Solutions, discusses the evolving nature of recruiting for the non-profit sector, the nuances for finding talent for his unique client base and what led him to a career in executive recruiting.

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.

Hunt Scanlon Media

## Daily Newswire

#### 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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executive search firms. With more than 40 years

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

## 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)





Two thirds of CEOD more believe technology — net p gradest competitive weapon in the future. A new g structure competitive weapon in the future. A new g structure competitive weapon in the future structure set propels as a bottom-line cost, not a top-line value go then did this shift happen? We go inside the latest

Coming This 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)

Click Here for Free Report

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