

staffdigest

2012 Media Kit & Editorial Calendar



- **Magazine Advertising**
Print & Digital

- **Email Marketing**
Newsletters
White Papers
Advertorials
Sales Promotions

- **Website Banners**

- **Direct Mail**
List Rental
List Purchase



Who We Are

Since 1984, *Staffdigest* magazine has been publishing exclusively for independent staffing company owners and operators. Our unique focus on non-national, highly successful independent staffing firms has made us a great advertising vehicle for the staffing industry's top vendors. From funding, to software, to insurance, to training/consulting to M&A consultants, to more, we are an excellent source of quality leads from staffing company owners looking to make and save their firm's money.

As a family-owned and operated business, we take time to get to know our customers and work with you to put together a marketing/advertising program that fits your needs. In addition, we know that increasing your sales through advertising doesn't have to cost you a fortune. We're a small company with a world class magazine that understands that costs should remain reasonable and fair.

As a *Staffdigest* customer, you'll have the opportunity to contribute quality editorial to our readership. A regular column or article written specifically to the needs of independent staffing company owners will position you and your firm as an industry expert in your given field and make you a valuable resource to the staffing industry.

Review our offerings and contact us with any questions you may have and see what we can do for your firm.

Magazine Advertising

PRINT: The staple of any marketing campaign, *Staffdigest* magazine is in its 27th year of publication. In that time span we have produced outstanding results for hundreds of staffing industry suppliers. Our subscriber base of independent staffing companies is always looking for firms that can make and save their company money, as well as enhance their operations.

DIGITAL: In 2009, *Staffdigest* launched a digital version of the magazine, www.staffdigest-online.com. This publication is the complete version of the print magazine with such features as the ability to link html tags so the reader can go immediately to the highlighted web page, print articles, forward articles via email, keyword search, and more. A valuable addition to *Staffdigest's* media offerings, the digital edition allows advertisers to reach more decision-makers than ever.

Email Marketing

Highly effective and inexpensive, email marketing is a proven tool to increase your company's sales as well as provide exposure or branding for new products and services. *Staffdigest's* email list is composed of 11,250+ staffing company owners, managers and executives that have opted into our list via email, phone, mail and our website. Every email sent conforms to the U.S. Can-Spam Act and it's strictly followed to ensure compliance. Cost is \$425 per send out. Only one email sent to our list per day. No sharing "your day" with another vendor. Emails can be sent in html, text or combined form. Once your email is sent, we'll send you out a report with the total number emailed, opened, click throughs and bounces. Email can be used for a variety of things and is a valuable addition to any marketing program. Uses include:

- **Newsletters** – Utilizing email for client/prospect newsletters monthly is an excellent way to keep yourself in front of staffing company decision-makers.
- **White Paper** – Putting together information on a topic important to staffing firm owners/operators is a great way to boost and retain credibility. Addressing problems and finding solutions for them is vital in your campaign to be an industry expert.
- **Advertorials** – Structure your ad message around useful editorial information. Include links to the areas of your website that you want prospects to visit. Special offers, new products/services, etc.
- **Sales Promotions** – Utilize your print ad or create specific content just for your email. Use email ads to increase business, name recognition and branding.



January/February



March



April



May



June

Website Banners

Market your products and services via the Staffdigest.com website. With over 25,000 hits a month, the *Staffdigest* website is a great way to keep your company's name in front of prospective buyers. Staffing professionals bookmark the site and return frequently to read updated articles on sales, marketing, operations, recruiting, industry happenings and more. The website also includes information on all *Staffdigest* publications, products and services. There is also an Advertiser's Index where visitors can request information on select companies providing software, funding, insurance, mergers and acquisitions, consulting, franchising and more. Banner cost is \$375 per month for a 200px x 122px banner per month.

Direct Mail

Since its inception in 1984, *Staffdigest* has been utilizing direct mail to build and grow its business. Thousands upon thousands of dollars have been spent to increase, update and maintain *Staffdigest's* proprietary staffing company list. The consistent updates ensure that marketing and sales promotion efforts will have a maximum effect. Our list is now available for rent or purchase to five staffing company vendors per year. If interested in utilizing our list in 2012, call Steve at: **1.800.444.0674**.

Media Marketing Bundles

We've taken a number of our media products and bundled them together to benefit you and your company. Included in each bundle is print and digital advertising, email marketing, website link and website banner.

OPTION 1 –

- Full page ad print and digital in 10 issues.
- Display ad in Advertiser's Index.
- Live link to your website in digital issue.
- Web banner on *Staffdigest* homepage for 12 months.
- Six email send outs that can be used throughout the year.

COST – \$1,625 per month for 12 months

OPTION 2 –

- ½ page ad (vertical or horizontal) print and digital in 10 issues.
- Display ad in Advertiser's Index.
- Live link to your website in digital issue.
- Web banner on *Staffdigest* homepage for 12 months.
- Six email send outs that can be used throughout the year.

COST – \$1,167 per month for 12 months

OPTION 3 –

- 1/4 page ad print and digital in 10 issues
- Display ad in Advertiser's Index.
- Live link to your website in digital issue.
- Web banner on *Staffdigest* homepage for 12 months.
- Three email send outs that can be used throughout the year.

COST – \$752 per month for 12 months

Testimonials

“Steve, I just wanted to let you know how happy we are with the ad performance we have experienced with our *Staffdigest* ads. We often get positive comments. We have been advertising with your publication since the 80's and one of the things we have enjoyed throughout the years is how the publication keeps changing in order to address current topics. Great job!”

– **Terri Roeslmeier**, President and CEO,
Automated Business Designs

“For 27 of the 45 years I've been in various niches of the staffing sector, I have relied on the Kutka's to furnish a wealth of timely information, articles and trends concerning our industry. There's never a time when I don't have the latest copy of *Staffdigest* nearby.”

– **Marty Orenstein**, CEO, Funding Fanatics

“COATS has found *Staffdigest* to be an excellent partner and source of leads over the past 15 years.”

– **Tom Sarach, Jr.**, CEO, COATS Software

In Each Issue

FEATURES:

Cover Story – One or more articles on industry trends or a hot topic.

From the Experts – In-depth articles on running a staffing company. Topics include Sales & Marketing, Operations, Recruiting & Retention, Management Issues and more.

Other features include articles from special guest writers, industry surveys and profiles, industry vendors and more.

DEPARTMENTS:

Sales Calls – Tips and techniques on selling staffing services by *Staffdigest* Editor-in-Chief, Paula Kutka.

Editorial – A look at the staffing industry by Editor-in-Chief, Paula Kutka.

Success Story – An article or interview with a successful staffing company owner. What makes their business work. Includes how they started and where they are going.

Lori's Tidbits – Hard hitting sales and marketing articles from staffing industry sales expert Lori Williams, CTS, CPC, CSP.

Staffing Sales Solution – Expert sales strategies and advice from staffing industry consultant Bob Lanza of Sales Team Solutions.

Credit & Collections – Tips and techniques for getting paid on a timely basis from the industry's leading collections authority, Jackie Compton of Clovis & Roche.

Editorial Content and Calendar

JANUARY/FEBRUARY

Mergers & Acquisitions – A look at some of the top vendors providing M&A and investment banking for the staffing industry. Will include articles and profiles on select firms. An excellent resource for staffing company owners looking to buy, sell or evaluate their business.

MARCH

Trainers and Consultants – Articles from the top trainers in the staffing industry. Articles on sales and marketing, operations, recruiting and retention, management issues and more.

APRIL

Franchisers and Licensees – A review of the top franchising and licensing firms in the staffing industry. Articles on the benefits of franchises, thoughts on conversion and more.

MAY

Employee Selection Products & Services – This issue focuses on companies providing drug and background screening, skills testing and personality and psychological profiling. Will include articles and profiles on select firms.

JUNE

Payroll Cards – An in-depth look at the companies providing payroll debit cards for staffing company employees. Includes a survey and articles on this payroll distribution method.

JULY/AUGUST

Software – A survey of the top software companies in the staffing industry. Will include articles and profiles on select firms. A great resource for staffing firms looking to upgrade their software, those planning the automation process.

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July/August



September



October



November



December

Editorial Content and Calendar

SEPTEMBER

Insurance Risk Management – A review of firms providing insurance, including workers' compensation, to the staffing industry. Also those firms providing risk management services as well. Will include articles and profiles on select firms. A great resource for staffing firms looking to save money in these critical areas.

OCTOBER

Funding Sources – A look at the top vendors providing funding and back-office support. This issue will also be handed out at the national staffing conference. Our biggest issue of the year!

NOVEMBER

Internet Career Websites – Staffing professionals looking to utilize the internet for their recruiting needs.

DECEMBER

Networks & Associations – An in-depth look at the organizations available to staffing professionals. From international and national associations to networks for independent staffing firms.

staffdigest Reader Profile

staffdigest Magazine Statistics:

- PAID subscribers (subscription is \$127 for ten issues) as of 10-1-11 -> 4,200
- Estimated pass-along readership per issue -> 28,000
- Complimentary sample copies sent each issue > Approximately 13,000 plus digitally
- Business mix of subscribing companies (percentages don't add up to 100% as many companies do several specialties or niches):

Office clerical (general office clerks, receptionists, secretaries/administrative assistants) -> 82%

Industrial (manual laborers, assemblers, drivers, warehouse) -> 64%

Professional (attorneys, accountants, management, graphic design, advertising, restaurant) > 45%

Healthcare (physicians, dentists, nurses, hygienists, medical technicians) -> 41%

Information Technology (programmers, consultants, analysts, designers) -> 21%

Technical (lab technicians, technical writers, architects, scientists, engineers) -> 27%

Other ->9%

staffdigest READERSHIP BY COMPANY SIZE

(all numbers in millions)

\$ 0 - 1	6%	\$15 - 20	14%
\$ 1 - 5	10%	\$20 - 30	11%
\$ 5 - 10	21%	\$30 - 50	13%
\$10 - 15	20%	\$50 - up	5%

staffdigest readership by subscriber's position within their firm:

- President/Owner/Founder/CEO 67%
- Vice-President/General Manager/Manager 21%
- Salesperson/Service Rep/Other 12%

2012 **staff**digest Magazine Advertising Rates

Ad Sizes

<p>Full Page 7.5 x 10</p> <p>Bleed Ad 8.75 x 11.25</p>
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<p>1/2 Page Horizontal 7.5 x 4.75</p>
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<p>1/2 Page Vertical</p> <p>4.875 x 10</p>
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<p>1/3 Page Vert.</p> <p>2.3125 x 10</p>
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<p>1/4 Page Square</p> <p>3.75 x 5</p>
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All print and online ads are color.

Rates per ad per insertion

	8-10x	5x	1x
Full Page	\$1774	\$1956	\$2245
1/2 Page Horizontal	995	1167	1378
1/2 Page Vertical	995	1167	1378
1/3 Page Vertical	871	1088	1285
1/4 Page Square	725	900	1125

Rates For Premium Ads

	8-10x	5x	1x
Center Spread (2 pages)	\$2915	\$3225	\$3750
Outside Back Cover	2775	2890	3025
Inside Front Cover	2145	2419	2758
Inside Back Cover	2074	2156	2345
Pages 3, 4 & 7	1900	2050	2195

Formatting and Material Specifications – **staff**digest Magazine

Artwork should be submitted in print-ready PDF (6.0 or higher). Materials can be mailed or emailed to:

Steve Kutka
staffdigest
12455 Westpark Dr., Suite H3
Houston, TX 77082
Email: steve@staffdigest.com

Payment Policy – Rates quoted are per insertion. Rates are net. A 15% discount is available to authorized agencies. A 10% pre-payment discount is available to 10x advertisers that pay in advance for the year. All 1x-5x ad placements require full payment at time of order.

Magazine Specifications

Trim size: 8.5 x 11
Bleed size: 8.75 x 11.25
Keep live type 0.5 from all edges.

Ad Sizes

Full page: 8.5 x 11 with live area of 7.5 x 10 and bleed of 8.75 x 11.25
1/2 horizontal: 7.5 x 4.75
1/2 vertical: 4.875 x 10
1/3 vertical: 2.3125 x 10
1/4 square: 3.75 x 5

2012 staffdigest ADVERTISING CONTRACT

Advertiser _____ Contact _____
Address _____ Suite _____
City _____ State _____ Zip _____
Phone _____ Fax _____ E-Mail Address _____

MAGAZINE ADVERTISING IN staffdigest

ISSUE

- January/February
- March
- April
- May
- June
- July/August
- September
- October
- November
- December

AD SIZE

- Full Page
- 1/2 Horizontal
- 1/2 Vertical
- 1/3 Vertical
- 1/4 Square

POSITION

- Best Possible
- Premium
- Front Cover (call for details)
- Inside Front Cover
- Inside Back Cover
- Center Spread
- Outside Back Cover
- Page 3
- Page 4
- Page 7
- Other

Magazine Ad Inserts: (see page 6 for ad costs)

Ad Size _____ @ \$ _____ = \$ _____

Media Marketing Bundle:

- Option 1 – \$1,625 per month for 12 months
- Option 2 – \$1,167 per month for 12 months
- Option 3 – \$752 per month for 12 months

Email Send Outs: _____ @ \$425 per month = \$ _____

Website Banner: _____ @ \$375 per month = \$ _____

Direct Mailing: Call for quote.

Discount: \$ _____

Grand Total: \$ _____

PAYMENT POLICY – Rates quoted are per insertion. Rates are net. A 15% discount is available to authorized agencies. A 10% pre-payment discount is available to 10x advertisers that pay in advance for the year. All 1x-5x ad placements require full payment at time of order.

METHOD OF PAYMENT:

Check Enclosed Invoice Me Charge To My Credit Card: VISA MasterCard American Express

Card Number _____ Exp. Date _____

Name On Card _____ Signature On Card _____

Name _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

I understand that all accounts are due upon receipt, no later than 15 days of the invoice date.

Name of Guarantor: _____ Signature of Guarantor: _____

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