

www.bongarde.com

2021

MEDIA KIT

**HUMAN RESOURCES
HEALTH & SAFETY**

Bongarde

Rick Tobin
President & CEO

OVERVIEW

About Us

Targeted & Engaged Audience Authoritative Content

HR & OHS are Bongarde's flagship markets.

With nearly 100 years in the business, our expertise and customer loyalty run deep.

We provide forward-looking solutions through online subscriptions, webinars, conferences, and other critical resources. For our media partners, we provide an opportunity to tap into this market through advertising solutions crafted around your brand messaging and marketing goals.

MEDIA SITES



4

ENEWSLETTERS



4

PUBLICATIONS



3



OVERVIEW

Fact and Figures

Bongarde supports global markets but primarily targets organizations within North America and has white label relationships with multiple large insurance partners.



7 Insurers

Extend to all policy holders.



250k Users

Media sites, learners, webinars



3,700+ Companies

Saudi Aramco, Berkshire Hathaway, Rollins



600,000+

Engaged reach



16

Countries.

Bongarde focuses on helping its members access compliant HR and OHS training, guidance and expertise to make sure their workers are productive and safe at work.



OVERVIEW

Advertise Smart



Executive Decision Makers

Target HR & OHS executives by company size and industry.



Who we know...

Business Owners, C-Suite, Executive-Suite and senior managers responsible for HR and OHS of companies large and small



Supervisors & Users

Target internal champions and end users for your HR & safety products.



Who we know...

Mid to frontline managers and supervisors responsible for using HR & OHS technology, implementing policies and procedures, conducting workplace training and doing the work that needs to be done.



OVERVIEW

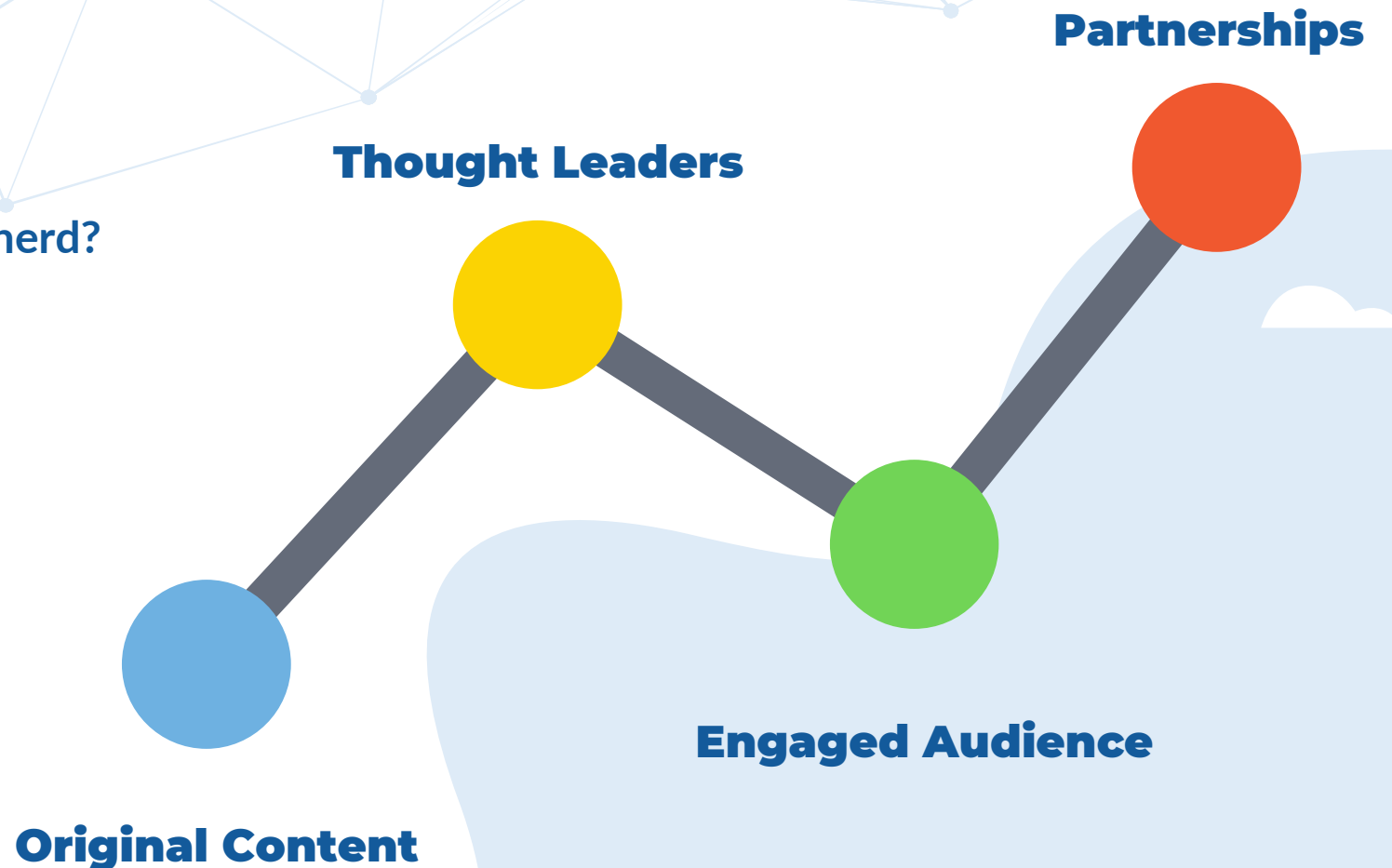
Why Us

What separates Bongarde from the herd?

We distinguish our publications with superior content in niche verticals.

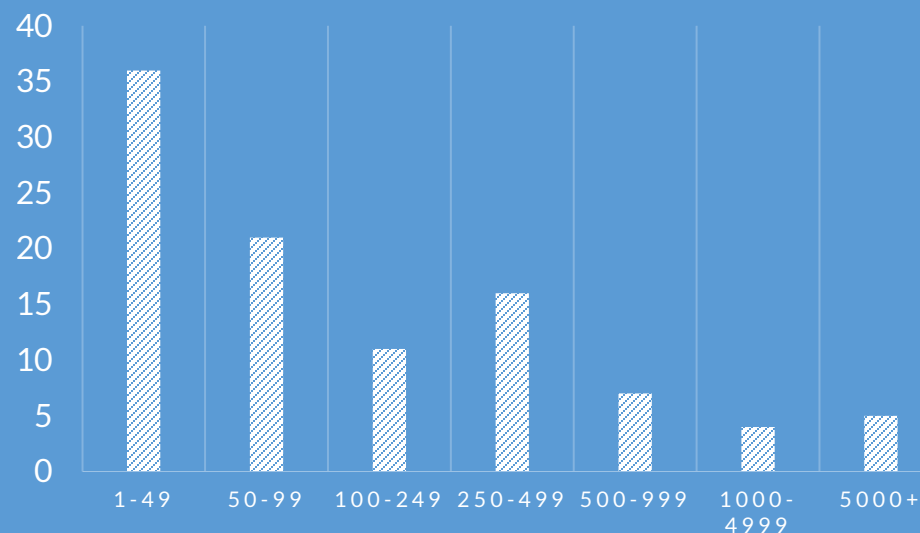
Our members and audience trust our timely, relevant, and accurate content to help them stay on the right side of the law, keep up to date, and reach their full career potential.

Vendors also benefit from the passive exposure through our insurance partners.



Statistics

Our reach



Company Size

Our engaged audience of 600K+ contacts (members & non-members) skews towards companies with less than 500 employees.

Decision Makers

Chief HR Officer, Chief Personnel Officer, Senior VP of Human Resources, Corporate HR Director, Compensation and Benefits Director, Executive Director of HR, Director of Employee Relations, Manager of Recruitment and Retention, Manager of Operations, Payroll Manager, HR Manager, HRIS Manager, OHS Manager, EHS Manager, Chief Operations Officer, Senior VP of Operations, Corporate OHS Director



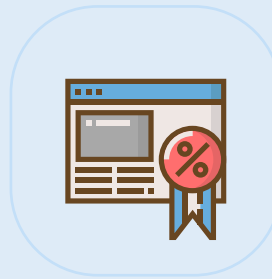
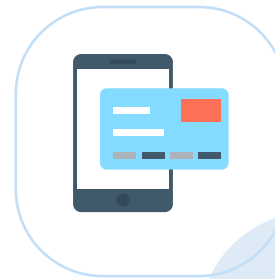
4 Options

FOR YOUR ADVERTISING

Having a presence on our network means your brand's content will be perceived as expert quality in its field. Our offerings provide the opportunity to reach professionals that are engaged, interested, and looking for solutions.

We work with you through 4 advertising options:

- Vendor Content & Education
- Direct Advertising
- Cobranded Research
- Education – sponsored webinars



A background image showing a group of business professionals in a meeting, with a semi-transparent blue overlay. The text 'VENDOR CONTENT' is centered in white, bold, uppercase letters. To the left of the text is a solid blue horizontal bar with a rounded right end.

VENDOR CONTENT



SUBMISSION REQUIREMENTS

EDITORIAL GUIDELINES

Bongarde provides its audience with curated content that meets our strict editorial guidelines. If you have content that you want to share that is a value-add and thought leadership, submit the copy directly to VickyP@bongarde.com.

Tips: Vendor content will not be posted/shared if it has any direct sales messaging or is deemed to not meet our editorial guidelines.



A background image of a business meeting with three people in professional attire looking at documents. A semi-transparent blue overlay covers the entire image. On the left side, there is a horizontal blue bar with a rounded right end.

DIRECT ADVERTISING

Website Placements

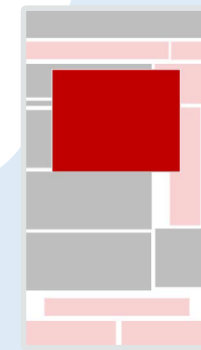
- Over 250k monthly page views
- Over 43k monthly unique visitors



LEADERBOARD AD
728x90
50 KB



SKYSCRAPER AD
160x600
50 KB



WELCOME AD
550x480
200 KB

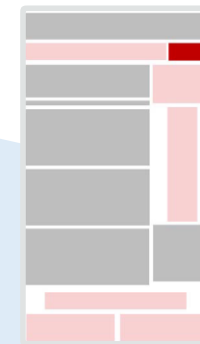


Website Placements

- Over 250k monthly page views
- Over 43k monthly unique visitors



TEXT SPONSORSHIPS
Thumbnail image
Character Limit: 80



BUTTON AD
220x90
25 KB

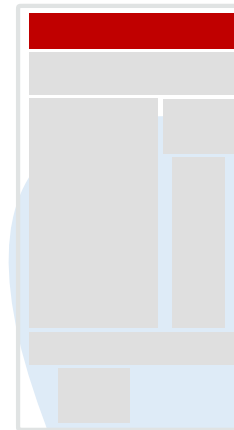


HALF-PAGE AD
300x600
50 KB

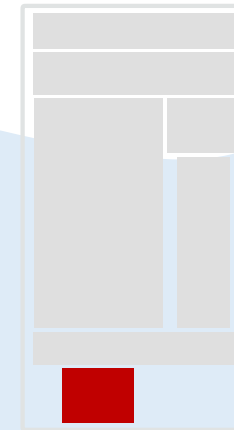


eNewsletter Placements

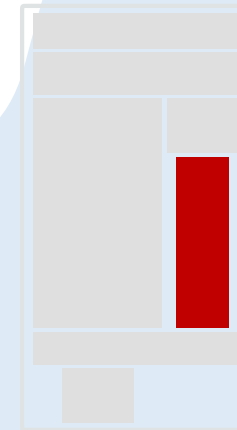
- 260k subscriber base
- 3 options
- 1 mailing/week



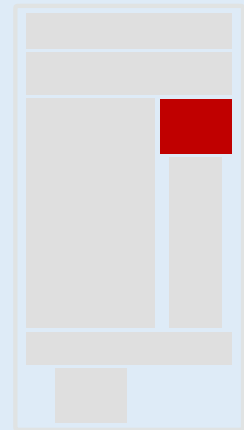
LEADERBOARD AD
728x90
50 KB



MEDIUM RECTANGLE
300x250 pixels
50 KB



SKYSCRAPER AD
160x600
50 KB



SPONSORSHIP
Text/Image
Size NA





Custom eNewsletter

Create a custom special edition newsletter—and exclusively promote your brand to our subscribers. A custom newsletter gives you the opportunity to drive traffic to your website, promote upcoming events, and market your custom assets to our audience.



A background image of a business meeting with three people in professional attire. The image is overlaid with a semi-transparent blue filter. In the foreground, hands are visible pointing at a document that contains a pie chart and bar graphs. A light blue horizontal bar is positioned on the left side of the image.

COBRANDED RESEARCH

Sponsored Whitepaper

BEST PRACTICES

Bongarde provides a turnkey lead generation opportunity that delivers leads and brand awareness. Provide us with a whitepaper or we can create one for you to target our audience, and you receive all the leads generated for 90 days.

PROMOTION CHANNELS

- Targeted e-mail blasts
- E-newsletter editorial features
- Homepage slider
- Website contextual units
- Social Media
- Dedicated eNewsletter

- 1. 500 leads guaranteed**
- 2. 60-day promotion**
- 3. Promotions via e-mails, newsletters, and website placements**
- 4. Leads provided twice per month or to vendor's preference**

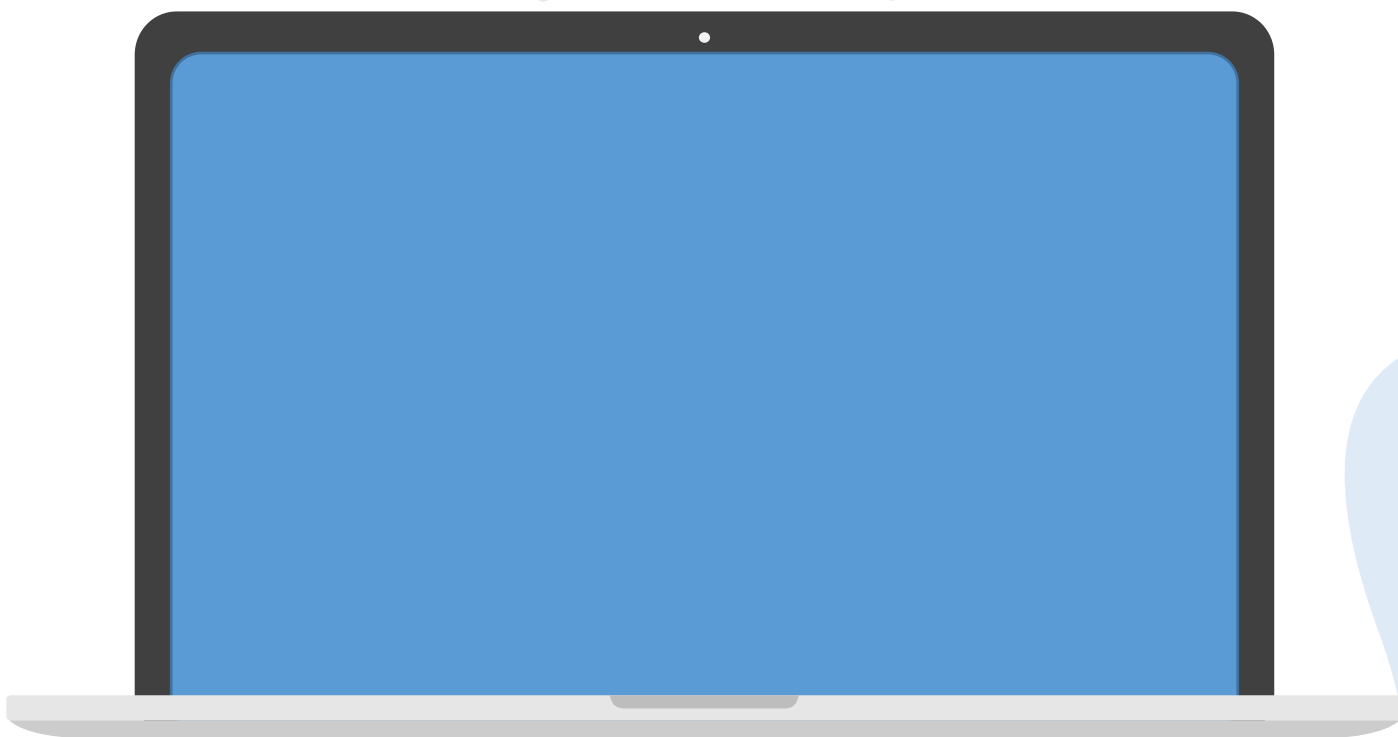


A background image showing a group of business professionals in a meeting, with a semi-transparent blue overlay. In the foreground, hands are visible pointing at a document with charts and graphs. A light blue rounded rectangle is positioned to the left of the text.

SPONSORED WEBINAR

Webinars

Our reach



It's a Zoom world

Position your webcast content in front of our large network of active, engaged subscribers. Simply provide your speaker, slides, and topic of interest, and our award-winning team will take care of producing and promoting the event.

Don't have a speaker?

No problem. We'll source a speaker from our network of experts. We accommodate both live and prerecorded presentations.

You'll receive a full report of registrants and attendees following the webcast. A minimum of 300 registrants is guaranteed.

Sponsorship includes:

- An e-mail invitation to your target audience of HR, Comp & Benefits, or Training professionals
- Positioning in the Daily Advisor serving the target audience
- Reminder e-mails to registrants, as appropriate
- Post event e-mail follow-up with registrants to point them toward the on-demand webcast
- Full contact information for all registrants
- A highlighted list of webcast attendees
- Branding in all promotional materials, as well as during the webcast



Contact Us



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