

MEDIA KIT



Ordre des conseillers en ressources humaines agréés

About the Ordre

Bringing together more than 12,000 certified professionals, the Ordre des conseillers en ressources humaines agréés is the reference for corporate human resources practices. It ensures the protection of the public and contributes to the advancement of CHRPs | CIRCs. Through its public interventions, the Ordre plays a major role in influencing the working world in Quebec. It actively participates in maintaining a balance between the organizational success and employee well-being.

Through its actions in society, its role in protecting the public, and its support to members, the Ordre contributes to the promotion and strategic positioning of the profession to respond to issues in the field.

ordrecrha.org

Mission

To allow each individual to thrive in a healthy, inclusive, collaborative workplace and to guide organizations in their growth.

Vision

CHRPs | CIRCs are recognized experts in human resource management and industrial relations. They understand the business environment they work in and contribute to growing their organization's performance.



STATISTICS More than 12,000 CHRPs | CIRCs









47%

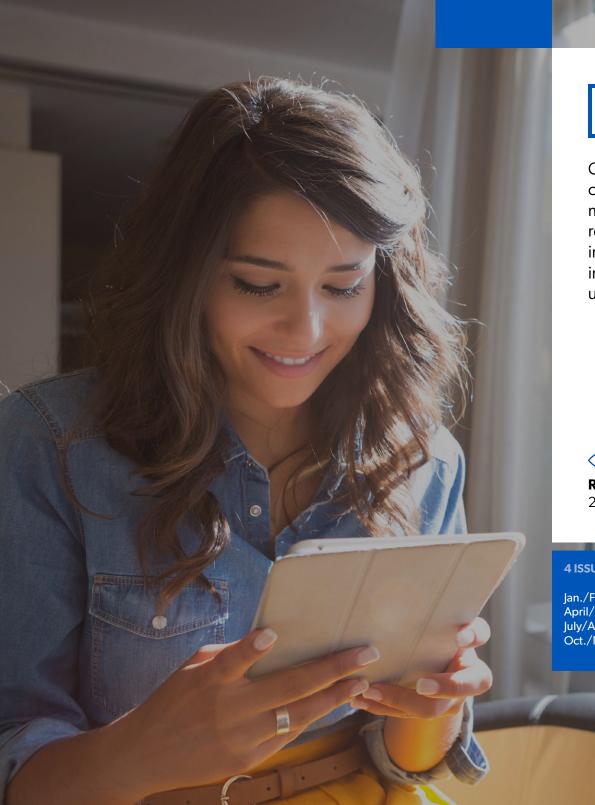
work for companies with 500+ employees More than 67%

have over nine years of experience 90%

work for a company

16%

hold a management position



HR Magazine (digital) 🔼



Created in 1998, HR Magazine is a hybrid communication and training tool, and the official magazine of the Ordre. A must-have source of references in human resource management and industrial relations, the magazine is intended for industry professionals, corporate managers and university professors.





Reach

27 000 visits per issue

UES:	Number of issues	1/2 page	Full page
Feb./March	One	\$940	\$1,125
/May/June	Two	\$1,785	\$2,135
August/Sept. Nov./Dec.	Three	\$2,535	\$3,030
	Four	¢3 175	¢3 705

carrefour RH newsletter

The electronic Carrefour RH bulletin includes an exhaustive press review of labour and employment news, links to texts on human resource management, services, and training activities for human resource management and industrial relations professionals.



Reach

Released five days a week to over 22,000 subscribers

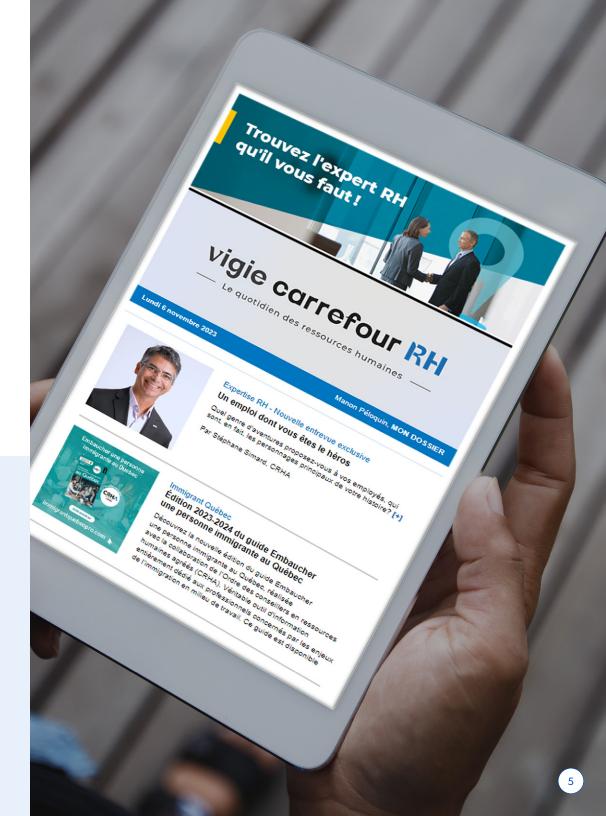
DAILY PUBLICATIONS

Formats	1x	3x	6x
Header 600 x 200	\$785	\$2,120	\$4,010
Banner 1 600 x 110	\$445	\$1,200	\$2,265
Training banner 600 x 110	\$670	\$1,800	\$3,405
Teaser 35 words	\$355	\$955	\$1,795

Daily publication

Monday to Friday, except:

- During the summer (between June 24 and September 2), the newsletter is sent on Wednesdays and Fridays only.
- During the Holiday season: no newsletter for two weeks.
- On statutory holidays.





Vigie RT bulletin

This monthly electronic bulletin is the only bulletin specifically covering the legal framework of labour relations in Quebec.

Each month, the bulletin contains articles on labour jurisprudence, legal issues and trends.



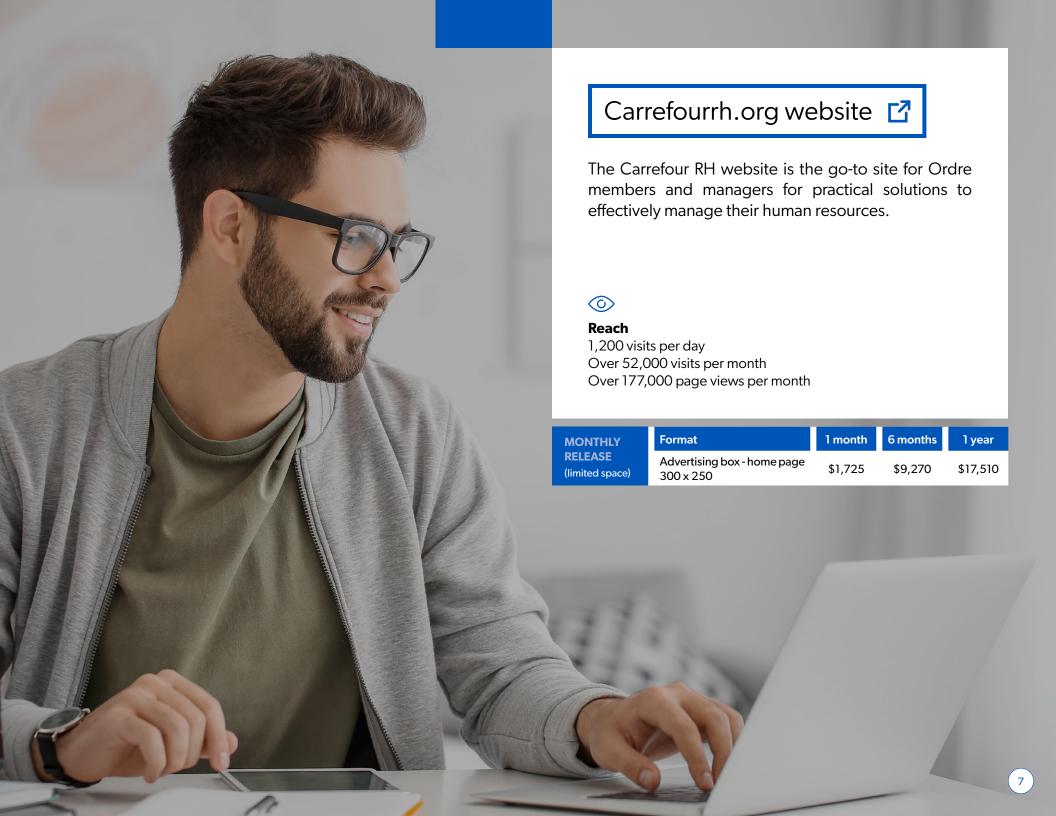
Connect with over 11,000 readers

Advertising banners

displayed in the web section

DIGITAL ISSUES

Format	Top banner 600 x 110
Banners - 1 year (10 issues)	\$3,450
Article zone - 6 months	\$4,585



Partner content 🔀

This partner content section has been specially designed to promote your products and services to human resources professionals, and more broadly throughout the HR and business community. This unique initiative allows you to share your solutions and content on a dedicated web page available for one year.

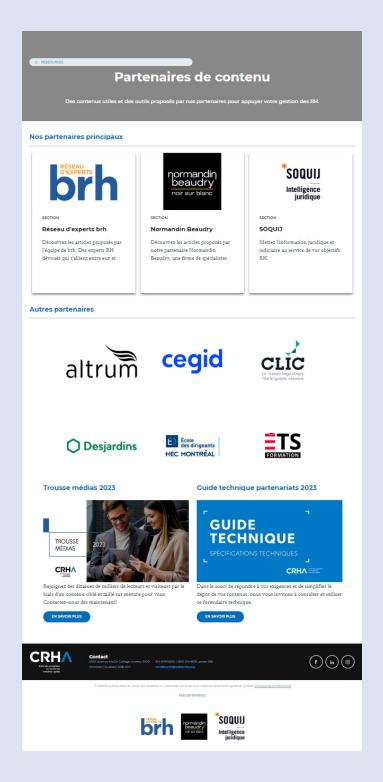


Reach

An average of over 1,800 page views per month

RELEASED ON THE DESIRED DATE

Format	Cost
Partner content page (for one year) and one article promoted in our newsletter	\$1,625



Tool Box 🖸

The Toolbox - Carrefour RH virtual event, which takes place once or twice a year, gives the Ordre's partners the opportunity to offer CHRPs and CIRCs 30-minute or 1-hour conferences on topics related to human resources.

The Toolbox formula is ideal for promoting your organization by providing a variety of content on hot topics.

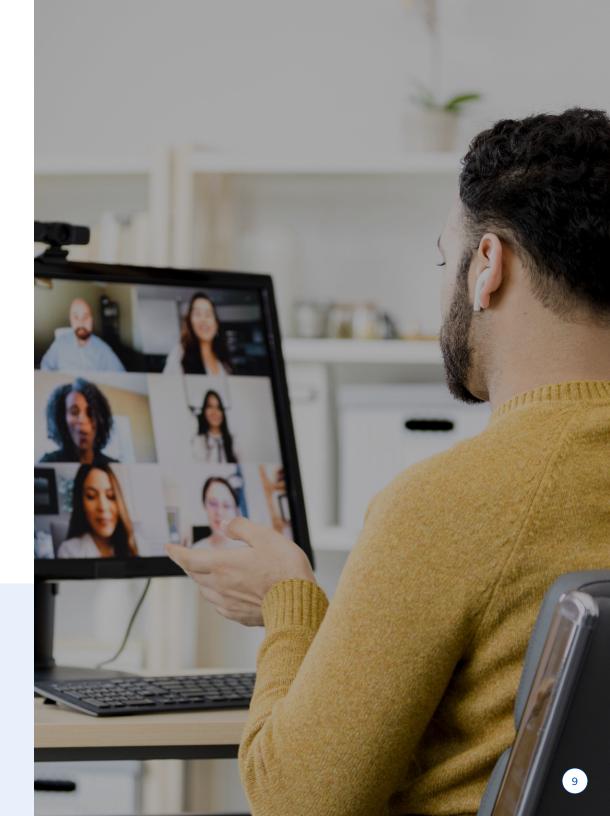


Reach

More than 1,000 participants per event

Participants can agree to share their contact information. Event broadcast live on our Facebook page and posted on the Ordre's YouTube page.

CONFERENCE	Duration	Cost
	30 minutes	\$2,900
	1 hour	\$3,900



Expertise interview

- Eight-minute interview on Carrefour RH's website
- Logo at the beginning, in the middle, and at the end of the interview
- URL link to the company's website
- The video is yours. You can reuse it in your communication tools
- Broadcast for one year on CarrefourRH website



Reach

4431 views in 2023

RELEASED ON THE DESIRED DATE

Cost \$5,150

Expertise podcast 🖸

- 30-minute interview
- Company identification at the beginning, in the middle, and at the end of the interview
- Broadcast for one year on CarrefourRH website and on the following platforms: Apple podcast, Google podcast and Spotify



Reach

7895 plays in 2023

RELEASED ON THE DESIRED DATE

Cost \$3,600



Partner content distribution

A partner content branded bulletin will be sent by email to all CHRPs and CIRCs and subscribers. Content will be pre-approved by the team of the Ordre des conseillers en ressources humaines agréés.



Reach

Nearly 11,500 readers

RELEASED	
11	
ON THE	
DESIRED DATE	

Formats	One-timer
Four or five 500-word articles*	\$6,335
White paper*	\$6,335

^{*}Material provided by the partner







BOOKING OF ADVERTISING SPACE

514-879-1636, extension 234 1-800-214-1609, extension 234 publicite@ordrecrha.org

