

MEDIA KIT

2024

CRHA

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 | CIRC. 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 | CIRC 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 CHRP's | CIRC's



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



4 ISSUES:

Jan./Feb./March
April/May/June
July/August/Sept.
Oct./Nov./Dec.

Number of issues	1/2 page	Full page
One	\$940	\$1,125
Two	\$1,785	\$2,135
Three	\$2,535	\$3,030
Four	\$3,175	\$3,795

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



Carrefourrh.org website

The Carrefour RH website is the go-to site for Ordre members and managers for practical solutions to effectively manage their human resources.



Reach

1,200 visits per day

Over 52,000 visits per month

Over 177,000 page views per month

MONTHLY RELEASE (limited space)	Format	1 month	6 months	1 year
	Advertising box - home page 300 x 250	\$1,725	\$9,270	\$17,510

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

RESSOURCES

Partenaires de contenu


Des contenus utiles et des outils proposés par nos partenaires pour appuyer votre gestion des RH.

Nos partenaires principaux




SECTION
Réseau d'experts brh

Découvrez les articles proposés par l'équipe de brh. Des experts RH dévoués qui s'allient entre eux et



SECTION
Normandin Beaudry


Découvrez les articles proposés par notre partenaire Normandin Beaudry, une firme de spécialistes





SECTION
SOQUIJ


Mettez l'information juridique et judiciaire au service de vos objectifs RH.


Autres partenaires
















Trousse médias 2023



Rejoignez des dizaines de milliers de lecteurs et visiteurs par le biais d'un contenu ciblé et taillé sur mesure pour vous. Contactez-nous dès maintenant!

[EN SAVOIR PLUS](#)




Guide technique partenariats 2023



Dans le souci de répondre à vos exigences et de simplifier le dépôt de vos contenus, nous vous invitons à consulter et utiliser ce formulaire technique.




[EN SAVOIR PLUS](#)

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Nos partenaires:

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 CIRC's 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

Limited space



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 CIRC's 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
ON THE
DESIRED DATE

Formats

One-timer

Four or five
500-word articles*

\$6,335

White paper*

\$6,335

**Material provided by the partner*



**Priorités et défis
RH 2025**

January 2025



**Rendez-vous
Développement
des talents**

June 2024



HR Gala

Next edition
2025



**Rendez-vous
Rémunération**

September 2024



**Rendez-vous
Attraction et fidélisation**

Date to be determined



**Rendez-vous
Relations au travail**

Date to be determined



**HR Conference/
HR Solutions Fair
(Montréal)**

October 8-9, 2024



Become a **major partner**
at our events!





**BOOKING OF
ADVERTISING SPACE**

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

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