

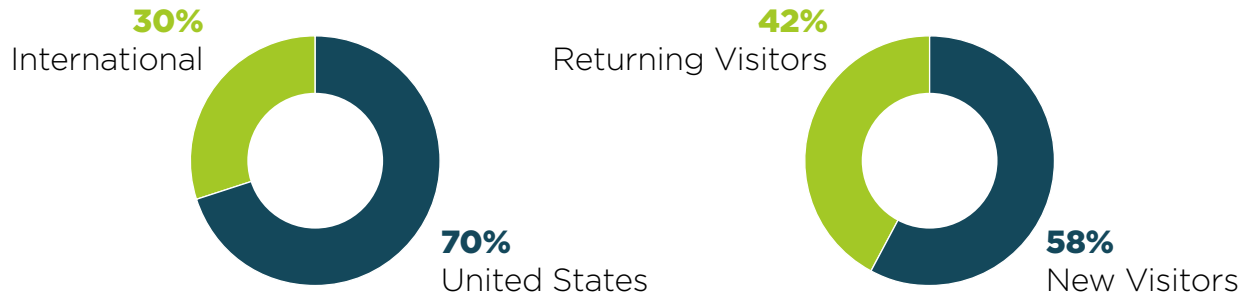


Hunt Scanlon | Mediä  
Leadership Intelligence

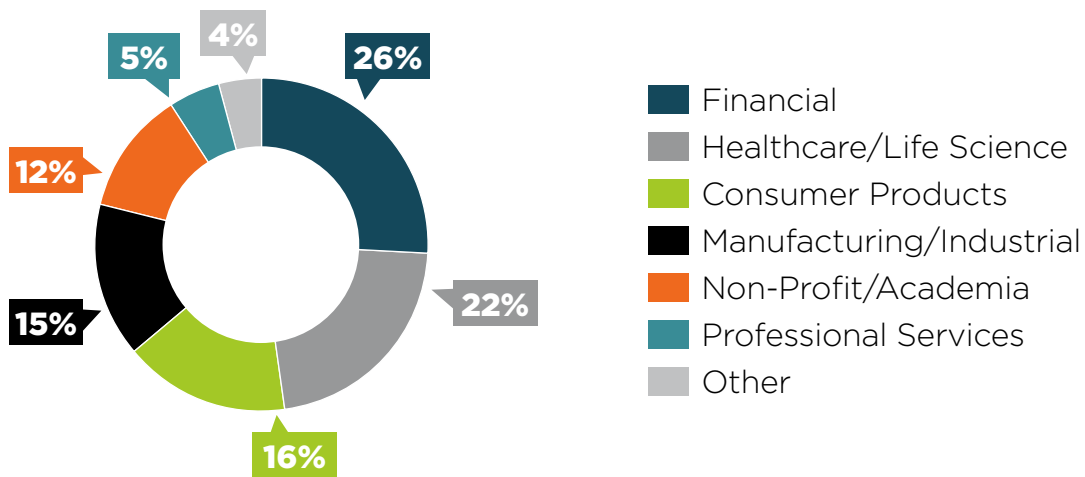
Media Kit **2018/2019**



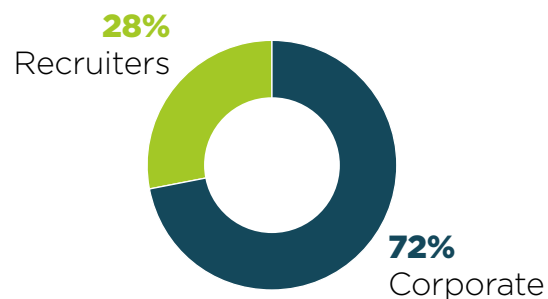
**Hunt Scanlon Media** is the most widely referenced, single source of news in the human capital sector. Our mission is to inform, engage and connect you - the most avid members of the talent management community. Through our enhanced search engine optimization, Hunt Scanlon Media is consistently featured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

The screenshot shows a website layout with several news items and banners. On the left, there are several news snippets with images and headlines. In the center, there is a large blue banner for 'benchmark EXECUTIVE SEARCH' with the text 'Unique access to top intel/defense officials and industry cyber leaders.' and 'www.benchmarkes.com 703-728-8506'. To the right, there is a 'TRENDS' section with two articles: 'CEO Economic Outlook...' and 'Employers Continue...'. Below that is a 'KOYA LEADERSHIP PARTNERS' banner featuring a collage of people's faces. At the bottom right, there is a 'LATEST INTERVIEWS' section with two articles: 'Why Women Matter In...' and 'Shifting Demographics...'. Two blue arrows point from the bottom of the page to the 'benchmark' and 'KOYA' banners.

**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)**



**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. **(\$3,500/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)**

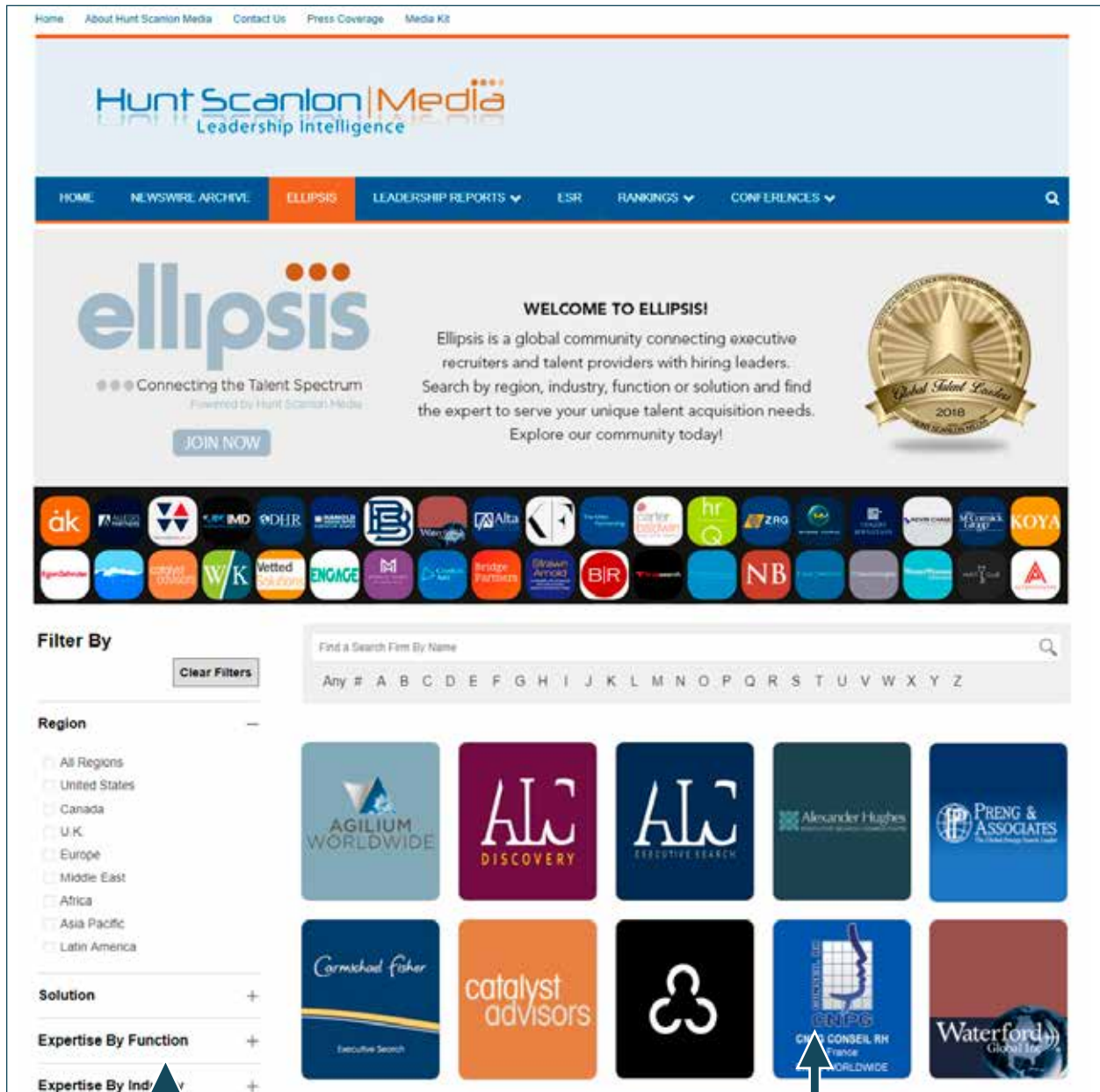


**NATIVE SPONSOR**  
 This unique platform allows you to display searches, news, podcasts and blogs at the top of our mobile homepage. **(\$15,000/full-year)**



**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.



SELECT FILTER

CLICK TO VIEW PROFILE

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.

IMC  
PROFILE  
PAGE

Ellipsis Home About Ellipsis Become a Member Contact us Back To Hunt Scanlon

**ellipsis**  
Connecting the Talent Spectrum  
Powered by Hunt Scanlon Media

**AC Lion**

Ellipsis > AC Lion / LionsEye Group

**ABOUT US**  
Leadership. Impact.

Lionseye Group, the retained division of AC Lion, works with digital native companies or those undergoing digital transformation, such as media, brands, publishers, mobile and emerging tech companies. They identify those innovative, cutting edge leaders to help companies thrive in today's digital marketplace.

The firm values functional and cultural fit as equally important in delivering the unique alchemy that occurs when the right match is made. The LionsEye Group is a true believer in the multiplier effect exceptional executives deliver.

**20 Year Heritage** A part of, yet distinct from its parent company AC Lion, Lionseye Group represents the natural extension to its 20-year heritage of working with emerging technology companies across the digital ecosystem.

**COMPANY INFO**  
AC Lion / LionsEye Group  
253 West 35th Street, 15th Floor  
New York, NY 10001  
(212) 221 9809  
gilas@lionseyogroup.com  
http://www.aclion.com/  
http://www.lionseyogroup.com/

Tweets by @ACLion

**AC Lion** @ACLion  
Oracle acquires Grapeshot, a marketing tech startup that helps



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)**



**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. **(\$1,500/report)**

**Controlled Circulation**

Hunt Scanlon Media's Talent Leadership Reports currently have a controlled distribution of 61,500.



**2018 State of the Industry Report: Finding Transformational Talent in the Workplace of Tomorrow.**

**2018 In-House Recruiting Study: 25 Case Studies Redefining Talent Acquisition**

# ESR

## Executive Search Review

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:

[2018 Annual Rankings Special Issue](#)

[Millennials Special Issue](#)

[Sports/Media/Entertainment](#)

[Cybersecurity Special Issue](#)

### 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. **(\$1,500/issue)**

### UPCOMING SCHEDULE

(Availability upon inquiry)

October 31:  
Diversity Recruiting

December 10:  
CHRO Influencers

May 15, 2019:  
Special Annual Rankings

Executive Search Review
RECRUITER RANKINGS SPECIAL ISSUE

also think more broadly - strategy firm and HR consulting organizations. Also, you have to always be mindful of innovation and what two people in a garage in Silicon Valley or Bangalore are doing.

You're right. By expanding your company into additional leadership consulting service areas you're actually opening up Korn Ferry to new competition. What sort of battles loom ahead now?

The world is extremely competitive today - there is a real fight 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 landscape is any different than any organization, in any industry around the world today. It's intense wherever you go. In this environment, for any CEO, growth isn't easily attained. Fast and foremost, CEOs are looking to drive performance and growth by harnessing the energy of their people, anchored around a common purpose.

**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-arms challenges of their larger rivals, some argue they're more agile and provide better niche talent 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



**WE ARE LEADERS  
IN EXECUTIVE SEARCH FOR THE  
ASSET MANAGEMENT INDUSTRY**



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 &  
Private Wealth Management Organizations

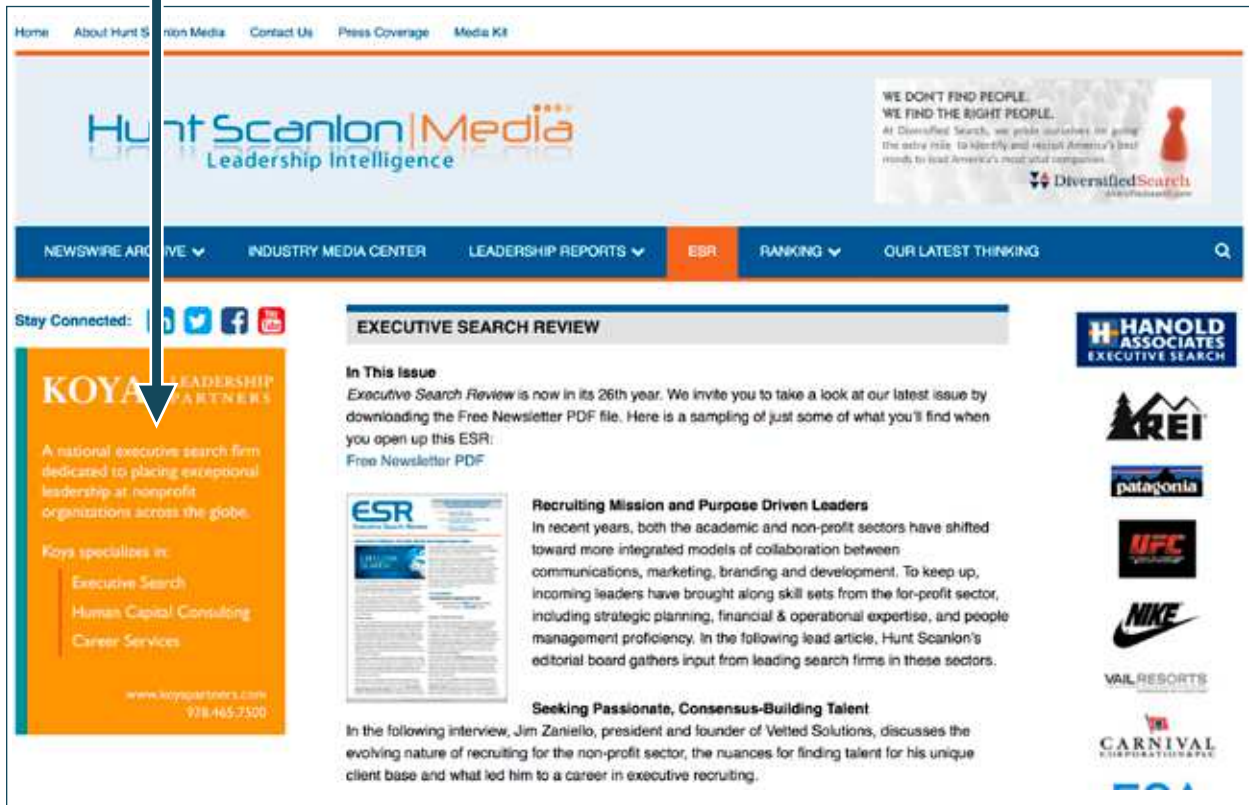
**FUNCTIONS**  
Investments  
Sales, Marketing & Client Service  
Finance & Operations  
Legal, Compliance & Risk Management

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**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. **(\$3,750/half-year)**



**ESR NEWSLETTER RANKINGS LANDING PAGE**

These ads can appear in any one of our 12 highly anticipated search firm rankings. **(\$2,500/quarter)**



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.



**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)**



**SUNDAY NEWSWIRE BRIEFING**  
 This ad space is an exclusive opportunity to brand your firm in our Sunday Newswire Briefing. Your ad will be seen by more than 50,000 weekend subscribers. **(\$7,500/year)**



**EXCLUSIVE EMAIL BLAST**  
 This content-driven feature allows you to reach more than 60,000 subscribers via direct email. **(\$1,250/email blast)**

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	427 px (w) x 300 px (h)	DESKTOP (HOMEPAGE)	\$12,500/year
Display Ad Position No. 3	710 px (w) x 110 px (h)	DESKTOP (HOMEPAGE)	\$12,500/year
Native Sponsored Content	(please inquire)	DESKTOP (HOMEPAGE)	\$15,000/full-year
Skyscraper	160 px (w) x 600 px (h)	DESKTOP	\$3,500/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
Sunday Newswire Briefing	600 px (w) x 195 px (h)	EMAIL ALERT	\$7,500/year
Exclusive Email Blast	(please inquire)	EMAIL ALERT	\$1,250/email blast
Ellipsis Membership	(please inquire)	DESKTOP/MOBILE	\$1,950/year
ESR Newsletter Half Page Vertical	3.5 in. (w) x 10 in. (h)	PDF	\$1,500/issue
ESR Newsletter Landing Page	250 px (w) x 350 px (h)	DESKTOP	\$3,750/half-year
ESR Newsletter Rankings Half Page Vertical	3.5 in. (w) x 10 in. (h)	PDF	\$2,500/issue
ESR Newsletter Rankings Landing Page	250 px (w) x 350 px (h)	DESKTOP	\$2,500/quarter
Rankings Page	550 px (w) x 80 px (h)	DESKTOP/MOBILE	\$1,500/year
Report Viewpoint Sponsor	8 in. (w) x 10 in. (h)	PDF	\$7,500/report
Report Half Page Vertical	3.5 in. (w) x 10 in. (h)	PDF	\$1,500/report
Report Full Page	8 in. (w) x 10 in. (h)	PDF	\$2,500/report