



RECRUITING NEWS NETWORK

2022 MEDIA KIT



Global views on recruiting news.



Advertise in Recruiting's Newest Media Outlet

Recruiting News Network (RNN) is a new industry media brand, launched in 2020, brought to you by industry veterans. The content published on RNN caters to members of the global recruiting and talent acquisition community who want to follow the latest news that shapes the industry. Our news is global, informed, passionate, and diverse. Our audience is broad, influential, experienced and youthful. The audience includes global

vice president's of talent acquisition at the largest technology companies, employment brand leaders at Fortune 100 companies, influential senior sourcers and heads of talent around the globe. RNN is a fresh new source with a voice that's changing the way the industry consumes recruiting news. Invest in RNN advertising and sponsorships to wisely use your marketing dollars and build your brand.



About RNN

RNN is your spot to access cutting edge content that focuses on the industry you love. Now more than ever, it is critical for the astute professionals, from recruiters to CEOs to understand what's happening in talent acquisition. Designed by industry veterans looking for fresh voices, unique perspectives and a new source of information from around the globe, RNN was born. Recruiting by its nature encourages people to explore and find the best talent. Our audience is engaged with RNN because it

goes beyond recycled content from the past and delivers cutting edge news stories, captures industry moments and shines the spotlight on the next generation of talent acquisition all-stars. This is only the start for RNN and our team invites you to join us on the journey as we shape the next generation of recruiting news and help you reach your business goals along the way.

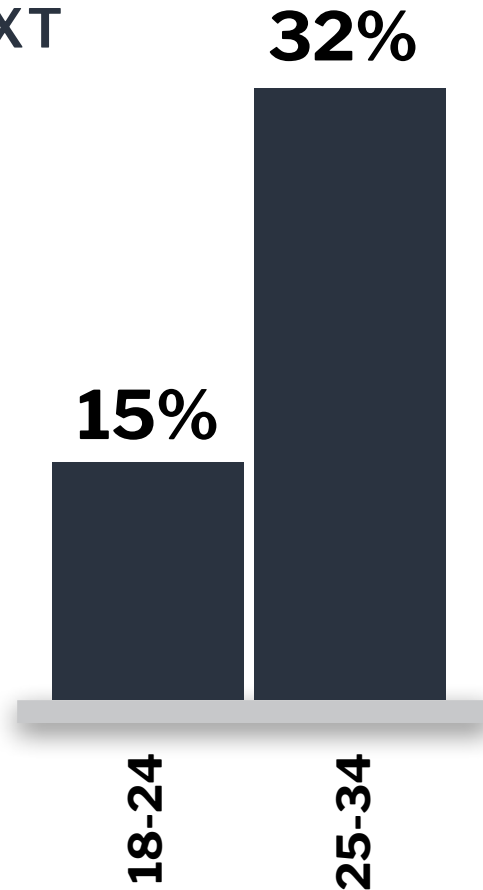
Audience Demographics

Monthly Users Avg.

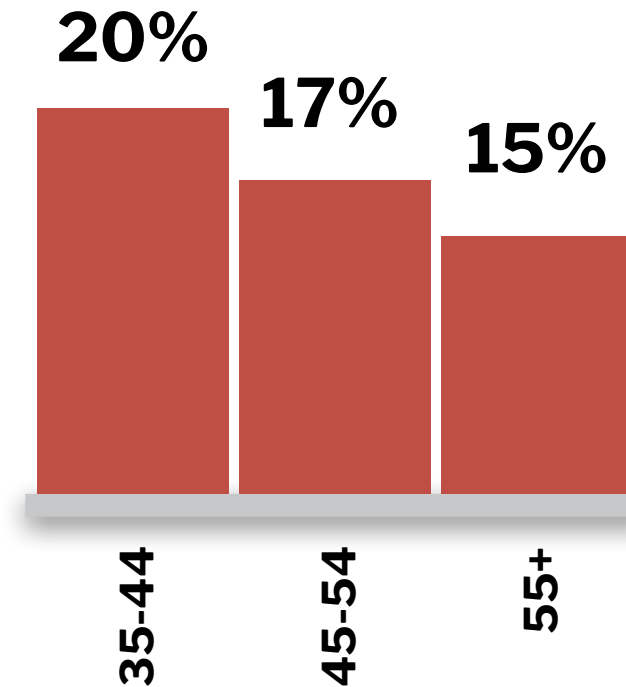
5,000+
Per Month

Audience Age

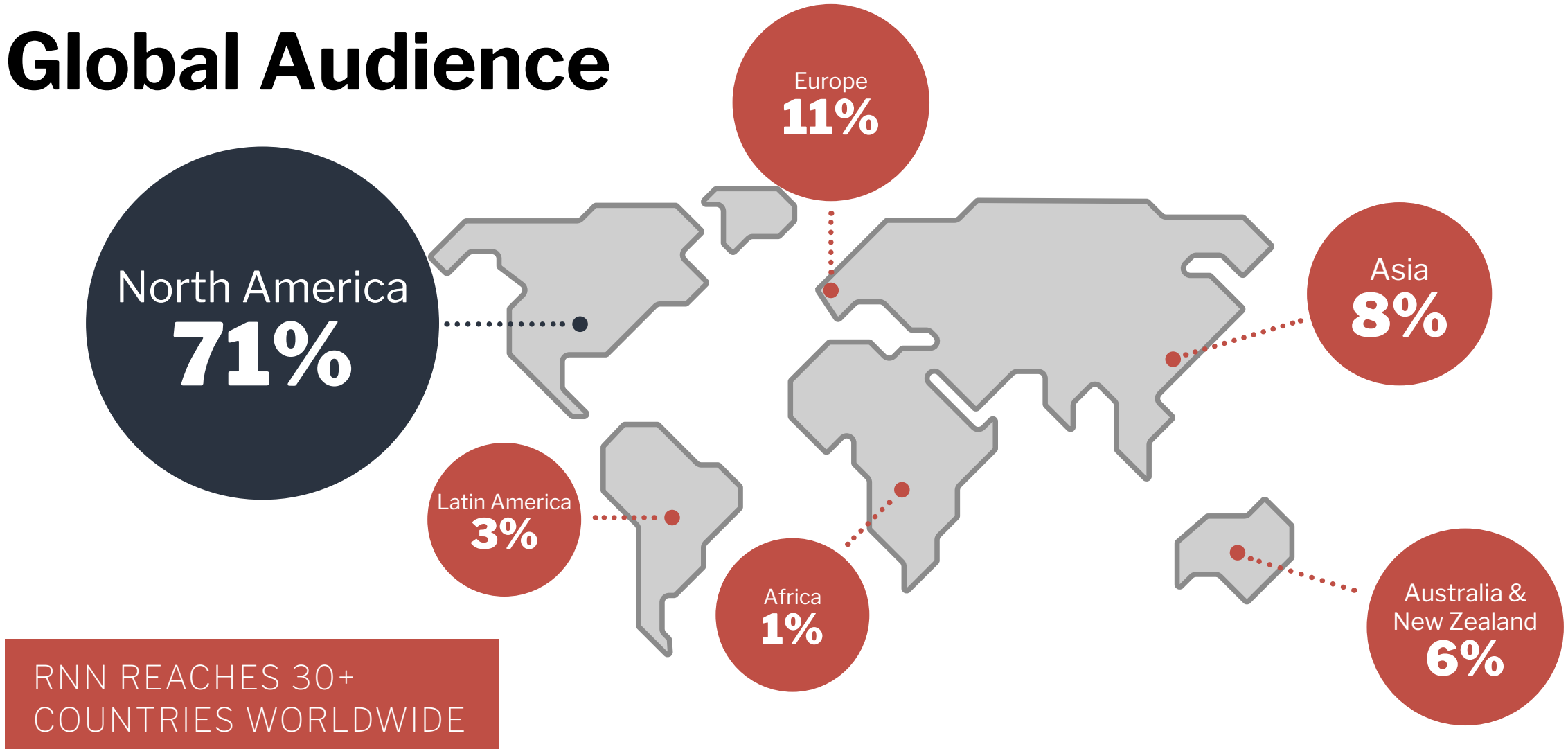
CAPTURE THE NEXT
GENERATION OF
THE RECRUITING
INDUSTRY...



...WHILE REACHING TA
LEADERS AND DECISION
MAKERS OF TODAY.



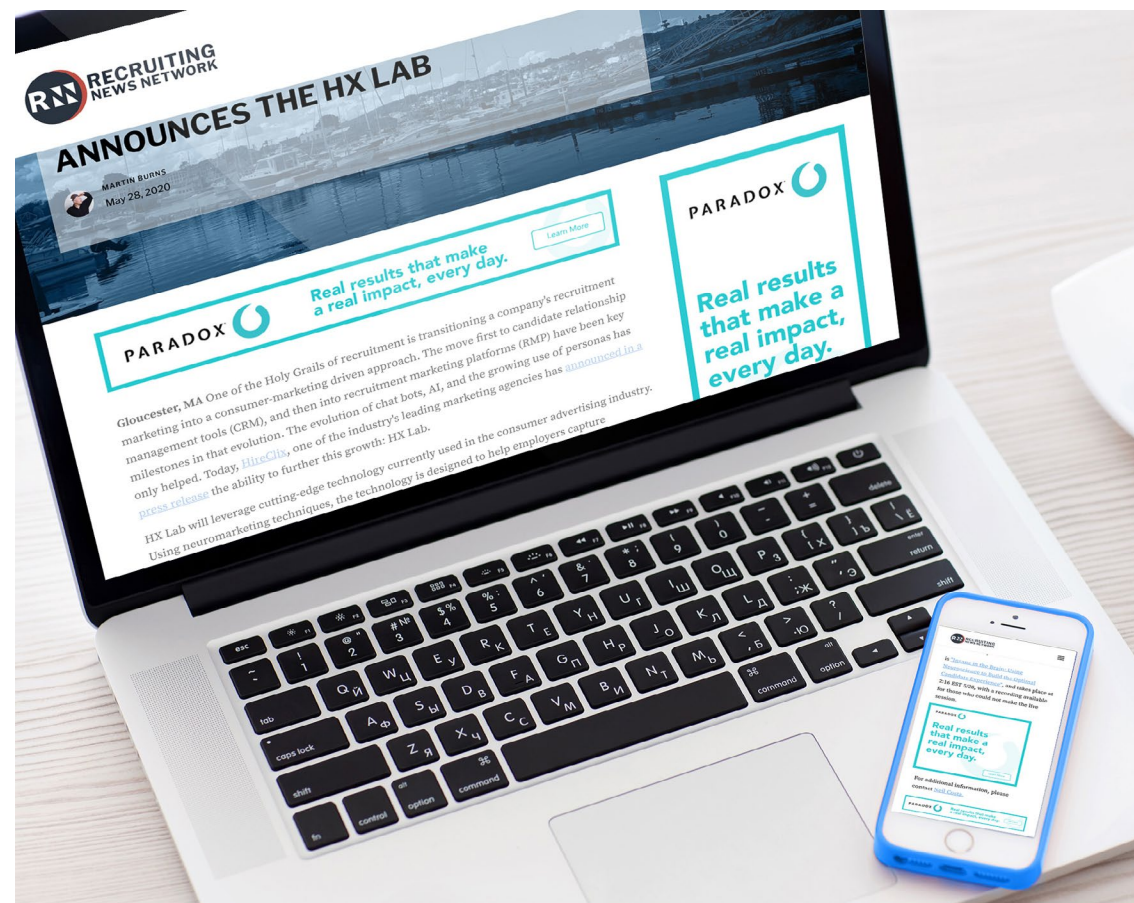
Global Audience



Banner Ad Space

Weekly sponsorships are available and follow our mobile audience.

- 728x90 Leaderboard
- 300x600 Wide SkyScraper
- 320x50 Mobile Leaderboard
- 300x250 Medium Rectangle



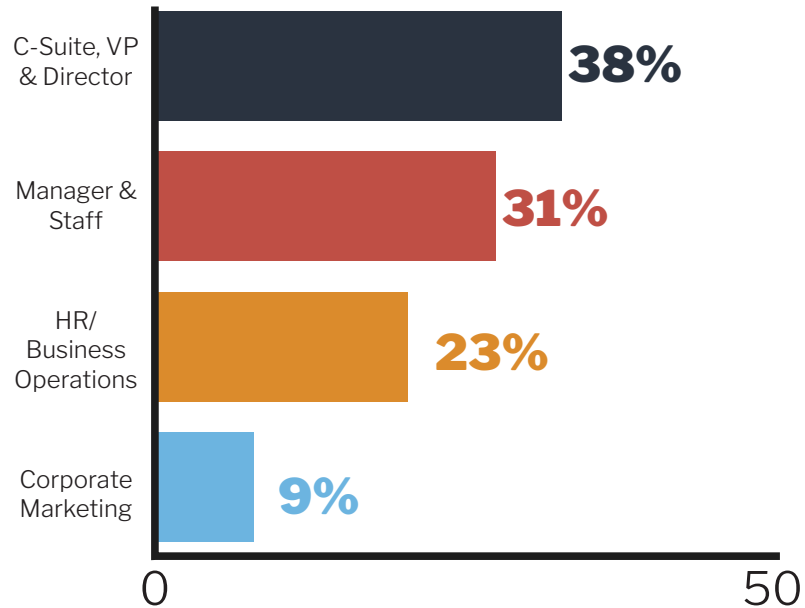
Sponsored Email Opportunities

RNN emails give talent acquisition pros the insider updates they crave. Sponsor and connect with this rapidly growing group of tech hungry practitioners from the fast-growth startups to the most agile corporations.

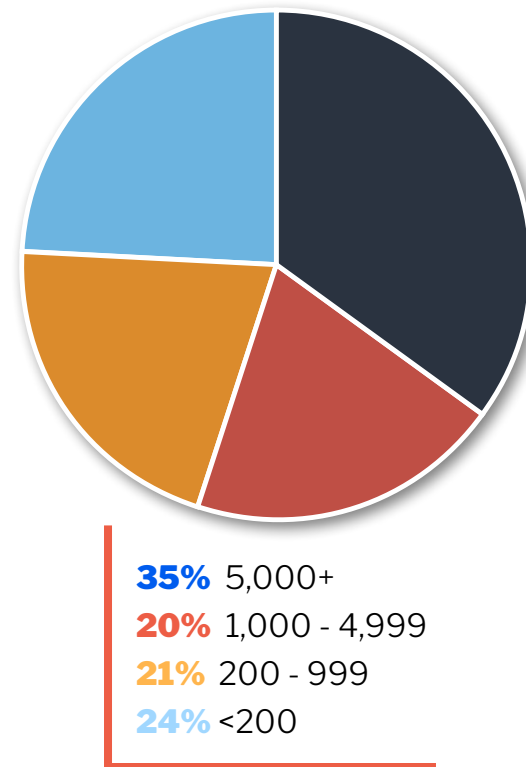


Email Subscriber Demographics

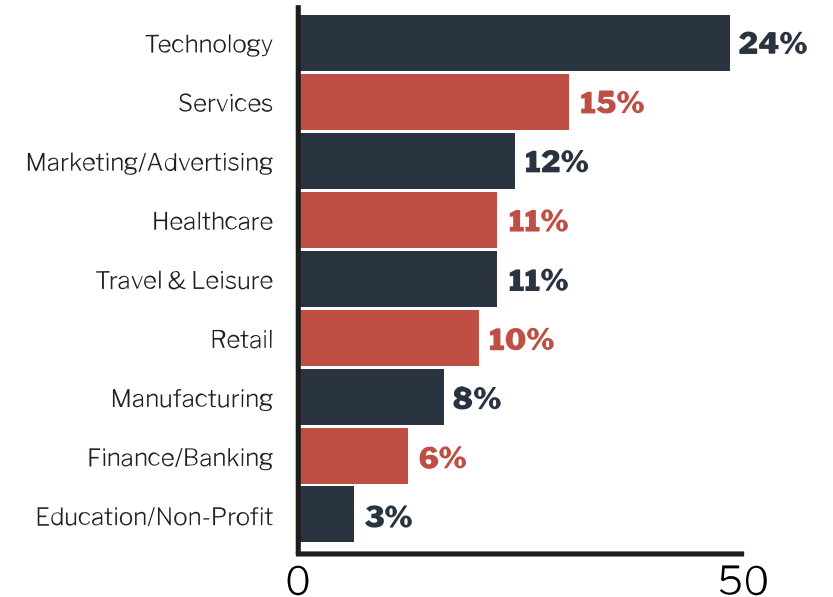
Audience by Job Title



Company Size



Industry



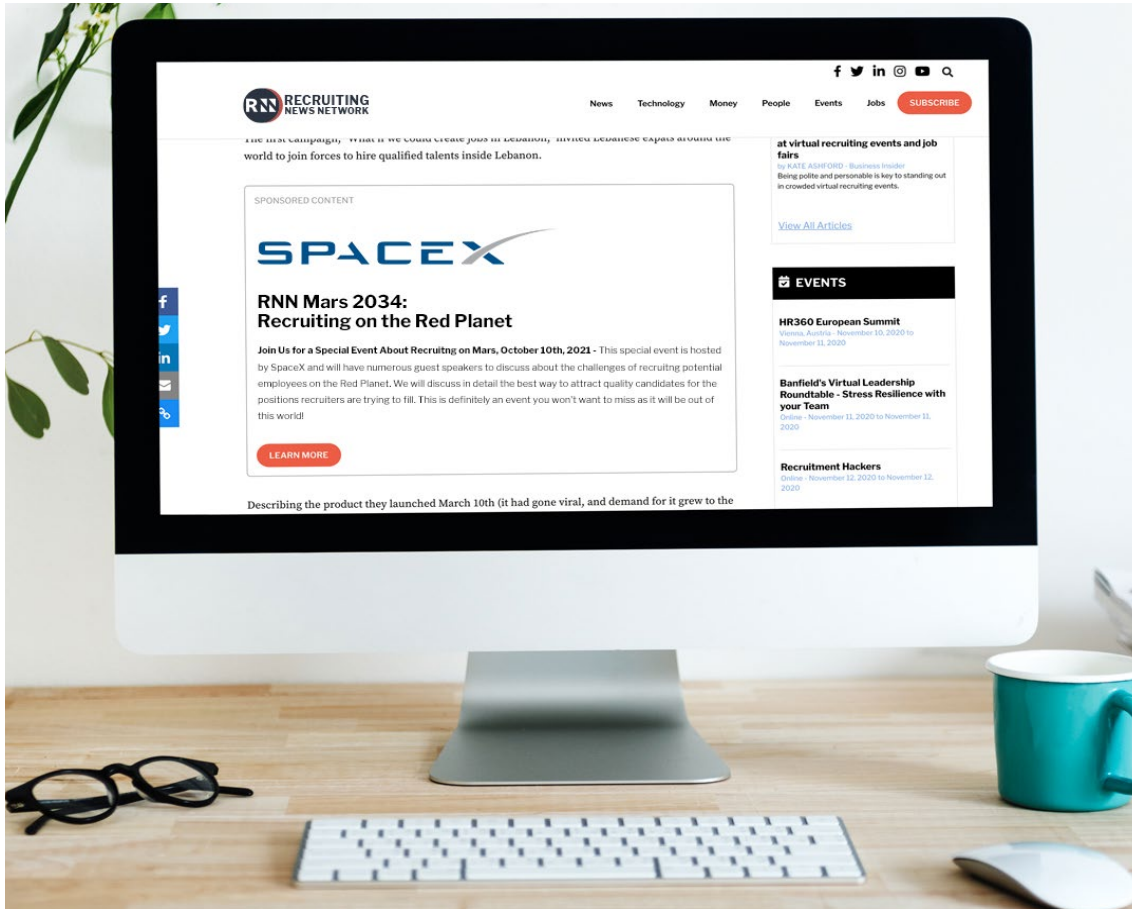
Sponsored Event

Feature your event with an enhanced listing and stand out. Sponsored events are fixed at the top of our [events page](#) and appear in our newsletter.

Required Assets:

Event Banner or Logo	970x250; jpg or png - 400px wide minimum, 2:1 aspect ratio or wider recommended; jpg or png
Square Logo	1:1 aspect ratio (200px min); jpg or png
Description	75 word max event description





Sponsored Article

With a sponsored article, your content stands out and appears in the RNN news feed, connecting with readers and expanding your SEO.

Required Assets:

Logo	400px wide minimum, 2:1 aspect ratio or wider recommended; jpg or png
Headline	10 word maximum
Description	75 word maximum description
Call to Action	Ex. - Learn More, Apply Today, Download Now

Pricing

A custom RNN sponsorship gets you visibility across a rapidly growing, highly respected talent acquisition emerging media source. Invest your marketing dollars in advertising and sponsorship opportunities on RNN to build your brand.



Banner Ads

**Newsletter
Sponsorship**

**Sponsored
Events**

**Sponsored
Articles**

*Sponsored articles written by advertisers are subject to content standards and approval by RNN staff.