

WHAT OUR readers are saying

We recently surveyed our members for some feedback on our official publication, **CPHR Alberta Magazine**, and this is what they had to say:



More than **95%** of members are reading **CPHR Alberta Magazine**.



More than **70%** are reading each issue for **15 minutes** or more.

➔ More than **30%** of respondents share their issue of the magazine with more than person.



People LOVE **CPHR Alberta Magazine!**

- ➔ Nearly **90%** agree that the content is relevant to their job or program of study.
- ➔ **81.4%** value the magazine as a part of their membership.
- ➔ More than **50%** keep it on-hand for easy reference.



Advertising in **CPHR Alberta Magazine** gets your brand noticed!

- ➔ Nearly **50%** of respondents have visited a featured supplier or organization's website.
- ➔ More than **65%** of respondents recommend or specify products/services for purchase.

Here's what one of our members had to say:

"This magazine is read by most or all HR professionals in Alberta - this is the best advertising your money can buy."

- **Carol Warne**, International SOS

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