

## Swiss HR Analytics - Media data 2025

As the non-profit association "[Swiss HR Analytics](#)", we pursue the goal of ensuring and promoting access to knowledge and networking in the field of data analysis in human resources. We also want to promote research and the responsible use of data. We fulfil this function by regularly organising networking events ([event archive](#)) or publishing open source information, e.g. on [ethics and data protection](#) or studies on HR analytics ([HR Analytics in Switzerland](#) & [HR analytics between ambition and reality](#)).

## Visitors to the website and events

The majority of visitors to our website and events are involved in human resources. They share a keen interest in data analyses and data-based decisions in HR. They want to be part of a modern, future-orientated, digital and data-based HR ([Executive Board and Sounding Board](#)).

## Our advertising channels for adverts

- Web: [swisshranalytics.ch](#) (over 5,000 page views per month)
- Events: 3 times a year ([event archive](#))
- SHRA newsletter: every two months (for members only, 140 people)
- [LinkedIn channel](#): Over 1,700 followers (as of January 2025)

## Rates (excl. VAT)\*

- 1x website (incl. LinkedIn post) for 1 month CHF 400.-
  - 1x SHRA newsletter (incl. LinkedIn post) CHF 350.-
  - 1x SHRA website & newsletter (incl. LinkedIn post) CHF 600.
  - Event partnerships are agreed individually.
  - Other advertising combinations are possible at any time on request.
- \*20% discount for Swiss HR Analytics members

## Data delivery

- Web and LinkedIn advert Image: Square or horizontal, 1400px width recommended (actual display 700px wide), jpg, png or svg
- Newsletter advert text max. 350 characters and image 600 x 600px; jpg, png or svg

## Newsletter SHRA mailing

- Bimonthly at the end of the month - advertising deadline two working days before dispatch
- Dispatch on 31.01.2025, 31.03.2025, 30.05.2025, 31.07.2025, 30.09.2025, 28.11.2025

## Kontakt



Jonas Probst  
Managing Director Swiss HR Analytics  
Psychologist FSP  
Specialist psychologist for career and personnel psychology FSP

Landoltstrasse 69  
3007 Berne  
Tel. +41 76 319 14 85  
[jonas@swisshranalytics.ch](mailto:jonas@swisshranalytics.ch)