

Swiss HR Analytics - Media data 2027

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 holding networking events ([Event archive](#)) and publishing our own studies on HR Analytics ([Publications](#)).

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 6,500 page views per month)
- Events: 3 times a year ([event archive](#))
- SHRA newsletter: every two months (for members only, 200 people)
- [LinkedIn channel](#): Over 2'300 followers

Rates (excl. VAT)*

- 1x website (incl. LinkedIn post) for 1 month CHF 400.-
- 1x SHRA newsletter (incl. LinkedIn post) CHF 350.-
- 1x SHRA website (1 month) & 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

- Once every two months - advertising deadline two working days before dispatch
- Dispatch on 29.01.2027, 31.03.2027, 28.05.2027, 30.07.2027, 30.09.2027 and 30.11.2027

Kontakt



Jonas Probst
Geschäftsführer Swiss HR Analytics
Psychologe FSP
Fachpsychologe für Gesundheitspsychologie FSP
Fachpsychologe für Laufbahn- und Personalpsychologie FSP
Dipl. Berufs-, Studien- und Laufbahnberater

Landoltstrasse 69
3007 Bern
Tel. +41 76 319 14 85
jonas@swisshranalytics.ch