

ONLINE PROMOTION PACKAGE

Gain online **visibility** within the HR Club community!



Gain online **visibility** within the HR Club community!

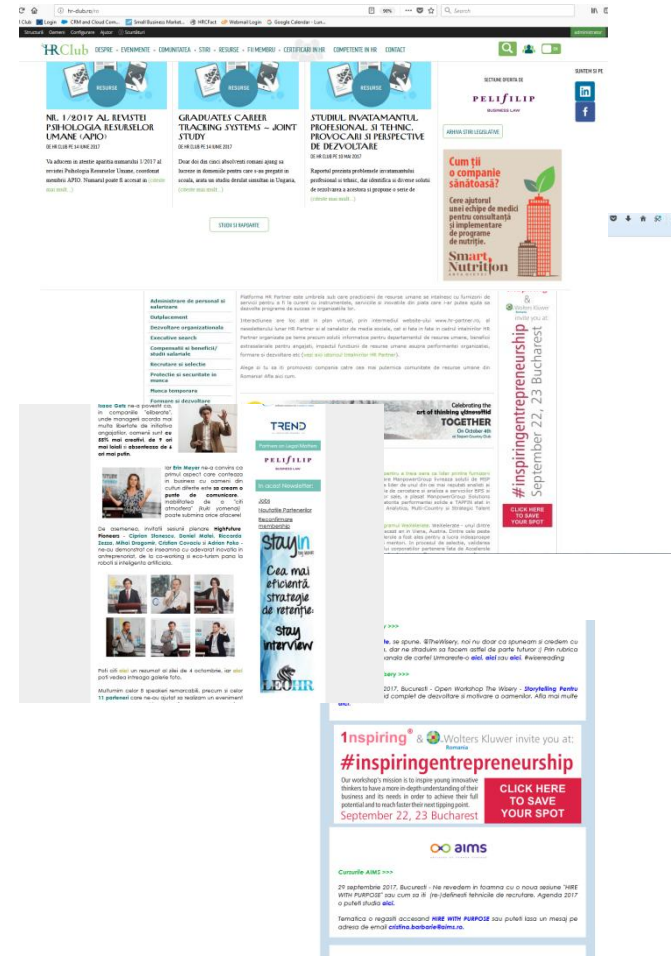
1. 262x290 pixels banner on HR Club website
www.hr-club.ro (3 weeks)

2. 768x768 pixels banner on HR Partner website
www.hr-partner.ro (3 weeks)

3. 120x350 pixels banner in HR Club Newsletter
(sent to 600 HR Club members)

4. 640x175 pixels banner in HR Partner Newsletter
(sent to 2,400 HR contacts)

5. News included in HR Partner Newsletter



Gain online **visibility** within the HR Club community!

6. Advertorial posted in the [Noutati de la parteneri](#) section of HR Club website (Romanian language)

7. Advertorial posted in the [Articole](#) section of HR Partner website (Romanian language)

8. Post on Social Media pages ([Facebook](#), [LinkedIn](#) & [Instagram](#)) (Romanian language)

9. Boost (50 EUR value) of Facebook or LinkedIn post

✓ Investment: **550 eur + VAT**

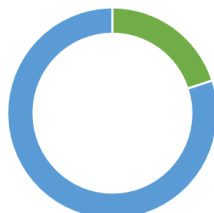


HR Club channels **audience** in 2025

Newsletter subscribers' profile (2,700+ contacts)



16%
Experts and specialists



20%
Rest of the country

80%
Bucharest

84%

Top and middle management

26%
Human resources services providers



74%
Human resources practitioners

Average open rate of newsletters

(Jan-Dec 2025)

▶ HR Partner: **32.6%** ▶ HR Club: **39.6%**

Social networks

(as of January 2026)

- ✓ [Facebook](#): **14,800+** followers
- ✓ [LinkedIn](#): **29,400+** followers
- ✓ [Instagram](#): **900+** followers

Traffic on www.hr-club.ro

- ✓ Active users: **27,700+**
- ✓ Page views: **77,000+**
- ✓ Event count: **257,900+**

Traffic on www.hr-partner.ro

- ✓ Active users: **23,400+**
- ✓ Page views: **65,300+**
- ✓ Event count: **185,400+**

Contact:

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