



Editorial Contact: Betty Hintch, Editor
Douglas Publications, Inc.
Voice: (847) 483-9406
Fax: (847) 483-9407
E-mail: bhintch@douglaspublications.com

Press Release

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Phone: (847) 483-9406

FOR IMMEDIATE RELEASE

Human Capital Magazine Expands Circulation with Digital Edition!

Human Capital magazine expands its circulation from 30,913 to 110,797 starting with the September 2004 issue!

The expansion is made possible through new publishing technology, which allows readers to view an electronic copy on the *Human Capital* Web site **or** download the digital magazine on their computers.

"Today's business readers are confronted with the challenge of absorbing more critical information in less time," says Betty Hintch, editor. "They need print and electronic formats to access information anytime and anyplace. *Human Capital's* digital version delivers critical bottom line strategies to a wider audience in a convenient, user-friendly format."

~ MORE ~

Alan Douglas, president of Douglas Publications Inc., publisher of *Human Capital*, says, "Our advertisers can now reach three times as many top-level business leaders. Digital magazines offer cutting edge technology that circulates our magazine to a wider audience."

Human Capital's mission is to update senior level HR professionals and top management on latest workforce strategies that impact the bottom line. The readership of *Human Capital* consists of executives in corporate management positions as well as in human resources, training, finance, information technology, sales, marketing and operations.

Regular magazine sections are: Compensation and Benefits Plans; Performance Improvement and Recognition; Recruitment and Staffing; HR Technology Solutions; Training, Development and Executive Education; Employee Relocation Strategies.

Advertising Contacts:

Potter Crolius

(203) 221-0811

Fax: (203) 221-0350

Pottcroli@aol.com

Phil Dietz

(770) 740-9656

Fax: (770) 740-9656

Phildietz@comcast.net

Emily Howard

(850) 936-8086

Fax: (850) 936-8093

Ehoward@douglaspublications.com

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