



TOTAL SUBSCRIBERS

46,468



LINKEDIN SUBSCRIBERS

8,342

TOP INDUSTRIES

IT

23%

Financial Services

8%

Management Consulting

6%

Healthcare

6%

TOP ENGAGED COMPANIES

sanofi



Shell

Marriott  
INTERNATIONAL

Schneider  
Electric

AstraZeneca

Morrisons



TOP GEOGRAPHIES



UK

27%



US

34%



EU

21%

TOP SUBSCRIBER DESIGNATIONS

48%

Senior Level  
(C-suite, CHROs,  
Board)

46%

Mid Level  
(HR Manager, VPs and  
Heads of HR)

7%

Other  
(HR assistants,  
specialists, trainers)



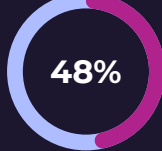
KEY TAKEAWAYS:

HRD provides



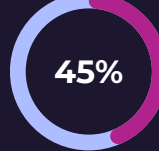
summaries of long-form  
insights

More than



HR leaders employed at  
FTSE 250 companies.

High interest



future skills planning and  
employment rights.

CONTENT CONSUMPTION

Overall engagement came from readers across topics like employee engagement, skill development and workforce planning.

SPONSORED CONTENT CONSUMPTION

In Q1 2025, campaigns with employment rights report, webinars and future skills planning drove

45% engagement

NEWSLETTER OPEN RATE

15.6%

CLICK THROUGH RATE

29.26%  
(28% increase from the  
previous quarter)

PEAK OPEN TIME

Tuesdays at  
2pm



KEY TAKEAWAYS:

- Strong overall engagement is concentrated around **skill development** and **workforce planning**.
- Strong click rate with a **28% increase** shows compelling content with deep interaction.
- Sponsored campaigns** around **employment rights** and **webinars** shows affinity to future proof topics and interactive learning formats.
- Above average open rate** with **weekday engagement** makes it ideal for planning campaigns around daily business needs and themes.

WEBSITE CONTENT ENGAGEMENT TRENDS

TOP CONTENT FORMATS



Expert Commentary



News analysis



Q&A Profiles



Reports



KEY THEMES THAT HELD OUR AUDIENCE'S INTEREST



People centric performance  
strategy.



Purpose and well being as  
strategic pillars.



Future facing HR trends.



Strategic human  
focusses HR Leadership

PRODUCT PERFORMANCES



Mailshots

Open Rate

23.26%

Click Rate

20%



Newsletter Lead  
Sponsorship

23%

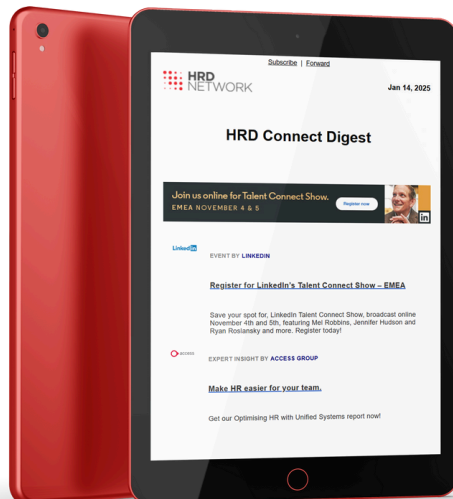
16%



Newsletter Featured  
Placement

23%

18%



Content Calendar

Why work with HRD?

HRD's readership is comprised of strategic HR leaders and CHROs focussed on culture, compliance and capability building which is ideal to promote HR Tech, employee well being platforms and workforce planning solutions. Placing brands with themes like purpose driven culture, future of work and employee sentiment data can help align with high performing narrative rich editorials.

HRD's high value audience is looking to future proof their organisations and people; campaigns offering thought leadership in these areas will resonate strongly and perform well.

To learn more, talk to us : [partnerships@clickzmedia.com](mailto:partnerships@clickzmedia.com)