

## ABOUT HRD CONNECT

HRD Connect is a leading B2B publication reaching over 45,000 senior HR and people leaders, delivering high-impact insights on workforce transformation, HR tech, and leadership strategy. HRD helps brands connect with decision-makers shaping the future of work.

## LIVE ACROSS



## TOP GEOGRAPHIES



UK  
32%



US  
40%



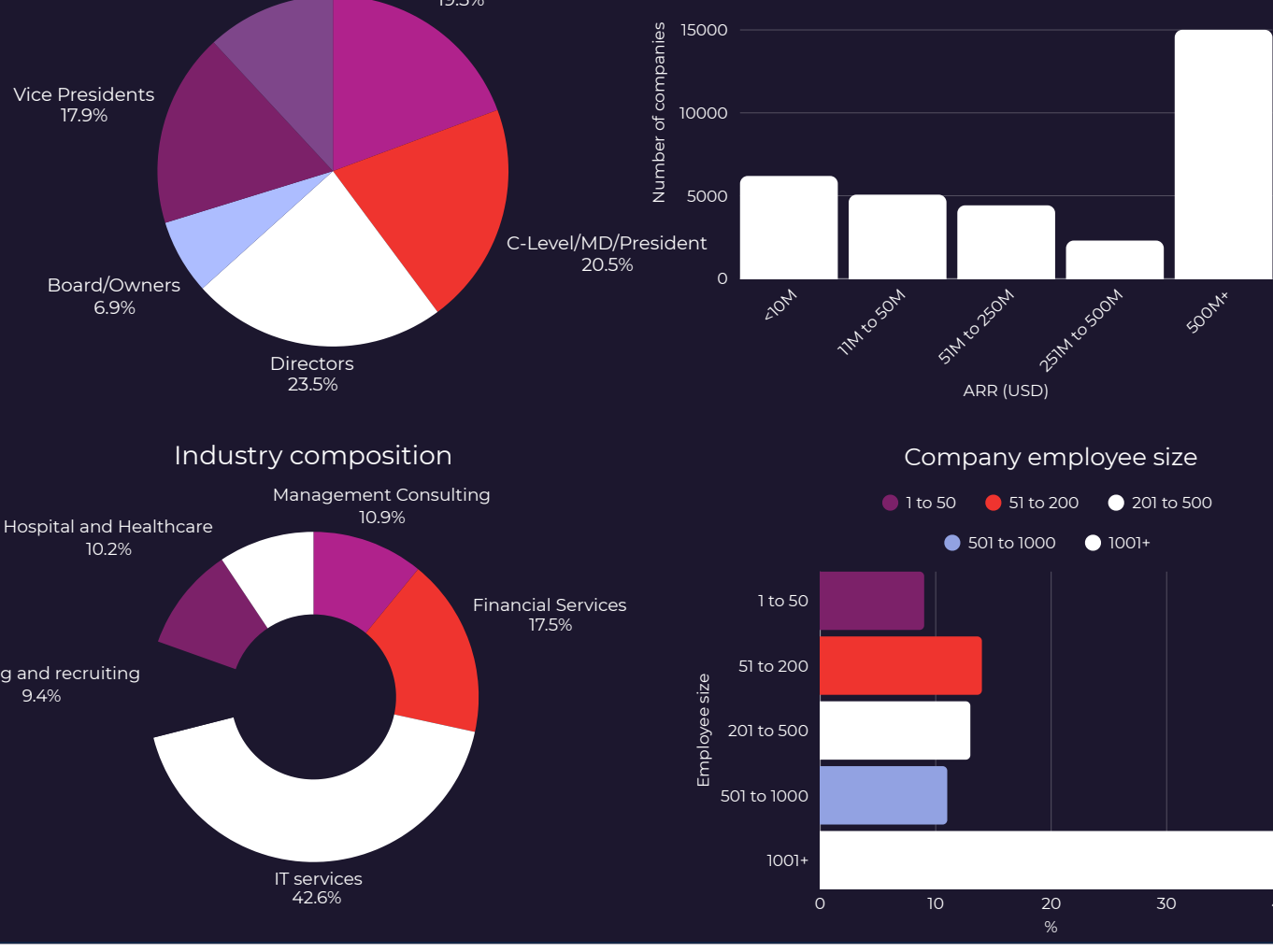
EU  
21%



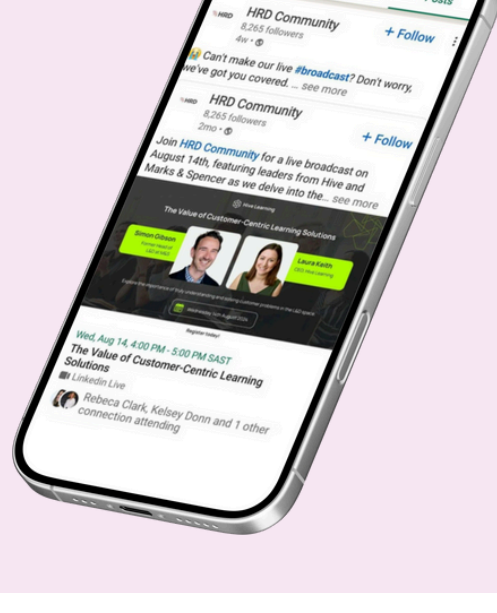
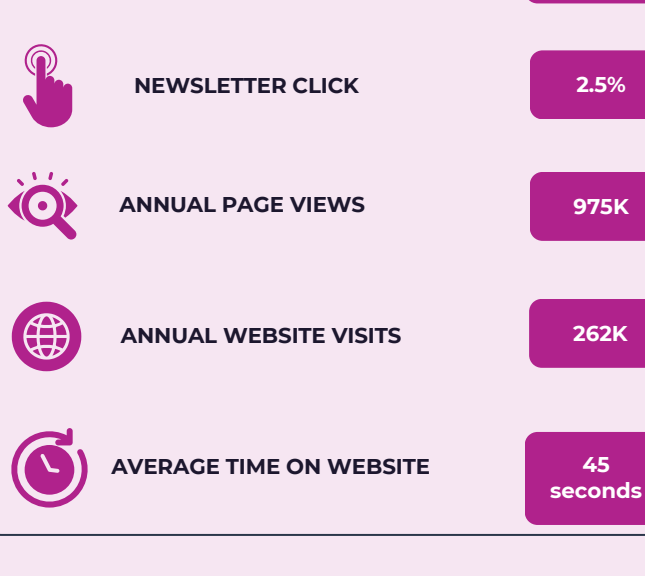
APAC  
5%

## AUDIENCE PROFILE

With more than 60% of the subscriber base in key-decision making roles, the audience tiers align with complex, enterprise level B2B buying cycles and mid-market decision makers exploring digital transformation tools.



## AUDIENCE REACH AND DIGITAL FOOTPRINT



## KEY THEMES

HRD Connect's readers are forward-thinking HR leaders focused on transforming workforce capabilities, leveraging data and AI tools, and enhancing employee experience.

### WORKFORCE TRANSFORMATION

- Leadership pipeline
- Manager enablement
- Agile operating models
- Upskilling at scale



### HR TECH, PEOPLE ANALYTICS AND AI

- AI-driven decision making
- Next gen HRIS tools
- Workforce intelligence



### EMPLOYEE EXPERIENCE, DEI & RETENTION

- Culture transformation
- Well-bring tech
- DEI strategy
- Retention tools
- Workforce resilience



## READERS PAIN POINTS AND CHALLENGES



### Align leadership with rapid change

Fragmented leadership and limited visibility which can be helped with leadership development platforms



### Burnout, retention and disengagement

Increased attrition and 'quiet quitting' can be reduced by AI-driven pulse survey tools and well being tech



### Disconnected HR systems and siloed data

Disparate systems for different HR functions can be supported by integrated HRIS and people Ops platforms



### Inclusion without impact

Difficulty with measuring inclusion vs diversity which can be decreased with DEI analytic platforms and inclusion diagnostics



### Skills obsolescence and workforce agility

Skill gaps are growing faster than upskilling programs can be bridged with AI-based learning journeys



### Navigating AI, automation and future of work

Unclear AI policy and lack of roadmap can be eased by consulting frameworks and responsible AI tools

## ENGAGEMENT SIGNALS

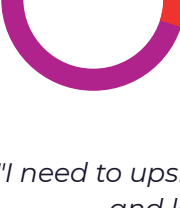
HR leaders engage with themes for efficiency and culture the most (>60% combined). These topics are consumed through the week. Strategic intelligence and leadership development are new emerging themes of interest with early morning and multi session engagement.

"I need practical tools and systems to optimize HR operations"



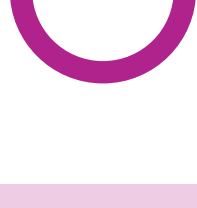
- EFFICIENCY SEEKING**
- Top 10 AI HR tools, What is a people P&L, skills intelligence
- Mid week engagement, high clickthrough
- Largest reader segment

"I need to build better workplace experiences and human connections"



- CULTURE TRANSFORMATION**
- Tech Vs culture, disconnection in the workforce
- Weekend engagement, social sharing
- Community building focus

"I need market insights to make informed strategic decisions"



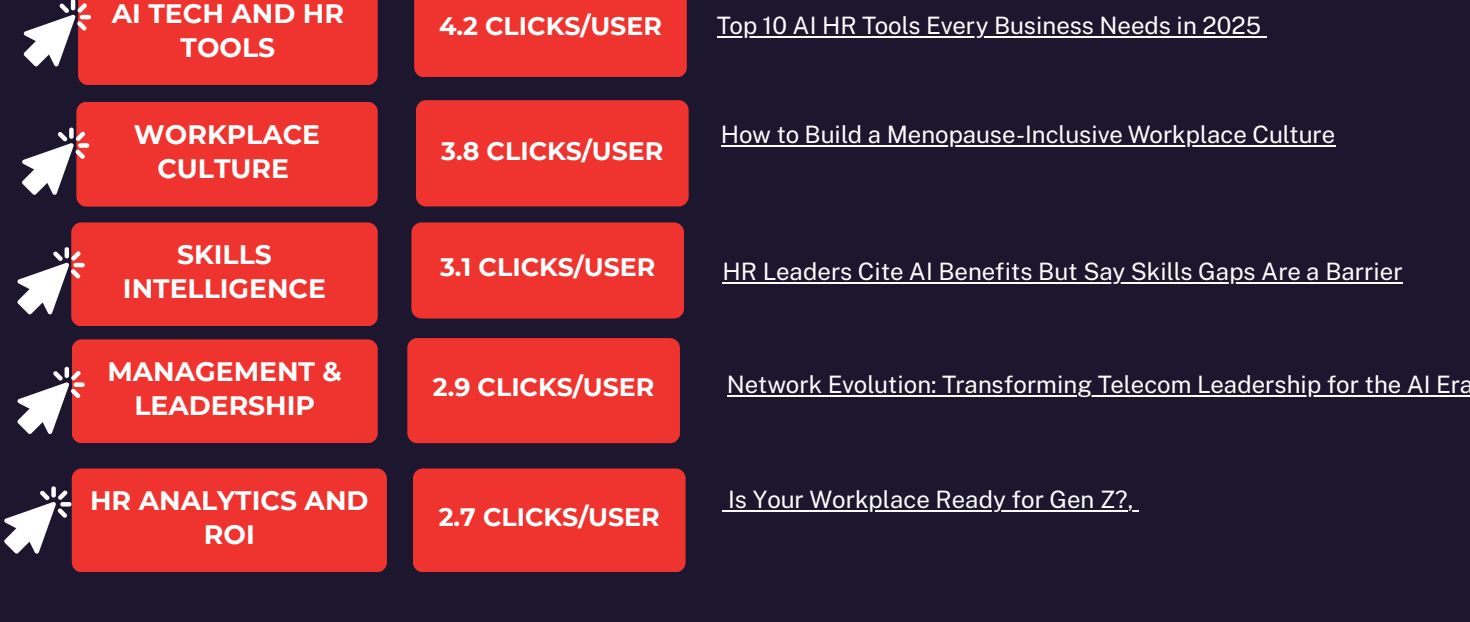
- STRATEGIC INTELLIGENCE**
- AI adoption, future of work
- Top 10 AI HR tools, What is a people P&L, skills intelligence
- Early morning consumption, regular engagement from board level
- Consistent growing reader segment

"I need to upskill my management capabilities and leadership effectiveness"

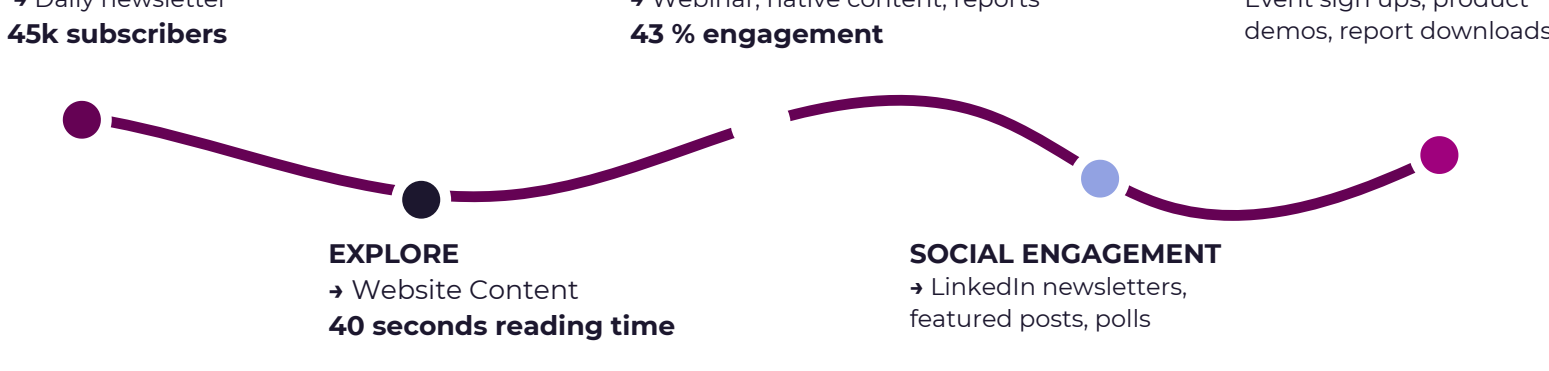


- LEADERSHIP DEVELOPMENT**
- New manager playbook, leading with clarity, manager well being
- Multi session engagement
- Personal development driven

## CONTENT THEMES



## READER JOURNEY



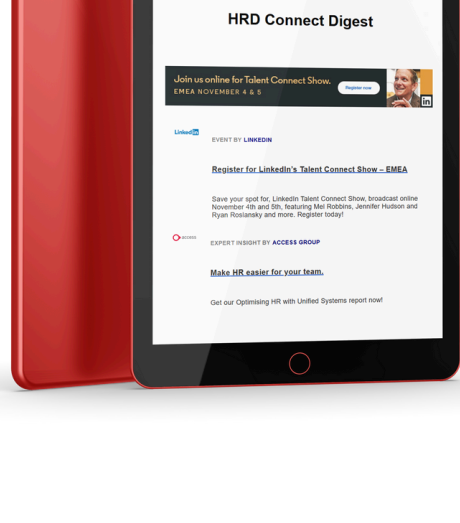
## CONTENT CALENDAR

Campaign recommendations: ([see here](#))

- Q4 2025: Scale efficiency content for budget planning season
- Q1 Q2 2026 : Culture content demand as retention crisis peaks
- Q3 Q4 2026 : AI implementation guides become must-have content

## Why work with HRD Connect?

- Access to Senior HR Decision-Makers : Reach a highly engaged audience of CHROs, HR Directors, and People Leaders from global enterprises and fast-scaling organisations.
- Content-Aligned Readership : Tap into interest-driven readership focused on HR tech, workforce transformation, DEI, leadership, and employee experience.
- High-Intent Reader Segment: Connect with professionals actively researching tools for people analytics, automation, retention, and strategic decision-making.
- Performance-Driven Media : Proven engagement through multi-session consumption, high click-through rates, and topic-specific audience clusters (e.g. AI adoption, wellbeing tech)



Talk to us about your requirements.  
Reach out here: [partnerships@clickzmedia.com](mailto:partnerships@clickzmedia.com)