



TOTAL SUBSCRIBERS

48,562



LINKEDIN SUBSCRIBERS

8,432

▲ 1% FROM Q2 2025

ABOUT HRD CONNECT

HRD Connect reaches over 45,000 senior HR and people leaders worldwide focused on workforce transformation, leadership, and HR technology. In Q3, readers engaged most strongly with content on AI in HR, skills development, and hybrid culture.

The report examines audience interaction across web, social, and email channels, offering a clear view of how leaders in people strategy are consuming information and thought leadership today.

TOP GEOGRAPHIES



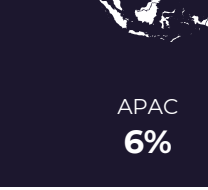
UK
32%



US
40%



EU
22%

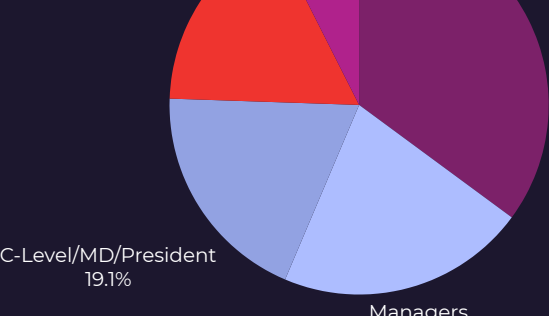


APAC
6%

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.

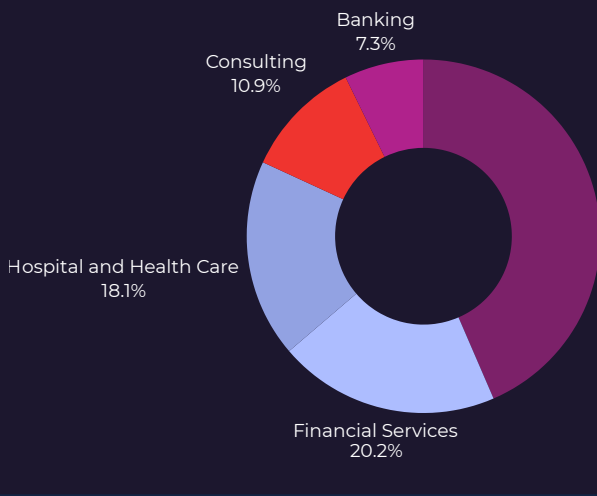
Seniority



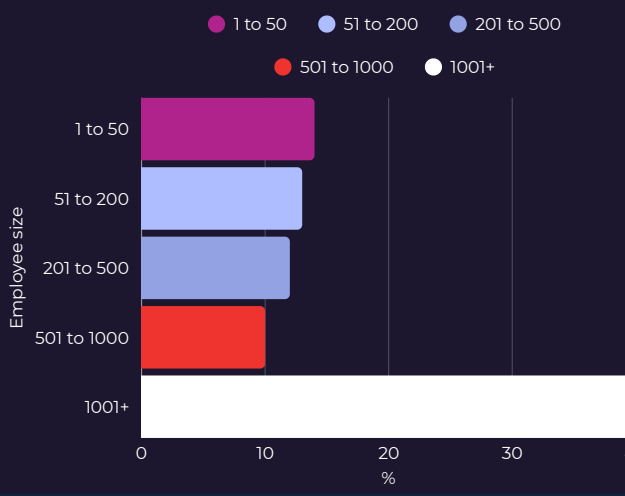
Annual ARR



Industry composition



Company employee size



AUDIENCE REACH AND DIGITAL FOOTPRINT



NEWSLETTER OPENS

39%



NEWSLETTER CLICK

4%



ANNUAL PAGE VIEWS

937K



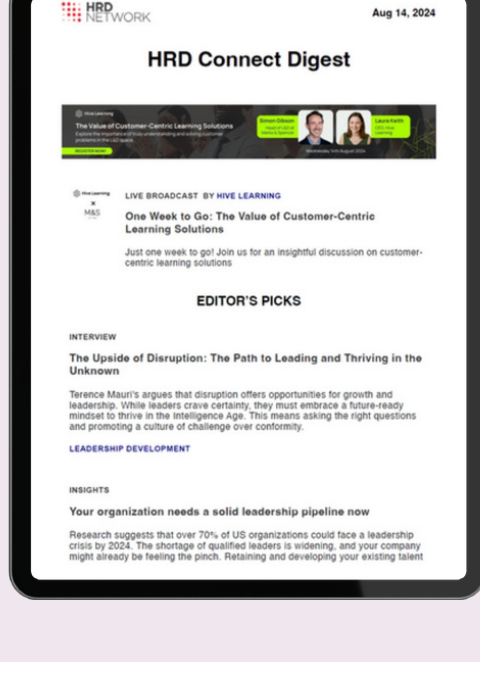
ANNUAL WEBSITE VISITS

322K



AVERAGE TIME ON WEBSITE

39 seconds



AUDIENCE SEGMENTS: WHERE ENGAGEMENT LIVES

HRD Connect reaches the new generation of HR leaders, analytical, tech-curious, and culture-focused professionals shaping the future of work through insight, innovation, and leadership.



THE EFFICIENCY SEEKER

- HR automation, AI tools, and operational transformation
- Midweek engagement, high click-through rate.
- Opportunity for HRIS vendors, workflow automation, and people analytics.



THE CULTURE BUILDER

- Employee experience, wellbeing tech, and DEI strategies
- Strong weekend and social sharing activity
- Opportunity for Wellbeing, engagement, and culture-tech brands



THE LEADERSHIP DEVELOPER

- Manager enablement, leadership wellbeing, and coaching
- Multi-session, professional development-driven readership
- Opportunity for Leadership training, digital learning



THE STRATEGIC FUTURIST

- Future of work, AI adoption, and data-led decision-making
- Early morning reading patterns and board-level consumption
- Opportunity for AI consulting, HR data ROI tools

READER PAIN POINTS AND OPPORTUNITIES

HRD Connect readers are transformation-focused people leaders who view HR as a growth engine, not just a function. They're tackling burnout, skills gaps, and system fragmentation with the same strategic lens CFOs apply to finance, seeking integrated, data-led, and AI-enabled solutions that prove impact.



Burnout and retention crises

- Wellbeing platforms
- Engagement analytics tools
- AI-powered retention models
- Employee experience platforms
- Sponsored research or toolkits on "The ROI of Retention"



Disconnected HR systems

- Unified HRIS
- Workflow automation solutions
- API integrations
- Embedded analytics
- Case studies and benchmarking campaigns



Measuring DEI impact

- DEI analytics platforms
- Inclusion diagnostics tools
- Benchmarking partnerships
- Storytelling campaigns
- Sponsored guides on aligning DEI metrics with ESG reporting



Skills obsolescence and workforce agility

- AI-driven learning platforms
- Workforce intelligence tools
- Microlearning solutions
- Talent mobility platforms
- Editorial campaigns on "The Skills Economy" linking learning investment to performance ROI



Navigating AI policy and adoption

- Responsible AI frameworks
- AI governance and compliance
- Executive briefings or thought-leadership series demystifying AI's role in HR decision-making
- Benchmarking studies tracking HR's readiness for AI transformation

KEY THEMES

These trends reflect a workforce landscape shifting from transactional HR to intelligent people strategy, where data-driven insight and human-centered design define organisational success.

TECHNOLOGY, DATA & DIGITAL INNOVATION

- Talent analytics, predictive hiring, workflow optimisation
- Cloud-based HR systems, digital workplaces, system integration
- Collaboration tools, hybrid work enablement, UX-driven HR design



STRATEGY, LEADERSHIP & ORGANISATIONAL EXCELLENCE

- Succession planning, executive development, strategic hiring
- Change leadership, team cohesion, purpose alignment
- Workforce design, HR transformation, best practice implementation



WORKFORCE, OPERATIONS & HR SYSTEMS

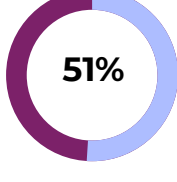
- Global HR Operations: International teams, policy harmonisation, compliance management
- HR Technology Solutions: HRIS, payroll automation, employee self-service
- Workforce Planning: Recruitment, retention, and organisational design



ENGAGEMENT SIGNALS

HRD Connect's audience demonstrates strong engagement with strategic HR transformation content (7.4% click rate), focusing on skills-based hiring, professional development, and leadership evolution in the AI-driven workplace.

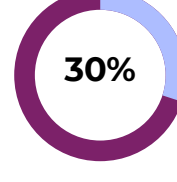
"I need to advance my professional development and HR expertise"



PROFESSIONAL DEVELOPMENT

- Strategic HR certification and advanced learning programs
- Content planning and thought leadership development resources
- Professional networking and community building initiatives

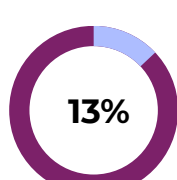
"I want to leverage AI and skills-based hiring strategies"



SKILLS & AI TECHNOLOGY

- OpenAI's impact on skills-first recruitment strategies
- AI implementation frameworks for HR teams and talent acquisition
- Skills-based hiring methodologies replacing title-focused approaches

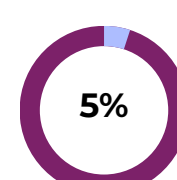
"I focus on developing leadership capabilities and management excellence"



LEADERSHIP DEVELOPMENT

- Leadership balance and accountability frameworks
- Entry-level work reimagination and graduate program optimisation
- Hybrid team management and remote leadership strategies

"I'm committed to advancing diversity, inclusion, and workplace culture"



DIVERSITY & INCLUSION

- Neurodivergence awareness and accommodation strategies
- Gender diversity advancement in leadership roles
- Inclusive hiring practices and cultural transformation programs

TOP PERFORMING CONTENT TYPES



AI and the future of work

Preparing for AI and changing work structures



Leadership development

Articles that help HR leaders become better business partners

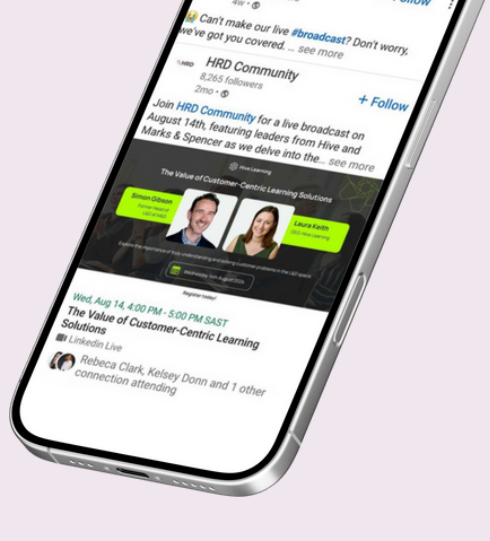


Employee wellbeing

Creating healthier, more sustainable workplaces



Practical implementation guides



HRD Connect's subscriber base is technology companies and professional services, with significant representation from multinational corporations, reflecting the publication's role as a strategic resource for HR leaders navigating digital transformation, AI adoption, and the evolving future of work.

READER JOURNEY

DISCOVER

→ Daily newsletter

48k subscribers

ENGAGE

→ Webinar, native content, reports

57% engagement

CONVERT

Event sign ups, product demos, report downloads

EXPLORE

→ Website Content

30 to 50 seconds reading time

SOCIAL ENGAGEMENT

→ LinkedIn newsletters, featured posts, polls

21k organic impressions

CONTENT CALENDAR



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

- Q3 2025 | AI in HR Operations & Responsible Automation
- Q4 2025 | Leadership, Retention & Organisational Health
- Q1 2026 | Workforce Intelligence & Skills Transformation
- Q2 2026 | Culture, Connection & Employee Experience

Why Partner with HRD Connect

HRD Connect provides a trusted environment where HR leaders and decision-makers explore ideas, evaluate solutions, and invest in the tools defining modern work.

Partner benefits:

- Access to CHRO-level buyers and transformation influencers.
- Proven multi-session content performance on tech and leadership.
- Brand alignment with one of the HR industry's most authoritative B2B voices.

 **Partner with us:** partnerships@clickzmedia.com

