



AUDIENCE INSIGHTS REPORT

HRD Connect | Q4 2025

HRD CONNECT
FOUNDED 2005

HRD Connect reaches over 46000 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.



TOTAL SUBSCRIBERS



LINKEDIN SUBSCRIBERS

46,915

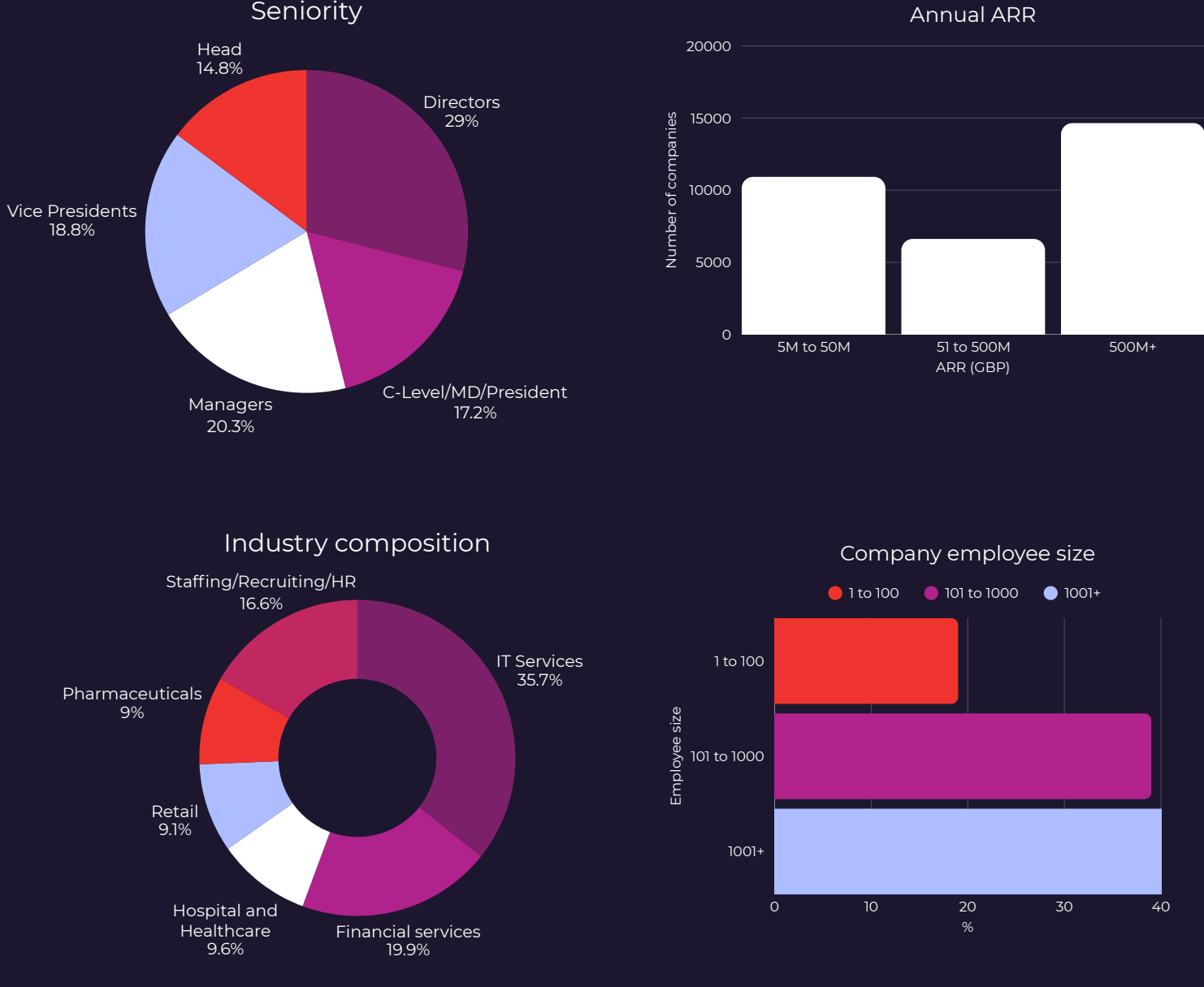
8,485

TOP GEOGRAPHIES



Well-suited for B2B campaigns selling into enterprise people functions, especially solutions tied to workforce strategy, HR tech, talent, leadership development, and employee experience, where buyers often run multi-region programmes and need consistent messaging across the US, UK and Europe.

AUDIENCE PROFILE



- HRD Connect's readership is **senior but operationally grounded**: it's led by Directors, with a strong mix of Managers, VPs and Heads, suggesting an audience that spans both decision-makers and the leaders responsible for delivering people programmes day-to-day.
- Qualitatively, the **industry mix points to HR leaders working in transformation-heavy environments** especially IT Services and Financial Services, alongside a meaningful presence from staffing/recruiting, healthcare, retail, and pharma.
- That combination aligns with **organisations dealing with ongoing change**: scaling workforces, skills gaps, operating model shifts, and the practical rollout of HR tech and workforce strategy under real commercial constraints.

AUDIENCE REACH AND DIGITAL FOOTPRINT



NEWSLETTER OPENS

15%



NEWSLETTER CLICK

3.85%



ANNUAL PAGE VIEWS

900K



ANNUAL WEBSITE VISITS

282K

Top themes

AI and Technology in HR
Skills-based hiring and talent
Workforce Transformation
HR strategy and future of work

HRD Connect's readers are mid-to-senior HR and people leaders **across industries who are focused on AI and the future of work**, engage strongly with content on skills, workforce transformation, and HR strategy, and are looking for practical, credible guidance on how to lead and adapt their function

HIGH VALUE AUDIENCE SEGMENTS

HRD Connect's personas are HR and people leaders who want to adopt AI, skills-based talent, and workforce transformation but they need to do it in a way that is **trusted, defensible, and executable for the business and the board**; content and commercial offerings that speak to "how we adapt HR and the workforce safely and credibly" resonate across all four.



THE AI-IN-HR LEAD

"We need to adopt AI in HR in a way that is trusted and effective but we're unsure where to start, how to get buy-in, and how to avoid hype or risk."

- AI for recruitment, L&D, workforce planning
- Change management and adoption
- Governance and ethics
- Risk frameworks
- Benchmark reports
- Webinars with industry experts
- AI and transformation guides



SKILLS-BASED TALENT LEADER

"We want to move to skills-based hiring and talent practices, but our systems and processes are still CV-led and we don't have a clear skills taxonomy or assessment approach."

- Skills taxonomy and ontology;
- Skills assessments and credentialing
- ATS and talent platforms that support skills-based matching and internal mobility
- LMS/L&D aligned to skills
- Advisory and implementation for skills-based hiring and career frameworks.



WORKFORCE TRANSFORMATION LEAD

"We need to redesign roles and workforce for AI and new ways of working, but we don't have a clear playbook and we're worried about entry-level and early-career talent if we get it wrong."

- Workforce planning and scenario modeling
- Role redesign and job architecture;
- Entry-level and early-career program design
- Change management and communications
- Future-of-work advisory
- Transformation stories
- Peer comparisons on tech adoptions



HR STRATEGY EXECUTIVE

"We need to set HR strategy for the next 3-5 years, but the pace of change (AI, skills, workforce) makes it hard to commit and we need to show the board and CEO a clear, credible direction"

- HR strategy consulting
- Executive education and briefings; board and executive reporting
- Market and workforce intelligence
- Portfolio and vendor strategy

IN HRD'S READERSHIP

HRD Connect is being read inside large, complex employers where HR is tightly linked to operational delivery not just "people programmes". Numerous enterprise, multi-site, multi-region organisations, so the content that resonates most is usually practical: **talent strategy, workforce transformation, leadership, skills, and HR tech that can scale.**

sanofi

LLOYDS BANK

BARCLAYS



DIAGEO



DIAGEO



Marriott INTERNATIONAL

READER PAIN POINTS AND OPPORTUNITIES

HRD Connect's readers are adoption-minded but risk- and evidence-minded. **They need help enabling change (AI, skills, workforce, strategy) and demonstrating that change to the business and the board.** Vendors and tech/service providers that offer assessment, implementation support, evidence (analytics, benchmarks, ROI), and narrative (board reporting, executive briefings) are best positioned to serve this audience.



AI Uncertainty

"We need to adopt AI in HR in a way that is trusted and effective but we're unsure where to start and how to get buy-in."

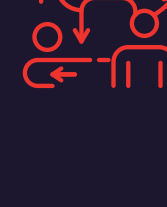
AI for recruitment (with explainability and bias controls), AI for L&D and workforce planning, change management and adoption, governance and ethics (frameworks, audits, training).



Moving beyond CVs for hiring

"We want to move to skills-based hiring and talent practices but our systems and processes are still CV-led."

Skills taxonomy and ontology, skills assessments and credentialing, ATS and talent platforms for skills-based matching, LMS/L&D aligned to skills, advisory and implementation



Role redesign for digital transformation

"We need to redesign roles and workforce for AI and new ways of working but we don't have a clear playbook."

Workforce planning and scenario modeling, role redesign and job architecture, entry-level and early-career programs, change management, future-of-work advisory.



Long term HR strategy

"We need to set HR strategy for the next 3-5 years but the pace of change makes it hard to commit."

HR strategy consulting, executive education and briefings, board and executive reporting, market and workforce intelligence, portfolio and vendor strategy



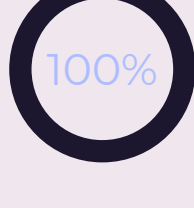
Future of Work

"We need to show the business and the board that HR is ready for AI and the future of work but we lack the evidence and narrative to make the case."

Workforce and HR analytics, benchmarking and peer intelligence, ROI and business case support, executive and board narrative (templates, dashboards), pilot and proof-of-concept support

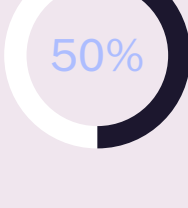
ENGAGEMENT SIGNALS

The audience behaves as one broad interest group around "AI and the future of work in HR" so content and commercial offerings that lead with AI in HR, skills-based talent and workforce transformation resonate with the majority of engaged readers.



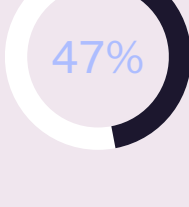
AI & TECHNOLOGY IN HR

- How AI is changing HR and the workplace
- Lead with AI in HR



SKILLS-BASED HIRING

- Skills over credentials
- How hiring and talent practices are evolving.
- Content and solutions on skills-based talent and hiring



WORKFORCE TRANSFORMATION

- How jobs, work design, and expectations are shifting.
- Future-of-work playbooks.

READER JOURNEY

DISCOVER

→ Daily newsletter

47k subscribers

ENGAGE

→ Webinar, native content, reports

52% engagement

CONVERT

Event sign ups, product demos, report downloads

EXPLORE

→ Website Content

40 to 70 seconds reading time

SOCIAL ENGAGEMENT

→ LinkedIn newsletters, featured posts, polls

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**.

CONTENT CALENDAR



Campaign recommendations: (see here).

- AI You Can Trust — AI & Technology in HR Q1 - Q2 2026
- Skills Not CVs — Skills-Based Hiring & Talent Q1 2026
- Future of Work — Entry-Level & Workforce Transformation Q2 - Q3 2026
- HR Strategy & Future of Work (ongoing)

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

