

Media Kit

2025

Inspiring HR  
Leadership  
Worldwide

# Learn

The HR Digest's goal is to explore and connect the world of human resources to the widest possible audience. We provide a platform for corporate leaders to share expert insights, ground-breaking research, market-moving trends and how-to guidance on leadership and human resources.

# Lead

The world's top thought-leaders look to The HR Digest to find substance, depth, insight and intelligence to build their best ideas on. Our Leadership and Success Stories section is merely an extension of this commitment to excellence.

# Transform

With engaging editorial, we convene leaders from Global 500 to share important stories, learn from each other, and connect with a global audience. Some of the most notable voices/contributors come from Amazon, Deloitte, IBM, Hewlett Packard, Johnson & Johnson, Kellogg, Mastercard, PwC, Tesla, SAP, Slack and Southwest Airlines.

# Engaged & Influential

Close to half of our readers are vice presidents and directors of human resources, while universities and students account for a third and policymakers about a quarter. Our readers are driven by a set of priorities when it comes to growing their companies, building great teams, cultivating their own expertise, and serving a larger mission that gives meaning to their work. They are highly educated, intelligent, and always learning. That's why they choose The HR Digest.

Circulation Analysis

Total Circulation:

254134

The Americas  
160948

Africa  
9039

Europe  
34095

Asia  
33958

Australia  
16094

# Readership Profile

● **52%**  
Middle  
Management  
  
(HR Heads &  
HR Management)

● **24%**  
C-Level &  
Senior  
Management  
  
(CEO, CHRO, COO,  
VP & Others)

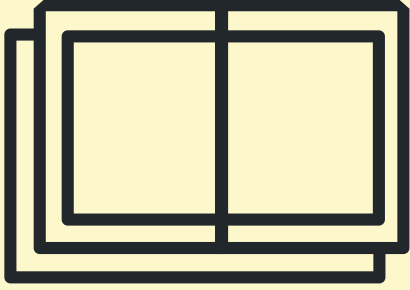
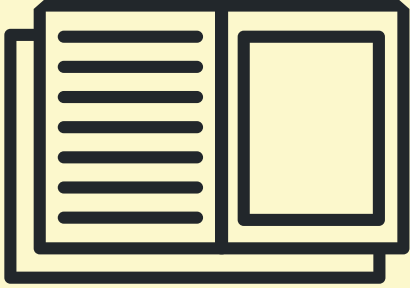


● **19%**  
Recruitment &  
Talent Companies

● **5%** Students  
& Others

## Executive Management

**77%**

# Digital AD *Rates & Sizes*

		Bleed*	Bleed Trim*	Non-bleed
	2-Page Spread <b>\$8,000</b>	17.25" x 11.25"	17" x 11"	n/a
	Full Page <b>\$5,500</b>	8.75" x 11.25"	8.5 x 11"	7.5 x 10"
	½ Pg (Vertical) <b>\$3,750</b>	n/a	n/a	7.5" x 4.9375"
	½-Page (Horizontal) <b>\$3,750</b>	n/a	n/a	3.6875" x 10"

\*Notes for bleed specs: Keep safety 3/8" from bleed; 1/4" from trim. Publication trim size: 8.5" x 11"

# Website AD *Rates, Type & Size*



Home Page Banner Ad

**\$2,200**

**728 x 90 px**



Home Page Box Ad

**\$1,900**

**300 x 250 px**

Homepage Website Banner Advertisements appear on the homepage at thehrdigest.com and are responsive based on the platform opened (desktop, tablet or mobile). As such, all three file sizes are required to ensure clarity when viewed on each device. Homepage Website Banner Advertisements must be designed in a horizontal format and saved as a .jpeg, .png, or .gif. Maximum file size is 150 KB



ROS Banner Ad

**\$1,100**

**728 x 90 px**

ROS Banner Advertisements appear alongside the feature article posted on thehrdigest.com. ROS Banner Advertisements must be designed in a square format and saved as a .jpeg, .png, or .gif. Maximum file size is 150 KB.

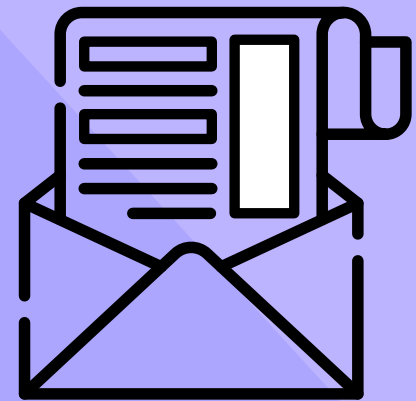


ROS Box Ad

**\$800**

**300 x 250 px**

# Newsletter AD *Rates & Sizes*



Skyscraper

**\$2,200**

**90 x 600 px**



Center Banner

**\$2,000**

**600 x 100 px**

E-Newsletter Advertisements appear alongside the monthly E-Newsletter sent to The HR Digest subscribers. E-Newsletter Advertisements must be designed in a horizontal format and saved as a .jpeg, .png, or .gif. Maximum file size is 20 KB

## Special Executions

We offer a 30% discount for advertisers appear in two issues per year and 50% for three issues.



# AD *Specifications*

## File Format

InDesign (preferred), Photoshop, Illustrator; PDF is acceptable. Indicate any hyperlinks.  
InDesign: No bleeds; include images and fonts.

## Advertisement Requirements

Please remember to include your destination (click-through) URL and send all advertising materials to [jay@fastestmedia.com](mailto:jay@fastestmedia.com) or call Jay Raol at +1-888-409-1588 with further questions.

## Standard Specs

- Advertiser supplies the ad, or The HR Digest can create your ad.
- Any supplied bitmap, vector, or PDF artwork must be 300 dpi.
- Minimum of 18 pt font size (depending on font style) is recommended for legibility purposes when viewing digital editions at 100%.
- Third party tags are not accepted. However, URL click trackers are acceptable.
- Advertiser supplies URL ad should link to. Email addresses can be used as a URL/Web link.

For more information Contact

Jay Raol: +1 888 409 1588;  
[jay@fastestmedia.com](mailto:jay@fastestmedia.com)



# Digital *Valuable Digital Touchpoints*

The pages of thehrdigest.com attract decision makers, government, and academia, as well as fellow experts in human resources management.

2.1M

## Average Page Views

An average of two million pages of thehrdigest.com engage and inform brilliant minds with an intellectual capital and authority that no other magazine can foster.

6M+

## Average Time

Visitors to thehrdigest.com are focused on the content spending an average of 6 minutes on our site.

# Digital *Translate Thought Leadership Into Sales Leads*

Recipients of The HR Digest's digital suite are powerful, connected and influential. Your advertising message (or white papers, case studies, blogs and other content) will be in front of the most affluent audience, a highly educated group of people who command a significant purchasing power and trend influencing behaviors. You can benefit from reaching an audience that engages with our content bi-monthly, monthly and quarterly.

## Sponsored Webinars

The HR Digest's webinars offer sponsors an opportunity to position themselves as thought leaders through knowledge sharing and expertise.

## Custom Branded Content

Enlist our in-house editorial team to produce custom branded content to support your unique marketing goals and objectives.

## Premium Advertising Display

Drive a consistent flow of leads to your website with targeted, high-impact advertising, including limited premium placement for unrivaled exposure.

## Custom Dedicated Email

Promote your brand and drive traffic to your website with our highly popular newsletter sent to The HR Digest's distinguished list of 15,000+ opt-in subscribers.

## Co-op WhitePaper Email Blasts

Our sponsors can make the most of The HR Digest's audience to strengthen their promotional might.

# Magazine *Features & Description*

## HR Drift

A roundup of the latest news and insights on the human resources to keep you informed on issues at the forefront of the industry.

## Employee Benefits

An exploration of employee benefits, a retention et recruitment force in today's multigenerational workplace.

## Legal Hub

Legal Hub is dedicated to workplace relations and workplace safety laws, for staying away from legal troubles.

## Leadership Insights

The ultimate guide for inspiration and insight to transform today's much evolving businesses and workplace cultures.

## Cover Story

A deep dive into companies, thought leaders and innovators, who talk about their aspirations for inventing the future of the company.

## Q & A WITH JANE

The brutal and straightforward answers to HR-related queries and concerns.

# Magazine *Features & Description*

## HR Tools & Technology

An exploration of employee benefits, a retention et recruitment force in today's multigenerational workplace.

## Training & Development

A feature designed to educate, inspire, and ultimately enhance individual performance as well as team performance in an organizational setting.

## Recruitment Point

Whether you're an HR professional or a newbie, you need to stay on top of the game. Recruitment Point offers expert recruiting advice and tips for corporate and agency recruiters.

## Workplace Culture

Workplace Culture shares an indepth coverage on developing a successful cultural direction for employees so that they trust, enjoy and take pride in what they do.

## Success Story

Success Story is dedicated to telling inspiring stories about strategies and powerful ideas by pioneers and leaders.

## HR Events & Conferences

Top picks of conferences and professional events around the world.



# Editorial *Calendar*

Cover Story

Leadership Insights

Employee Benefits

HR Tools & Tech.

JANUARY 2025

Artwork Deadline: 12.24.2024   Publication Date: 01.01.2025

DEI Leaders of 2025

From Fjord to Fuji  
HR Styles and Success

The Big Taboo: Mental  
Health at Work

HR Innovation Award

APRIL 2025

Artwork Deadline: 03.24.2025   Publication Date: 04.01.2025

CHROs of 2025

3 Global Human Capital Trends

Work-Life Balance Award

HR Analytics Award

JULY 2025

Artwork Deadline: 06.24.2025   Publication Date: 07.01.2025

HR Thought Leaders of 2025

The Millennial Mentor

Compensation and Benefits:  
A Global Paycheck Perspective

HR Service Provider of the Year

OCTOBER 2025

Artwork Deadline: 09.24.2025   Publication Date: 10.01.2025

Great Workplaces  
by The HR Digest

HR Consultancy of the Year

The ABCs of Wellness Incentives

Best HR Technology  
Implementation Award

# Contact

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