



EMPLOYEE EXPERIENCE MAGAZINE

Employee Experience Magazine is an online publication focusing on trending topics around employee experience and HR, people in the industry, as well as on evergreen topics and best strategies to improve employee experience, employee engagement, HR practices, culture, wellbeing, and talent attraction.

Our readers are EX and HR professionals, employers, and anyone looking to advance their organization, team, and culture.

Welcome to the 2025 edition of our media pack. **Let's work together to create better employee experiences.**

Our Readers:

40,000+

Unique visitors
per month

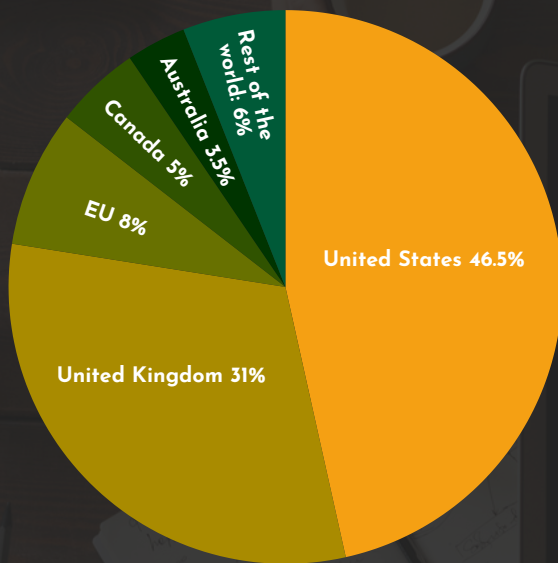
6,000+

Active newsletter
subscribers

10,000+

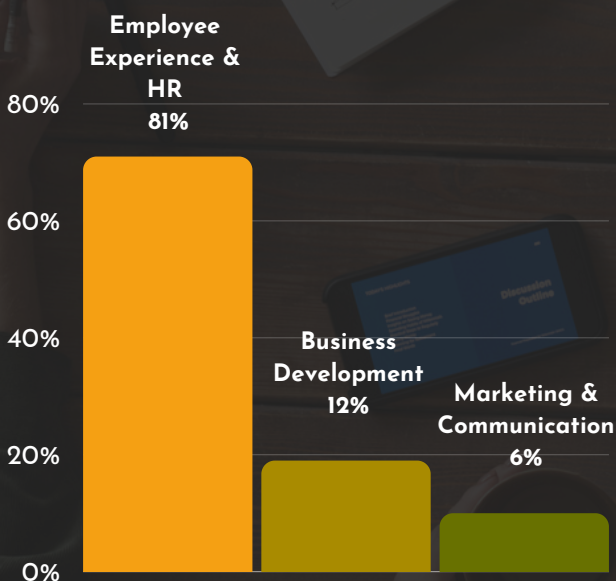
Social media
followers

Where are they from?

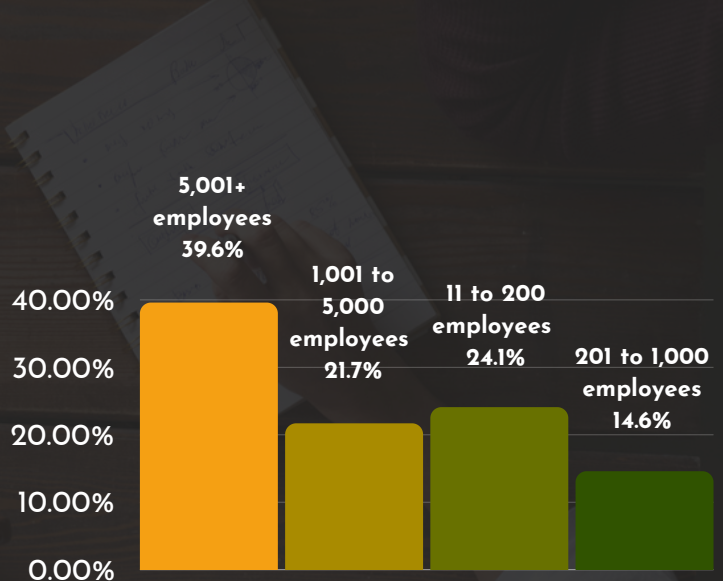


Where are they from?

Departments:



Company size:



*Data is based on stats from our followers, email subscribers and website visitors. Data is pulled from third-party analytical tools like Google Analytics and LinkedIn Follower Analytics, as well as internal data left by the readers. All subscribers are GDPR compliant.

Advertising Options:

If your organization has anything to do with employee experience, HR or other topics that we cover, our audience is the group that would value your product or service. That's why we offer a range of advertising options you can find below:

- Magazine feature - Product review**
- Interview - Thought leadership article

\$400

Subject to editorial approval.
Includes homepage feature, social media post and a call to action.

- Monthly Success Story**

\$2,500 / story

 - Includes multiple formats.
 - Feature your client and their success story, showcasing how the sponsor's product or service contributed to their success.
 - Distributed via website, newsletter, and social media.

- Newsletter sponsorship**

Sent out every week to our base of 6,000 **active** subscribers.

 - **Standard Newsletter Sponsorship:** **\$800** / issue
 - **Enhanced Newsletter Sponsorship:** **\$1,000** / issue
(includes a dedicated banner and featured intro mention).
 - **Monthly Newsletter Package:** **\$3,000** / month
for 4 issues
(includes featured intro mention + banner).

- Email blast**

Subject to availability. Sent out to our entire audience of 6,000 **active** subscribers.

 - Dedicated email (sent to 6,000 active subscribers). **\$1,800** / dedicated email
 - Resend to non-opens. **\$500**

Advertising Options:

-continued

■ Banner ads

- Premium Banner Placement (Leaderboard + Right-hand side): **\$2,000** / month
- Right hand-side Banner Placement: **\$1,200** / month
- Leaderboard Banner Placement: **\$1,500** / month

■ Survey + Report - 200 respondents guaranteed

\$4,000

Ask our audience what you want to know while talking about your product. Produce a viral report. Report published and shared by Employee Experience Magazine.

■ Event Sponsorships

Co-Hosted Webinar

- Includes branding on invites, session introduction, and follow-up content creation. **\$5,000** / webinar
- Guaranteed 50 registrants **\$15,000** / annually

Closed Virtual Roundtable Discussions

- Includes direct introductions to target audience, feedback gathering, and post-event sponsored report. **\$10,000** / closed roundtable
- Up to 12 participants **\$35,000** / annually (4 roundtable discussions)

Annual Sponsorship Packages:

	Standard Annual Sponsorship Package	Premium Annual Sponsorship Package
Articles	6 Articles per Year (1 article every 2 months)	12 Articles per Year (1 article/month)
Success Stories	2 Success Stories	2 Success Stories
Banner Ads	3 Months of Banner Ads	4 Months of Banner Ads
Newsletter Sponsorships	6 Newsletter Sponsorships (every other month)	12 Newsletter Sponsorships (1 per month)
Dedicated emails	-	4 Dedicated emails
Event Sponsorships	1 Event Sponsorship: 1 Webinar	2 Event Sponsorships: 1 Virtual Roundtable and 1 Webinar
Price	\$19,000 / year	\$39,000 / year

Editorial focus for 2025:

The focus of the month represents the topics we will be covering and stories that are more likely to be accepted. That doesn't mean we do not want to publish on other topics - on the contrary. Please, do not wait until August, for example, to talk about employee wellbeing.

January

Focus: 2024 & 2025, Future of Work

March

Focus: Women in EX and HR, Employee Experience Design

May

Focus: Empathy, EI and Humans

July

Focus: Off time (Annual Leave, Parental Leave, Sick Leave)
Q2 Reports

September

Focus: Learning and Development

November

Focus: Change Management

February

Focus: Rewards, Recognition and Employer Branding

April

Focus: Onboarding and Offboarding Processes, Talent Recruitment and Retention
Q1 Reports

June

Focus: Diversity and Inclusion in the Workplace

August

Focus: Employee Wellbeing

October

Focus: EX & HR Software, Empowering Employees
Q3 Reports

December

Theme: Rounding up the year
Q4 Reports

We look forward to working with you towards creating better employee experiences.

Best regards,

Alex Morris

Editor-In-Chief

 alex@emexmag.com