A home of EX and HR professionals, employers, and anyone looking to advance their employee organization, team and culture.

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

Welcome to the 2023 edition of our editorial calendar and media pack. Let’s work together to be better.
Our Readers:

- **30,000+** Unique visitors per month
- **5,000+** Active newsletter subscribers
- **10,000+** Social media followers

Where are they from?

- **United States** 46.5%
- **United Kingdom** 31%
- **EU** 8%
- **Canada** 5%
- **Rest of the world** 6%

Where do they work?

**Departments:**
- Employee Experience & HR: 81%
- Business Development: 12%
- Marketing & Communication: 6%

**Company size:**
- 5,001+ employees: 39.6%
- 1,001 to 5,000 employees: 21.7%
- 11 to 200 employees: 24.1%
- 201 to 1,000 employees: 14.6%

*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**
  Subject to editorial approval. Includes homepage feature, social media post and a call to action. $300

- **Newsletter sponsorship**
  Sent out every other week to our base of 5,000 active subscribers. $700

- **Email blast**
  Subject to availability. Sent out to our entire audience of 5,000 active subscribers. $1,200

- **Magazine ads takeover**
  Leaderboard banner (every page), right-hand side banner (every article), homepage banners. $1,500 /month

- **Lead generation campaign - Content syndication**
  Dedicated campaign to attract interest in your product or a service. Cost may go up depending on specific requirements. From $50 CPL

- **Survey + report - 200 respondents guaranteed**
  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. $5,000

Custom packages are always an option - just ask.
Editorial focus for 2023:

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 other topics - on the contrary. Please, do not wait until August, for example, to talk about employee wellbeing.

January
Focus: 2022 & 2023, 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
Focus: Rounding up the year
Q4 Reports

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

Best regards,
Alex Morris
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