

# HR Chief & PeoplePeople Media Kit

*A partner resource from HR Chief*



Our vision is to make work engaging, equitable, and impactful. We empower people leaders like you to make a positive difference in their roles. **We put people first.**

Visit [HRChief.com](https://hrchief.com) for more resources.



## About [HR Chief](#)

HR Chief is a community dedicated to improving the Human Resources/People Operations space. Powered by a packed library of resources for the industry, AI tools tailored to people teams, a job board, and host of the PeoplePeople Slack group, HR Chief empowers people leaders to make a positive difference in their roles, as evidenced by the thousands of visits per month.

The Human Resources/People Operations space isn't always easy to understand, so we're dedicated to creating the right kind of educational content that's clear, concise, and useful, with a powerful community to help our audience thrive.

## About [PeoplePeople](#)

PeoplePeople gives HR, People Ops, and Recruiting professionals a place to connect, ask questions, share best practices, and learn from one another. Started in 2016 and hosted by [HR Chief](#), PeoplePeople includes over 10,000 members. Membership is limited to those involved in the HR, People Ops, or Recruiting spaces.

# Packages

Welcome to the HR Chief and PeoplePeople Media Kit! We're excited that you're considering partnering with us. As a community dedicated to improving the Human Resources, People Operations, and Recruiting spaces, we offer a variety of sponsorship packages to help you reach your target audience. Below, you will find an overview of our sponsorship packages, along with their corresponding inclusions and prices



## HR Chief Starter Sponsorship - \$1,500

- **One** sponsored banner on the HR Chief remote job board (2,500 monthly pageviews) for one month
- Sponsorship banner in **one** HR Chief monthly newsletter (3,500+ subscribers, 38% open rate, 10% click rate)
- **One** shoutout on HR Chief's LinkedIn (1,100+ followers)

## HR Chief

ARTICLES RESOURCES [JOB BOARD](#) POST A JOB

### HR & People Ops Job Board

Search our listing for Human Resources (HR) jobs and People Operations jobs. HR Chief aggregates listings from many different organizations to make finding the right role for you easy! Search now for full time, part time, and contract positions!

**weirdly**

The HR Chief job board is **sponsored by Weirdly**. Whether you're looking for assessments to integrate into your own ATS process, a stand alone graduate campaign, or a full talent community with screening CRM - Weirdly's got you covered.

[getweirdly.com](https://getweirdly.com)

*Example of job board sponsorship banner*

Email [ben@hrchief.com](mailto:ben@hrchief.com) and visit [HRChief.com](https://HRChief.com) for more information.

## HR Chief Thought Leader Sponsorship - \$1,750

- **One** 1,500-word sponsored article on the HR Chief blog, written by the HR Chief team, including multiple links (current DR of 31, includes social media shoutout)
- Featured article position of article on HR Chief homepage for **one** week
- **One** shoutout on HR Chief's LinkedIn (1,100+ followers)
- **One** article link *and* one company link in the HR Chief monthly newsletter (3,500+ subscribers, 38% open rate, 10% click rate)

## HR Chief

ARTICLES RESOURCES JOB BOARD POST A JOB



✉ [Keep up with the latest HR resources and opportunities via our newsletter.](#)

### Latest Articles



*Featured article position on HR Chief homepage*

## PeoplePeople Perks Sponsorship - \$2,000

- Inclusion of HR software in the members-only **PeoplePeople Perks** program for 6 months
- **One** announcement in the PeoplePeople community discussing the benefits of your HR software (11,000+ community members)
- **One** shoutout on HR Chief's LinkedIn (1,100+ followers)
- Sponsorship banner in **one** HR Chief monthly newsletter (3,500+ subscribers, 38% open rate, 10% click rate)

*Note this package is contingent upon a review from our team of any software, including a required demo.*



### PeoplePeople Perks

The PeoplePeople community was created to give HR, People Ops, and Recruiting professionals a place to ask questions, share best practices, and learn from each other.

Members like you have access to exclusive perks. Look below for more information:



#### Donut

Employee Engagement

Connect serendipitously for virtual coffee, peer learning, birthday and work anniversary celebrations, DEI chats, & more.

Over 15,000 teams like Okta, Betterment, Gitlab, Zapier, and InVision have used Donut.

[Explore perk](#) ▼



#### Water Cooler Trivia

Company Culture

Weekly trivia quizzes, customized for your team. Your team's new favorite weekly ritual. The world has gone virtual.

So has the water cooler. You choose the schedule. We write the questions and grade the results. It's all automated and easy.

[Explore perk](#) ▼





## Custom HR Chief Research Package - \$9,250

- **One** co-branded research study with HR Chief (includes analysis, design, and final PDF)
- **One** 1,500-word sponsored article on the HR Chief blog, focused on the aforementioned study, including multiple links (current DR of 31, includes social media shoutout)
- **One** shoutout on HR Chief's LinkedIn (1,100+ followers)
- **One** article link *and* one company link in the HR Chief monthly newsletter (3,500+ subscribers, 38% open rate, 10% click rate)
- **One** announcement in the PeoplePeople community regarding survey results *and* benefits of your HR software (11,000+ community members)



## Custom sponsorship

For custom sponsorship packages, please get in touch with our team at [ben@hrchief.com](mailto:ben@hrchief.com). We look forward to working with you to promote your HR software and help our community of HR, People Ops, and Recruiting professionals excel in their careers.

*Past sponsors include Oyster, Bonusly, Confirm, Thoropass, Donut, Guru, Culturebot, and many others.*

# Audience

Top 5 countries by community member percentage are:

- United States (52%)
- United Kingdom (9%)
- Canada (7%)
- India (7%)
- Germany (5%)

Top role categories by community member percentage are:

- General Human Resources/HRBP/People Ops (41%)
- Talent Acquisition (23%)
- Executive Leadership, incl. CEO, COO, CHRO (14%)
- Consulting / Advisory (15%)
- Other (6%)

Top 5 company size ranges for social media audience:

- 51-200 employees (17%)
- 1-10 employees (14%)
- 11-50 employees (13%)
- 1001-5000 employees (10%)
- 201-500 employees (7%)