



Workology is a destination for the disruptive HR and workplace leader.

READER DEMOGRAPHICS

268,000 monthly unique visits

Senior HR, TA & operations leader


Graduate level education

8 minutes plus per visit

2k podcast listeners per episode

30k newsletter subscribers

 18,500 +fans

 160,000+ followers



LEAD GENERATION

Newsletter Sponsor

- 30k bi-monthly
- HR & Recruiting leaders
- 17% open rate
- Lead story sponsor

5,000 per blast



Ads

- 300x125 & 300x300 sizes
- Above the fold

300 per month & up



Webinar Sponsor

- Targeted lead gen
- Sponsor slides/branding
- Registration list
- Custom content

5,500 per webinar



BRAND MARKETING

Podcast Sponsor

- 4-6 shows per month
- 2,500+ downloads per ep.
- Incl 15 sec spot
- iTunes, Google, YouTube, ect

2,000 per month



Themed Week

- 25 articles on single topic
- Published on site over 7 days
- Sponsored by you
- Hashtag to track impressions

15,000



Product Review

- 500-700 word review
- Incl screenshots, images
- Use quotes for your marketing

4,000



CONTENT

Featured Blog

- Published on Workology
- Includes author profile
- Custom graphic & promo

1200 per article



eBooks/White Papers

- Custom long form content
- Research/Thought Leadership
- Graphic design avail

Starting at 4,000



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