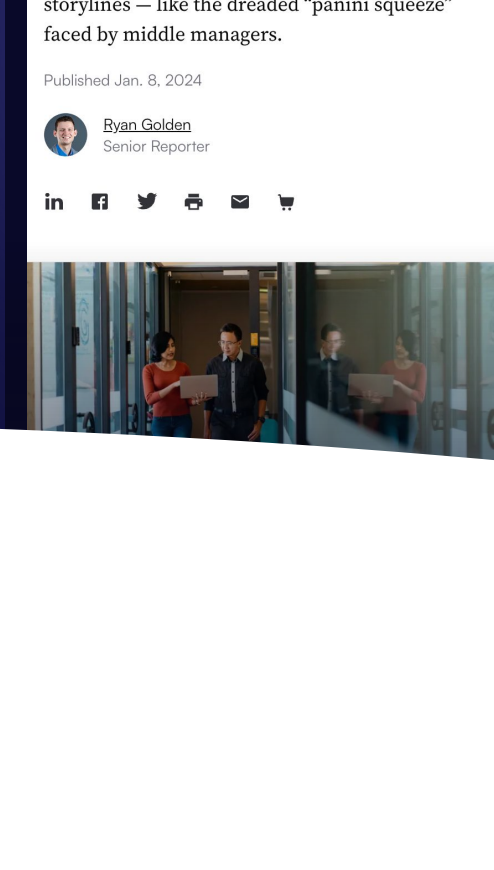


HR Dive is a news publication designed specifically for human resources leaders overseeing the business of human resources and people management. Across talent acquisition, learning and development, diversity and inclusion, compensation, benefits, onboarding, and beyond, our journalists cover the issues and trends shaping the human resources industry.

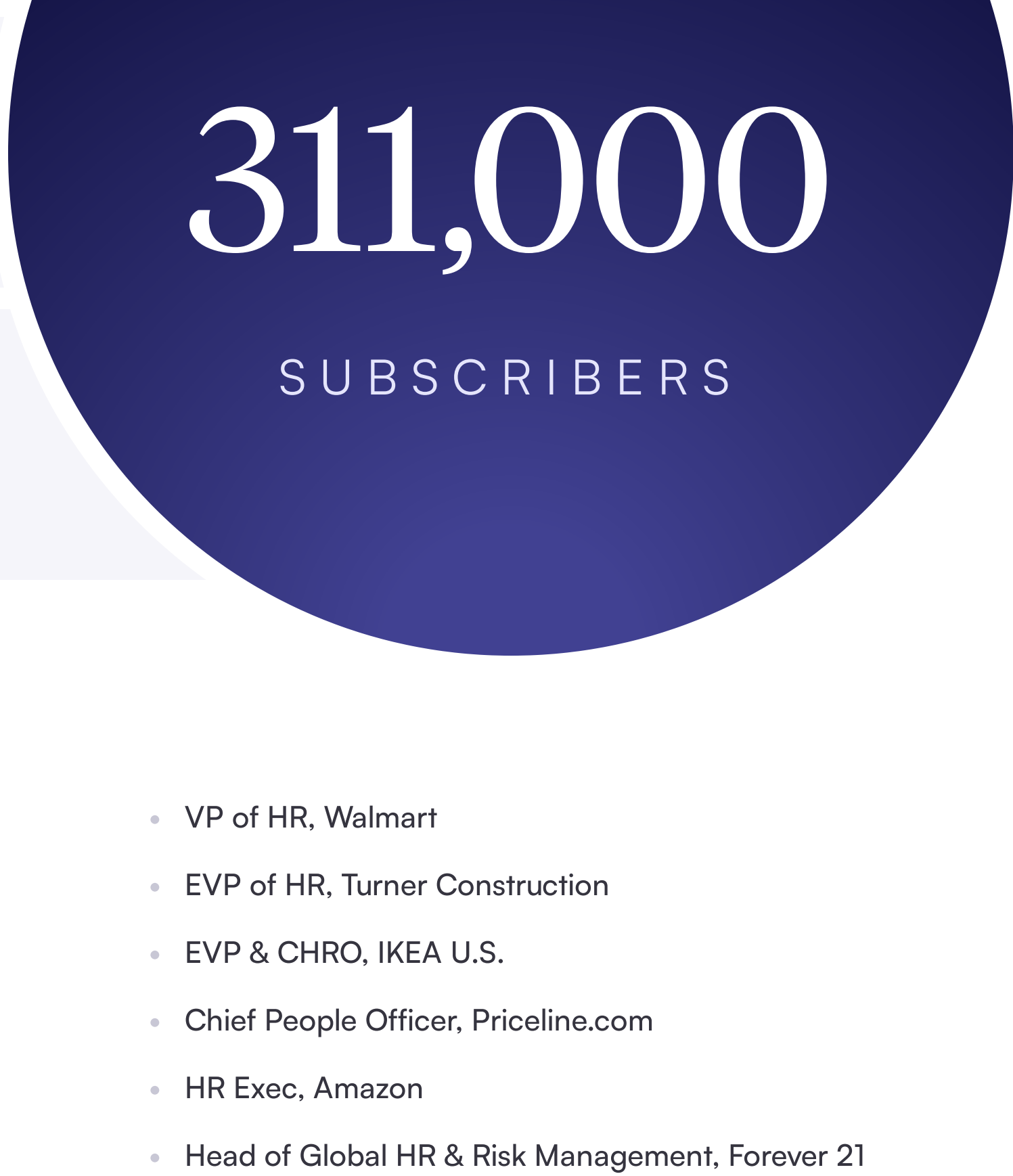


01 Audience

153K
unique monthly visitors

75%
of subscribers are manager-level or above

100%
of Fortune 100 companies read HR Dive



You'll find HR Dive's news and insights in the inbox of notable subscribers, like:

- VP of HR, Walmart
- EVP of HR, Turner Construction
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- HR Exec, Amazon
- Head of Global HR & Risk Management, Forever 21
- AVP of HR, Berkshire Hathaway Homestate Companies
- Human Resources Officer, U.S. Navy
- VP of HR, Caltech
- Chief Talent Officer, Butterball Farms

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02 Top-performing content

Following a year fraught with challenges, 2024 will offer some much-needed relief for HR leaders as hiring budgets increase and recession fears ease. However, the turbulence of the past few years has left a lingering impact on the industry. As the role of the HR department continues to expand and companies navigate RTO, DEI, and AI, leaders must move forward — without burning out or being left behind. Let's take a look at what HR leaders are focused on most.

Top 5 topics

- Compliance
- Talent
- Comp & benefits
- HR management
- Learning

Top 10 HR Dive stories

What is the 'magic trifecta' of employee benefits?	DOL independent contractor final rule announced, will take effect March 11
Michigan is no longer 'right-to-work' state	31% of hiring managers say they steer clear of Gen Z
5 trends that will shape HR in 2024	The lazybones, the jerk, and the badgerer: 6 types of managerial FMLA, ADA offenders
80% of businesses plan to track office attendance this year, survey finds	DOL will raise overtime salary threshold to \$44K in July, \$59K next year
2024 DEI trends to be marked by data analysis	3 charts breaking down unlimited PTO trends

Keywords resonating right now

- hybrid work
- outsourcing HR
- remote hiring
- 2024 DEI trends
- return to office (RTO)
- DOL overtime threshold
- employee mental health
- AI and automation

03 Trend analysis

Navigating economic ripple effects

- Struggles as cost of living rises faster than many employees' income/compensation packages
- Companies emphasizing financial well-being programs to ease employee distress
- Dealing with unraveling of employee trust in leadership due to last year's massive layoffs

Evolving with a shifting cultural landscape

- Increased pressure to harness AI to increase productivity, analyze employee sentiment, and make smarter decisions
- DEI goes data-driven amid growing intolerance for empty platitudes and 'social-washing' statements
- Emphasis on creating skills-based talent strategies/reskilling programs to get ahead of AI talent shortages and tackle current talent shortages across industries

Tackling declining employee sentiment

- Clashes over return-to-office policies put increased strain on employer-employee relationship
- Heightening focus on leadership development as manager-level job satisfaction plummets
- Emphasis on better, more customized employee mental health programs to address alarming declines in emotional wellness

Our readers spent nearly 2x as long on these stories than the average story:

- Johnson & Johnson drug benefits suit 'absolutely' a wake-up call for employers, exec says
- How two women in a male-dominated field found their voice

Meeting evolving employee expectations

The labor market has shifted to be more friendly to employers, but employees continue to maintain much of the bargaining power.

studioID tip

Rising tension in the employer-employee relationship is forcing companies to rethink how they're attracting talent and how they're addressing holistic health needs. Help HR professionals stay ahead of the competition by providing up-to-date statistics on employee concerns and candidate preferences. Guide them in acting on that intel with best practices backed by success stories.

Accelerating technology implementation

After the AI wave of 2023, the technology will only become more ubiquitous this year as businesses leverage it in their operations more broadly and effectively.

studioID tip

Show HR leaders the path forward by highlighting key use cases and providing strategies for successfully adopting AI technology. Emphasize the capabilities of this technology to optimize talent discovery, hiring, management, and beyond — all while empathizing with concerns about its potential impact on job security and DEI.

Navigating a new world of work

The pandemic had a lasting impact on the way we work — including employee roles and responsibilities — leaving many feeling overwhelmed and disengaged from their job and company.

studioID tip

Commiserate with HR leaders facing these challenges, especially as their own roles demand more responsibility with fewer resources. Arm them with solutions that can help them educate and train employees and leaders to improve workflows, reduce disconnection, and increase satisfaction to mend breakdowns in the employer-employee relationship.

04 Marketing insights

Retain this audience's attention by reflecting the content preferences of over 311,000 HR Dive subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

High-impact approach: Help execs keep up with changes and competition

The HR space is constantly evolving with new challenges, regulations, and solutions arising throughout the year.

studioID tip

Help HR professionals stay up-to-date and maintain an edge over the competition by providing resources that educate them on what's happening now, what it means for them, and projections as to what may come in the future. This group is all about data, so ensure all of your collateral is research-based and chock full of high-impact statistics they can share with other leaders across the business.

High-impact approach: Offer empathic solutions

HR leaders have dealt with immense change over the past few years, from easing the transition to WFH and RTO to juggling a hyper-competitive job market.

studioID tip

While industry conditions appear to be stabilizing, uncertainties remain, including where companies will land on the remote work debate, how AI will impact the space, and what to do to attain/retain top talent. Show them you understand the issues they face and the burnout they're feeling, offer strategies that help address their needs, and present case studies to illustrate what to do or not do.

High-impact approach: Emphasize the employee

Companies may be beholden to the demands of their customers, but employees are the backbone of any business.

studioID tip

As employees hang onto the lion's share of bargaining power, emphasize the importance of employee needs and their role in continued success for HR leaders. Provide insight into what employees want — across culture, compensation and benefits, and ongoing workplace support — and illustrate how your solutions can help position HR execs to meet those expectations.

