REACH NEW HEIGHTS WITH SHRM

2024 MEDIA KIT
WHO IS SHRM?

As the leading voice of all things work, workers and the workplace for over 75 years, SHRM is the foremost expert, convener and thought leader on issues impacting today’s evolving workplaces. SHRM is a partner, an editorial platform and a community that uplifts 235 million passionate professionals and their families globally across a variety of channels.
SHRM’S REACH

235M+ workers and their families globally are impacted by SHRM.

330K+ CEOs, HR leaders, and politicos turn to SHRM.

10K+ Advocacy Team (A-Team) members representing all 435 congressional districts.

95% of Fortune 500 companies turn to SHRM.
REACH THE WORLD OF WORK THROUGH SHRM

From students to HR professionals, business leaders, CEOs, CHROs, policymakers and more. Get in front of decision-makers from companies spanning various industries and sizes representing the world of work.

SHRM CAN GET YOU THERE:

- Trusted Products
- Rich Results
- Dynamic Audiences
YOUR MARKETING GOALS.
OUR CUSTOM APPROACH.

BRAND AWARENESS

DEMAND GENERATION

LEAD GENERATION

THOUGHT LEADERSHIP
YOUR POTENTIAL REACH

3.2M Monthly website visitors
500K+ Newsletter subscribers
325K+ Magazine readers
34K+ Projected attendees for SHRM’s Top 3 In-Person Events in 2024
1.4M Social media followers
WAYS TO WORK WITH US

- Native Advertising
- Digital Advertising
- Sponsored White Papers
- Sponsored Research
- Sponsored Webcasts
- Event Sponsorship
- Event Exhibition
- Brand Partnerships
ENGAGEMENT ACROSS EVERY CHANNEL

**NEWSLETTERS**
Cover a variety of topical areas and audiences from talent news to all things work.

**DISPLAY ADVERTISING**
SHRM’s Run of Site advertising allows advertisers to customize target audience segments, offering a variety of options to connect you with potential buyers at companies of all sizes.

**PODCASTS**
Convene with industry-leading experts in the areas of HR, performance management, leadership and more.

**SPONSORED RESEARCH**
Educate and influence more than 3 million professionals who rely on SHRM.org each month for news and information critical to their professional growth and development.

**DIGITAL & PRINT PUBLICATIONS**
Reach SHRM members across all levels and industries, from SMBs to large multinational enterprises.

**WEBCASTS**
Showcase your organization’s thought leadership by engaging with SHRM’s vast audience segments who actively participate in our educational webcasts.
MEANINGFUL IN-PERSON EXPERIENCES

Q1
- THE AI+HI PROJECT
  - Attended size: 300

Q2
- SHRM ANNUAL CONFERENCE & EXPO 2024
  - Attended size: 2,500
- CEO ACADEMY
  - Attended size: 25

Q3
- SHRM EXECUTIVE NETWORK VISIONARIES SUMMIT
  - Attended size: 400

Q4
- CEO ACADEMY
  - Attended size: 25
- SHRM INCLUSION 2024
  - Attended size: 3,000
- WOMEN IN LEADERSHIP INSTITUTE
  - Attended size: 2,000
- VOLUNTEER LEADERS’ BUSINESS MEETING
  - Attended size: 1,000
EVENT ACTIVATION

Connect with SHRM members and event attendees, creating exposure that begins pre-event, expands presence during the event and continues engagement post-event.

LAUNCH
Introduce your brand, products and services to a new audience.

COLLECT
Get high-quality leads, data, insights and feedback.

CULTIVATE
Nurture relationships and amplify brand loyalty.

BUILD
Expand your presence with a more engaged and active community.
GET IN TOUCH

SHRM.ORG/PARTNERWITHSHRM