

Audience Demographics: HR Technology

“Our HR technology audience is comprised of core human resources executives and managers along with enterprise architects from companies of all sizes and industries across the United States. They are actively making or influencing new HR technology purchases and deployments. If you are an HR technology solutions vendor, this is the audience you want to speak to.”

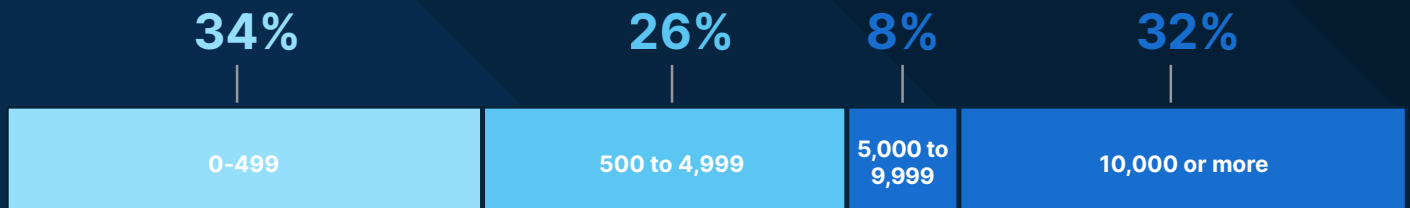
—Scott D. Lowe, CEO, ActualTech Media



286,206

Full HR Tech Audience Size

Company Size



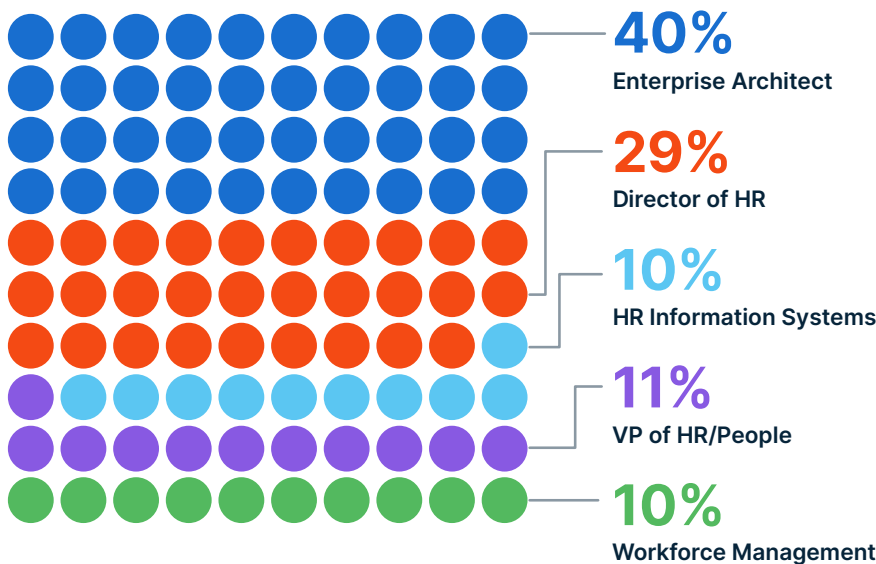
FEWER EMPLOYEES



MORE EMPLOYEES



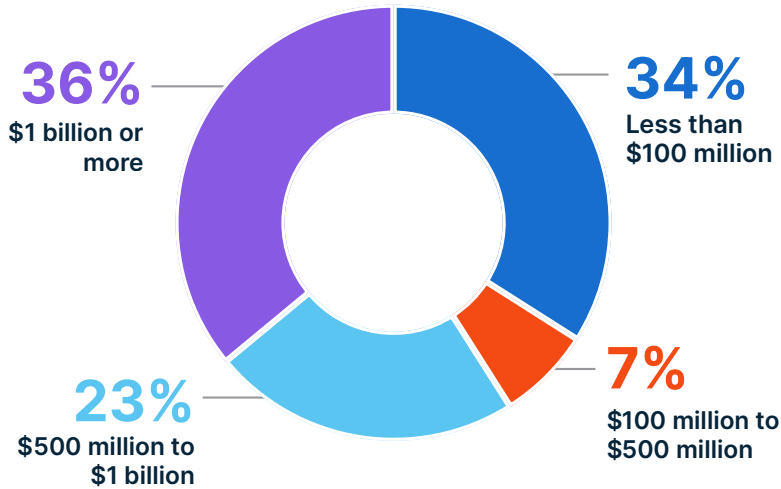
Roles



SAMPLE TITLES

- Chief HR Officer
- Chief Strategy Officer
- CEO
- CIO
- VP of Human Resources
- HR Director
- IT Director
- HR Information Systems
- HR Business Partner
- HR Manager
- HR Operations
- HR Tech Consultant
- Workforce Management
- People Operations
- Talent Acquisition
- Business Systems
- Training Manager
- Talent and Culture
- Technical Director
- Implementation Director
- Global Talent Acquisition & Operations
- Global Talent Lead
- HR Operations
- People Experience
- Human Capital Analyst
- HR Advisor
- Identity Engineer
- IT Infrastructure Engineer
- HR Tech Buyer
- Solutions Architect
- Enterprise Architect
- HR Analyst

Company Revenue

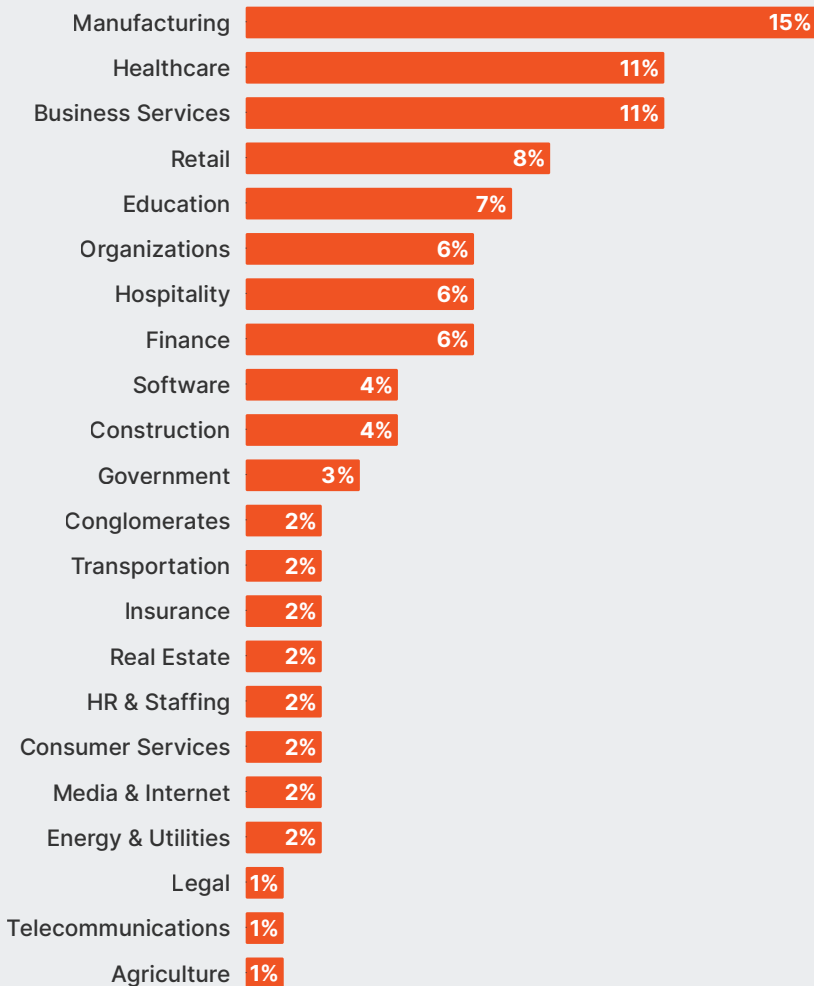


COMPANY HIGHLIGHTS

(North America only)

- US Dept. of Defense
- WalMart
- Amazon.com
- Apple
- ExxonMobil
- United Healthgroup
- Google
- Toyota
- US Air Force
- Samsung
- Costco Wholesale
- US Navy
- BP
- DHL International
- Microsoft
- US Army
- Cigna
- Chevron
- AT&T
- The Home Depot
- Kroger Supermarkets
- Walgreens
- Ford Auto
- Verizon
- General Motors
- JP Morgan Chase
- BMW
- Facebook
- Comcast
- Honda Motors
- Target
- Dell
- UPS
- Lowe's Home Improvement
- Johnson & Johnson
- FedEx
- Pfizer
- Bank of America
- Nestle
- Kaiser Permanente
- Century 21
- Humana
- Wells Fargo
- T-Mobile
- The Walt Disney Company
- HSBC
- Sam's Club
- General Electric

Industries



67%

consume more than 3 pieces of vendor content per month



92%

say webinars play a role in their purchase process