

Reach the people deciding how work changes.

Argument, evidence and tools for the People and HR leaders whose working lives, and budgets, are being rearranged.

WHO WE ARE

A publication with a point of view, not a press-release feed.

The weekly argument

One evidence-led case a week on where work is going: AI and jobs, remote pay, burnout, the trust gap for young workers.

The Tool Index

A short, curated index of workplace software, sorted by the kind of work it changes, each with a plain verdict written by a human.

Free tools

An AI job exposure assessment, a remote salary adjuster and planning tools that readers return to and share with colleagues.

OUR READERS

Senior people who decide what their company buys.

68%

work in People, HR or
workplace roles

41%

are director level or above

We publish **who** reads us rather than how many, because who should decide whether we're worth your budget.

Readership size, traffic by section and newsletter performance are shared on a short call, with analytics access on request.

WHERE READERS FIND US

Six places your brand can sit.

Insights

Articles in five sections: AI & Automation, Remote Work, Jobs & Careers, Work-Life, Startups.

The Tool Index

42 reviewed tools on seven shelves, each sorted by the kind of work it changes.

Free tools

AI job exposure assessment, remote salary adjuster, OKR creator, freelancer toolkit.

Is your job safe from AI?

Task-based exposure scores for 16 common jobs, from data entry to nursing.

The Insider Weekly

One email a week: the argument, the research behind it and new tools worth testing.

Partner sites

Our quiz and salary adjuster are embedded on HR and careers sites, carrying our credit with them.

SPONSORED CONTENT

Articles, priced per piece.

Partner article

\$495

- You write 900–1,300 words; we edit and can decline
- 7 days on the homepage, permanent in the archive
- Insider Weekly mention and a LinkedIn post
- Up to 2 links, labelled "Partner content"

Commissioned feature

\$1,050

- We research and write it, in our voice, on your topic
- You check it for factual accuracy before it runs
- Same placement and promotion as a partner article
- Labelled "Commissioned by" with your name

Reader survey partner

\$1,650

- Up to 3 of your questions in our reader survey
- Co-branded findings article and short report
- Aggregated, anonymised results only
- Rights to cite the data in your own marketing

You pay for our time and a decision.

Product	What you get	Price
Listed	Review within 5 working days; permanent entry with logo and pricing; full refund if not a fit	\$149
In-depth review	Two weeks of hands-on testing; a 600–900-word review page; featured in the Insider Weekly	\$715
Verified, per year	Listed, plus pinned in your category as a labelled paid placement, a reader discount code and a quarterly click report	\$490
Spotlight, per quarter	Verified, plus top of the index, a newsletter feature we write with you and sole sponsor in your category	\$1,200
Review + Verified	An in-depth review and a year of Verified, booked together	\$1,090

One sponsor slot per issue that counts.

Primary sponsor

\$190

Per issue. Top of the email, under the argument: your logo, 50–80 words and one link. The only sponsor above the fold.

Secondary slot

\$105

Per issue. Beside the new-tools round-up: 30–40 words and one link, text only.

Dedicated send

\$435

Your message to the whole list, with a short introduction from us. Labelled as advertising; one a month at most.

Book a run: 10% off 4 issues, 20% off 12 issues. Open rates and clicks are reported within 7 days of each send.

One advertiser per slot, sold by the month.

Placement	Where and what size	Per month
Article billboard	Top of every article; 970×250 desktop, 320×100 mobile	\$495
In-article unit	Mid-article and sidebar on every article; 300×250	\$385
Homepage feature	Between the latest stories and the tools block; 970×250 and 320×100	\$440
Full takeover	All three placements for one advertiser	\$1,095

Clean placements. Served by us, without third-party tracking pixels, beside our own reporting.

Longer runs cost less. 10% off 3 months, 15% off 6 months, 25% off 12 months.

Own the section your buyers read.

"Presented by" sponsorship	What the sponsor gets	Per month
AI job exposure quiz	Logo on the quiz, results and breakdown email, and on every partner-site embed	\$660
Tool Index	Banner and logo across the index; never changes order or verdicts	\$550
Remote salary adjuster	Logo and 300×250 beside the calculator and its embed	\$495
Is your job safe from AI?	Banner on the hub and all 16 occupation pages	\$440
AI & Automation section	Logo on the section page; 300×250 on its articles	\$385
Other Insights sections	Remote Work, Jobs & Careers, Work-Life or Startups; each	\$275
OKR creator or freelancer kit	Logo and 300×250 on the tool; each	\$275
One Tool Index shelf	Banner on one of the seven "kinds of work" shelves	\$220

PACKAGES

Three ways to start.

Introduce

\$765

A partner article, two primary newsletter slots and a LinkedIn post. Saves \$110 against booking separately.

For a launch or a first test.

Own a topic

\$2,145

A section sponsorship for 3 months, a commissioned feature and four primary newsletter slots. Saves at least \$330.

For a quarter of category leadership.

Quiz partner

\$3,245

The AI job exposure quiz for 3 months, a reader survey partnership and a dedicated send. Saves \$620.

For L&D, upskilling and AI vendors.

OUR RULES

What money can't buy here, and why that's what you're paying for.

Never for sale

- A verdict, or a sight of one before it runs
- A place in rankings or comparison pages
- Removal of a review you don't like
- Our news and opinion coverage

Always labelled

- "Partner content", "Commissioned by" or "Advertisement"
- Paid links marked rel="sponsored"
- Paid placements flagged in the Tool Index
- Our own products disclosed wherever they appear

What we need, and when.

Display files

- Desktop 970×250 and 300×250
- Mobile 320×100 and 300×250
- JPG, PNG or static GIF, 150 KB max
- One click-through URL, UTM tags welcome
- No third-party tags, audio or auto-play

Lead times

- Display: 5 working days
- Newsletter copy: 3 working days before the send
- Partner article draft: 10 working days before it runs
- In-depth review: 2 weeks of testing from access

Terms

- Invoiced in US dollars on booking; VAT added where it applies
- Free cancellation up to 14 days before start
- We may decline any advertiser or creative
- No gambling, speculative crypto or covert employee monitoring
- Rates valid to 30 June 2027

WORK WITH US

Let's talk about who you want to reach.

Book a 20-minute call. We'll share readership size, traffic by section and newsletter performance, and suggest the placement that fits your goal.

futureofworkinsider.com/contact

Published from Dublin, Ireland