2017 MEDIA KIT

Powerful content marketing, lead generation, and brand-building solutions from the trusted source for the worldwide training community

- Digital
- In Print
- In Person
- Multi-Channel and Integrated Packages
- ROI Focused
For more than 51 years, Training magazine and the Training Magazine Network have been the trusted source of practical advice, expertise, breakthrough thinking, and connection for the worldwide training community. Our mission is to provide the complete array of resources to support training and learning executives and professionals at every stage of their careers.

With a media footprint spanning the full range of print, digital, webinars, online learning, comprehensive research, award programs, and live events, we provide unparalleled depth and breadth of coverage. Combined with our commitment to high-quality content across all channels, Training Magazine Network sets the benchmark for decision-makers seeking the knowledge and resources they need to do their jobs better.
Training magazine reaches 40,000 training, learning, talent development, human resource, and performance professionals across all industries. With an expansive digital and print media footprint, Training is the go-to source for the decision-makers and influencers who are looking for expertise, resources, and comprehensive research to support their learning & development initiatives.

Reach decision-makers in these departments:

- **Training/Development**: 50.7%
- **Instructional Designer/Developer**: 4.0%
- **General/Corporate Administrative Management**: 12.1%
- **HR/Personnel**: 11.3%
- **Education**: 11.3%
- **Finance/Operations/DP**: 2.1%
- **MIS/Systems/Technical**: 2.4%
- **Other (including Consultants and Paid)**: 1.9%
- **Customer Service**: 1.9%
- **Sales/Marketing/Product Development**: 6.9%
- **Manufacturing**: 13.3%
- **Educational Service/Academic Institution**: 13.3%
- **Government/Military and Public Administrator**: 9.8%
- **Consulting**: 7.4%
- **Communications, Transportation & Utilities**: 7.6%
- **Wholesale, Distribution, and Retail**: 8.7%
- **Other**: 5.7%

Get in front of training/learning professionals across all industries:

- **Health/Medical Services**: 11.4%
- **Finance/Banking, Real Estate, and Insurance**: 13.3%
- **Business Services & Hospitality**: 12.4%
- **Government/Military and Public Administrator**: 8.7%
- **Consulting**: 9.8%
- **Communications, Transportation & Utilities**: 7.6%
- **Wholesale, Distribution, and Retail**: 7.4%
- **Other**: 5.7%
- **Educational Service/Academic Institution**: 13.3%
- **Manufacturing**: 10.4%
- **Other**: 13.3%
Immense buying power and authority

READER FAST FACTS

79% have had a training responsibility for 5+ years
72% provide training to 500 or more employees
64% are in organizations with a sales volume of $50 million or higher
46% have been in their current position for 4+ years

CLASSIFICATION BY TITLE

Showcase your brand and expertise with top leaders and managers:

31% Director, CLO, COO, Vice President, President or CEO
25% Manager/Supervisor

TYPES OF TRAINING

Types of training/learning readers are involved in

Soft skills ......................................................... 56%
Leadership development ................................ 53%
Customer service ........................................... 52%
Technical training .......................................... 50%
Business skills ................................................. 49%
Product training .............................................. 44%
Management/supervisory .................................. 44%
Regulatory/Compliance ..................................... 35%
Applications (MS, Word, Excel) ....................... 35%
Specialized job skills ....................................... 30%
Health and safety ............................................ 28%
Sales .................................................................. 25%
IT Training ....................................................... 23%

1 Publisher’s Own Data; July/August 2016. TQ = 40,000.
2 Annual Salary Survey; May 2016
DEPARTMENTS

Look for these columns in every issue of Training magazine, both online and in print:

**Training Today:** News, stats, and business intel, plus columns by Bruce Tulgan (Sticky Notes), Founder, Rainmaker Thinking; and Jason Womack (Productivity Coach’s Corner), Co-Founder/Head Coach, www.GetMomentum.com, and Co-Founder/CEO, The Jason Womack Company

**Soapbox:** Training trends, case studies, and survey analysis

**How-To:** Tips and tricks to train effectively

**World View:** A look at training and development in a different country each issue; three articles written by Neil Orkin, President, Global Training Systems, and three provided by Global Dynamics, Inc.

**Learning Matters:** Musings on business, innovation, learning, and technology by Tony O’Driscol, Regional Managing Director, Duke CE

**Best Practices:** Deep dive into cross-cultural and diversity training and global leadership coaching by Neal Goodman, President, Global Dynamics, Inc.

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“On behalf of Lenovo Software and the AirClass team, we’d like to compliment you on your continuous assistance and support. You are a tremendous partner, and we value our relationship!”

Milee Marcotte, Product Marketing Manager, Lenovo Software

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**Training Magazine Events:**
Preview of a topic that will be covered during our Training Conference & Expo and Online Learning Conference events

**Trainer Talk:** Practical tips to help trainers train better and employees learn better by Bob Pike, the “Trainer’s Trainer”;
Chairman/Founder, CTT Newsletters, LLC

**Talent Tips:** Teaching leaders how to give “real recognition for real results” by Roy Saunderson, Chief Learning Officer, Rideau’s Recognition Management Institute

**Last Word:** Thoughts on training-related topics, including negotiation/conflict resolution, business etiquette, and employee performance management. Authors include:
Michael Rosenthal, Managing Partner, Consensus; Peter Post, Director, The Emily Post Institute; Ajay Pangarkar and Teresa Kirkwood, Co-Founders, CentralKnowledge.com and LearningSourceonline.com
Tear Down Those Walls?

As more organizations move away from cubicles to an open office environment, they need to figure out how to implement such a configuration in a way that doesn't negatively affect employee performance—or drive them to quit.

By Thomas Hill

For some employees, though, open office environments can lead to distractions and less work accomplished. Indeed, a 2013 study found that almost half of surveyed workers in open offices were bothered by losing sound privacy, and 30 percent reported a lack of visual privacy, both of which created work focus problems.

With The Washington Post reporting that 70 percent of companies are incorporating some level of open office space and a CoreNet survey projecting a decrease in individual worker space from 225 square feet in 2010 to 100 square feet by 2017, organizations need to figure out how to implement such a configuration in a way that doesn't negatively affect employee performance—or drive them to quit.

Introvert vs. Extrovert

Understanding how introverts and extroverts experience an open office is the first step to see how productivity is affected. Although not apparent at first glance, open offices can benefit both types of employees. "The benefit for extroverts in an open office is that they're surrounded by people and stimulation, which they love and is motivating for them. The benefit for introverts doesn't mind—and some even enjoy—a little white noise and face-to-face camaraderie with colleagues to help them focus on their tasks at hand in the workplace. "As communities are forming via technology such as social media, we're realizing just how important it is for us to connect with one another and to collaborate more with each other, and those cube walls get in the way of that," says Shawn Murphy, co-founder and CEO of Switch and Shift.
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<td>SEPTEMBER/OCTOBER</td>
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*Learning & Development Best Practices are written by Training Top 125ers and Top 10 Hall of Famers; we do not use outside sources for these articles.

Dates subject to change and are current as of August 2016
Training’s powerful digital edition—unprecedented brand exposure

When you advertise in Training’s digital edition, you get the benefit of dramatically increased online audience engagement, a result of substantial investments we’ve made in the circulation databases of all of our media products.

4,955 unique daily visits
(average per issue over a 12-month period)

Engage at every stage of the buyer’s journey

Training’s digital edition is the go-to resource for the industry, with an issue average of 4,955 unique daily visits over a 12-month period. This is just the tip of the iceberg on the data that reinforces the importance of making Training’s ROI-focused, digital edition advertising opportunities part of any smart, integrated marketing strategy. Not only that, your digital marketing team can take advantage of an array of innovative branding options, ranging from straightforward banners to embedded video, to engage your customers and prospects at every stage of the buyer’s journey. And talk about long-term exposure and impact: Our digital editions are archived on our site for at least five years.

CONTACT YOUR REP FOR OPTIONS AND RATES.

TrainingMag.com: Digital gateway for the worldwide training community

With 100,000+ page views a month, TrainingMag.com is the online home of Training magazine and digital gateway for the global training industry. Whether your goal is to increase brand awareness, generate leads, acquire new clients, and/or retain loyal customers, TrainingMag.com provides you with essential online exposure to Training magazine’s vast and diverse audience.

MONTHLY RUN-OF-SITE RATES:

- Leaderboard: (728 x 90): $1,495
- Premium Square: (300 x 250): $1,295
Reach our highly engaged audience with the Training Weekly eNewsletter.

Get in front of your top prospects every Wednesday.

Training Weekly reaches 55,000-plus readers and features proprietary Training magazine content not found anywhere else, including:

- A weekly Training Top 125 Best Practice
- The latest online articles by corporate training and learning pros, written exclusively for Training
- Links to TrainingMagNetwork.com Webinar recordings and upcoming events
- Links to white papers addressing hot L&D topics, written by industry experts

Build critical brand exposure with 55,000 highly engaged Learning & Development professionals every week!

**CIRCULATION:** 55,000+

**MONTHLY RATES:**

- 4 Top LeaderBoards (728 × 90): $2,499
- 4 Premium Squares (300 × 250): $2,299
- 4 Anchors (728 × 90): $1,779
- 4 Text Ads: $995

Be part of the content with a simple, cost-effective Text Ad (up to 75 words plus a URL). One Text Ad per eNewsletter.

Contact your sales rep for demographics, technical details, and online program strategies and best practices.
TrainingMagNetwork.com is Training magazine’s one-of-a-kind community where learning and development professionals go to find the expertise, information, and support to do their jobs and grow their careers. With more than 64,000 members, this is a highly engaged network that’s hungry for knowledge and continual learning.

Webinar Sponsorships—What’s in it for you?

- A fully automated, 6- to 8-week marketing campaign to drive registrants to your 60-minute Webinar.
- You provide the content and speaker, showcasing your unique point of view/expertise.
- We provide a professional, experienced moderator for the day-of presentation, and we have multiple Webinar platforms to choose from to best accommodate your presenter and content.
- You’ll receive the complete list of registrants within 24 hours of the Webinar.
- **2016 average number of registrants: 1,305.**
- You’ll receive a link to the live recording for further on-demand promotion.
- **Evergreen leads:** You will continue to receive weekly leads from the on-demand recording.
- **Hundreds of additional leads:** Provide an asset such as a white paper or infographic, and we will promote it in conjunction with your Webinar and post-Webinar for even more unique leads.

Turnkey Webinar Sponsorship

- Reap all the benefits of a sponsored Webinar without having to provide the speaker and content.
- Regularly scheduled Webinars are available for turnkey sponsorship, allowing you to sponsor an existing Webinar that is well aligned with your tools and solutions.
- Your branding will appear as the sponsor.
- You’ll receive the complete list of registrants post-Webinar.
- You can also provide a white paper or research asset for even more leads.
- Anticipate 900 – 1,300 registrants per Webinar.

Call today for open Webinar dates and a calendar of Webinars available for turnkey sponsorship.
Native & Sponsored Content

Go Beyond “Interruption Marketing”

Training’s Native and Sponsored Content packages allow you to establish your company as a thought leader and trusted advisor at the forefront of today’s trends and issues. With progressive, interactive content spanning print and online media, you’ll be right where the decision-makers are when they’re focused on the issues you address.

Native Content Spread
Supercharge your content marketing program with a native advertising package. The 2-page spread will look and feel like Training’s editorial pages, with a call-out at the top of each page to indicate your area of expertise (ex: “Learning Partners”). Provide a glimpse at your latest research, or a quick list of top leadership strategies, along with your logo and images/graphics, and Training will format your content. We only have limited space for native content, so be sure to reserve this option quickly.

Includes 1-month (30 days) native content Web page. Take your message from the printed page to digital lead generation that you can measure with a dedicated Web page. Include everything from white paper downloads to videos and links to additional articles ($2,495 value).

Cost: $9,900

Additional fees for editorial/writing/copyrighting assistance: ($450-$950/page)

A MARKETING PROGRAM FOR TODAY’S WORLD
• Your brand, carefully aligned with relevant content to create a powerful association in the minds of decision-makers
• Interactive content your prospects will read, watch, share, engage with, and respond to
• High-visibility, high-traffic media and microsites that will broaden your reach and amplify your voice
• Valuable, experiential content that seamlessly connects from print to online and drives your prospects to action
• Integrated with Training, your prospects’ go-to source for the latest trends, tips, and best practices they need to do their jobs

Advertorial Spread
Showcase your company with a 2-page spread Advertorial. Training provides a Q&A template for your company profile information (left-hand page of spread). Provide a full-page 4C display ad for the adjacent right-hand page. Includes a 1× HTML email to 5,000 subscribers as a value add ($2,800 value).

Cost: $8,900

trainingmag.com
Generate hundreds of downloads/leads with Training’s popular CPL White Paper Channel, or generate clicks and increase your site activity with a dedicated HTML email.

White Paper Channel: www.TrainingMag.com

Ideal as an introductory lead-gen campaign, Training magazine’s White Paper channel provides a pay-per-lead opportunity to drive net new leads from corporate training professionals looking to learn from and access your content and expertise. Hosted on TrainingMag.com and promoted via Training’s eNewsletters and social media, you’ll receive weekly lead reports for 6-8 weeks until we generate a minimum of 100 leads for you.

Dedicated HTML Emails

Co-branded with Training magazine, dedicated HTML emails are a great way to get targeted eyes on an upcoming deadline or your latest offer or event. You select the ideal 5,000 subscribers who will receive your email. With an impressive average open rate of 11% — because the audience knows the Training brand provides the market’s highest quality content — your targeted message is sure to generate clicks and leads. Frequency price discounts available.

NEW for 2017

Drive a consistent flow of leads to your inbox with a Monthly White Paper Subscription.

Interested in putting your content to work for you on a continual basis? Generate 100-200 leads per month via Training’s new White Paper leads subscription program (3 months, 6 months, or a full year). Enrolling is easy! Provide a white paper asset, infographic, or research document, and let Training magazine’s social learning site, TrainingMagNetwork.com, go to work for you. TMN provides an ongoing marketing campaign to drive a consistent flow of leads to your inbox. Ideal turnkey program for ongoing lead capture throughout the year.
World-class. Elite. Superb. Training Top 125 winners are all that and more when it comes to providing human capital development and employee training. The Training Top 125 is the only industry awards program with an extensive application process that is judged quantitatively by an independent research firm and qualitatively by members of the Top 10 Hall of Fame and Training’s editor-in-chief.

Winners learn their rankings and receive their crystal awards during the invitation-only Training Top 125 Gala held during the annual Training Conference & Expo each February. Winners are also featured in the January/February issue of Training.

2016 Training Top 125 companies include:
1. Jiffy Lube International
2. Keller Williams Realty, Inc.
3. CHG Healthcare Services
4. Capital BlueCross
5. Blue Cross Blue Shield of Michigan

Training magazine’s Top 10 Hall of Fame comprises elite companies that earned a Top 10 ranking in the Training Top 125 for four consecutive years. Members provide editorial guidance, serve as awards judges, and collaborate on industry thought leadership white papers.

To date, Hall of Fame companies include: Booz Allen Hamilton, Deloitte, Ernst & Young, Farmers Insurance, IBM, KLA-Tencor, KPMG, McCarthy Building Companies, Inc., PwC, SCC Soft Computer, The Ritz-Carlton Hotel Company, and Verizon.

Click on the photo below to watch our Top 125 video:
Events

Elevate Your Brand, Make Meaningful Connections

With a variety of opportunities to fit every budget or set of marketing objectives, sponsorship of our events will give you brand recognition and valuable exposure with your top prospects and clients. Get in touch with your account executive for help customizing a package that delivers the greatest return on your conference investment.

The annual Training Conference & Expo has given training, learning, and talent development professionals the very best in skill-building content for 39 years. Top professionals and leaders attend each year to learn from the experts, discover the latest industry innovations, and develop their skills in design and development, implementation, evaluation and assessment, and performance consulting. www.TrainingConference.com

“Thank you to everyone at Training magazine for making the conference a wonderful experience. I have been singing your praises and look forward to continuing our partnership.”

Sharon Steeley, Director, Marketing & Communications, SCRIMMAGE

“We love the Training Conference because we feel like these are real, quality attendees. I find that they are very prepared, and they come out to the trade show floor with some very specific things in mind...I’m pleased to say that last year we had three leads that turned into significant business for us, which is really exciting for a small company.”

Diane Senffner, CEO, President, Cine Learning Productions

Training Live + Online certificate programs are held exclusively online via a series of Webinars. Attendees participate in workshops and collaborative activities in a number of ways, each designed to provide a unique means to interact and learn from experts and colleagues.

www.TrainingLiveandOnline.com
Online Learning Conference

The Online Learning Conference is designed for training, learning, and development professionals who want to learn about and leverage the latest innovations in eLearning tools, virtual classrooms, serious games, simulations, mobile, social media, and other emerging technologies to improve workplace performance. www.OnlineLearningConference.com

Innovative and interactive sponsorship options, as well as unique competitions and opportunities to demo your best products, allow you to keep your brand top of mind with the eLearning industry’s forward-thinking influencers, decision-makers, and trendsetters.
Training magazine is published 6 times a year, with a print circulation of 40,010. Each issue includes an accompanying digital edition that is archived indefinitely on Training’s website, TrainingMag.com, which logs 100,000+ page views per month.

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Magazine Trim size: 8 × 10.75 inches. Keep all critical text and graphics 0.5” from all edges.

Full Page, no bleed
Background bleed size: 8¼ × 11 inches

Send all print ad materials and direct all print production questions to:

Tony Kolars
Production Manager
971 Eleanor Avenue
St. Paul, MN 55102

Phone: 612.414.4407
Fax: 612.808.5024
Tony@trainingmag.com

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## Learning professionals and leaders from the world's top organizations turn to *Training* as their trusted source for valuable insights, expertise, trends, and best practices.

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### Automotives/Chemical
- American Honda Motor
- BP
- Bridgestone Americas
- Caterpillar
- Chrysler
- ConocoPhillips
- Dow Chemicals
- DuPont Chemicals
- Ford Motor Co.
- General Motors
- Goodyear Tire & Rubber
- Honda of America
- Hyundai
- John Deere
- Kawasaki
- Nissan North America
- Shell International
- Subaru of America
- Toyota Motor Sales
- Volvo

### Consumer/Food Products
- 1-800-Flowers.com
- 7-Eleven
- Ace Hardware
- Amazon.com
- Arty’s
- Barnes & Noble
- Best Buy
- The Coca-Cola Company
- ConAgra Foods
- Costco
- Del Monte Foods
- General Mills
- Hallmark Cards
- The Hershey Company
- The Home Depot
- JC Penney
- Kellogg’s
- Kohl’s Department Stores
- Kraft Foods
- L.L.Bean
- Macy’s
- Mars Inc.
- McDonald’s
- Nestle Purina
- Nike
- Office Max
- Pepsi Cola
- PetSmart
- QVC
- Safeway
- Sears Holdings
- Staples
- Sysco Foods
- Taco John International
- Target
- Toys “R” Us
- Tyson Foods
- Walmart Stores
- Walgreens

### Entertainment/Hotels
- Best Western
- Caesars Entertainment
- CBS Television Network
- Choice Hotels International
- Comcast
- DirecTV
- Dish Network
- ESPN
- Hilton Hotels
- Hyatt Hotels & Resorts
- InterContinental Hotels Group
- Marriott International
- MGM Resorts
- Omni Hotels
- Royal Caribbean International
- Starwood Hotels
- Time Warner Cable
- Turner Broadcasting Systems
- Walt Disney World

### Finance/Banks/Insurance/High Technology
- Aetna
- Afflic
- Agilent Technologies
- American Express
- Apple Computer
- Bank of America
- Barclays
- Blue Cross Blue Shield
- Capital One
- Cisco Systems
- Citibank
- Coldwell Banker
- Dell
- Deloitte Touche
- Discover Financial Services
- Edward Jones
- Equifax
- Ernst & Young
- Farmers Insurance
- Fidelity Investments
- Freddie Mac
- Geico
- Google
- Hewlett Packard
- HP
- Humana
- Intel Corporation
- JP Morgan Chase
- MetLife
- Micron Technology
- Nationwide Insurance
- Oracle Corporation
- Paychex
- PNC Financial Services
- Prudential Financial
- Quicken Loans
- SAP
- Sony
- State Farm Insurance
- TIAA-CREF
- The Vanguard Group
- UnitedHealthcare
- Wells Fargo

### Manufacturing/Distribution
- 3M
- Canon
- Cargill
- Colgate Palmolive
- Ecolab
- Energizer
- General Dynamics
- General Electric
- Georgia Pacific
- Halliburton
- Honeywell
- IBM

### Pharmaceuticals/Healthcare
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- Alcon Laboratories
- Aflac
- Banner Health
- Bausch & Lomb
- Baxter Healthcare
- Boehringer Ingelheim
- Bristol-Myers Squibb
- CVS Caremark
- Eli Lilly and Company
- Express Scripts
- Genentech
- GlaxoSmithKline
- Healthways
- Humana
- Johns Hopkins
- Johnson & Johnson
- Kaiser Permanente
- Mayo Clinic
- McKesson Corporation
- Medtronic
- Merck & Co.
- Novartis Pharmaceuticals
- Pfizer Inc.
- Quest Diagnostics
- Roche Diagnostics
- Sanofi Aventis
- SmithBucklin Corporation
- UnitedHealthcare

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Source: Publisher’s Own Data, July/August 2016.
“We have conducted webinars with TrainingMagNetwork for years. They host some of the most professional webinars in the industry, and their team is extremely professional, always striving to offer the highest quality content to their readers. The steady stream of exposure we gain for our team of experts and the topics covered have been integral to our overall marketing strategy.”

Nancy Brenny, Vice President Marketing, Wilson Learning