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:

- **50.7%** Training/Development
- **2.1%** Finance/Operations/DP
- **2.4%** MIS/Systems/Technical
- **3.0%** Other (including Consultants and Paid)
- **4.0%** Instructional Designer/Developer
- **5.6%** Education
- **6.9%** Sales/Marketing/Product Development
- **11.3%** HR/Personnel
- **12.1%** General/Corporate Administrative Management
- **1.9%** Customer Service

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

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

Business/Industry:

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

*Training 2017*
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%

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


The Magazine

Training magazine has been THE source of industry insights, best practices, and case studies for Learning & Development professionals since 1964. We firmly believe content is king! And we know you do, too.

- Leadership Development
- Coaching/Mentoring
- Onboarding
- Employee Engagement and Recognition
- Talent Management
- Training Technology
- Evaluation & Metrics

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

DEPARTMENTS

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


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’Driscoll, 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.

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 some employees don’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.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ISSUE FOCUS</th>
<th>FEATURES</th>
<th>BONUS DISTRIBUTION</th>
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<tr>
<td>JULY/AUGUST</td>
<td>Talent Management and Motivation</td>
<td>• Building a Strong, Innovative L&amp;D Team</td>
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<td>• Nonprofit Talent Acquisition Strategies</td>
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<td>• Employee Engagement Survey Results</td>
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<td>* Training Top 125/Hall of Fame Learning &amp; Development Best Practices</td>
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<td>SEPTEMBER/OCTOBER</td>
<td>Technology</td>
<td>• Accessing and Utilizing LMS Data</td>
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<td>• Learning Portal Best Practices</td>
<td>September 25 – 27, 2017</td>
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<td>• Does Badging Really Encourage Learning?</td>
<td>New Orleans, LA</td>
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<td>• Special Section: Games &amp; Simulations Trends</td>
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<td>NOVEMBER/DECEMBER</td>
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<td>• 2017 Industry Report</td>
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<td>• 2017 Salary Survey</td>
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<td>* Training Top 125/Hall of Fame Learning &amp; Development Best Practices</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
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:**

<table>
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<th>Format</th>
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<tr>
<td>Leaderboard: (728 x 90)</td>
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<td>Premium Square: (300 x 250)</td>
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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
Digital opportunities

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.

12.5 STEPS TO A PERFECT INCENTIVE PROGRAM

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:

For Gala sponsorship opportunities, click here:
www.trainingconference.com/galasponsor
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

“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

“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

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.

### 2016 TRAINING DISPLAY COLOR RATES

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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

Full Page w/bleed
Background bleed size: 8¼ × 11 inches

Issue | Ad Close | Materials Due
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JAN/FEB | 12.13.16 | 12.16.16
MARCH/APRIL | 2.14.17 | 2.17.17
MAY/JUNE | 4.3.17 | 4.7.17
JULY/AUG | 6.9.17 | 6.13.17
SEPT/OCT | 8.7.17 | 8.10.17
NOV/DEC | 10.3.17 | 10.6.17
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.

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 Hesshey 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 Coa
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
Allianz
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
Microsoft
Nationwide Insurance
Oracle Corporation
Paychex
PNC Financial Services
PricewaterhouseCoopers
Progressive Insurance
Prudential Financial
Quicken Loans
SAP
Sony
State Farm Insurance
TIAA-CREF
The Vanguard Group
Travelers Insurance
Wells Fargo

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

IkoN Office Solutions
Ingersoll Rand
Kimberly Clark
Lockheed Martin
Northrup Grumman
Proctor & Gamble
Raytheon
Sherwin Williams
Steelcase Inc.
Whirlpool Corporation
Xerox

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

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