Align with the industry's most trusted resource

For more than 54 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.

Training covers the entire spectrum of training, learning, and talent development

A decision-making audience that’s looking for your solutions, products, and expertise:

- Business Skills Development
- Health and Safety Training
- Leadership Development
- Learning Technology/Systems
- Management Training
- Regulatory/Compliance Training
- Sales/Customer Service Training
- Soft Skills Training
- Talent Development and Management
- Technical Training
- Training/L&D Professional Development

TABLE OF CONTENTS:

Unparalleled variety and measurable ROI through a full suite of advertising, lead generation, and content marketing offerings:

- Audience Overview and Profile ........................................ 3 – 5
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“I’m happy to endorse the Training magazine and media brand. We have partnered with Training on a number of new initiatives for 2018 which have successfully accomplished great results for both of our key Digital Learning Solutions brands — Adobe Captivate and Adobe Captivate Prime LMS.”

Gourav Sinha, Sr. Product Marketing Manager, Adobe
## Audience Overview and Profile

### Total Unique Email Audience

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Total Circulation</th>
<th>Print</th>
<th>Digital</th>
<th>Print &amp; Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training</td>
<td>40,010</td>
<td>16,765</td>
<td>13,656</td>
<td>9,589</td>
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</tbody>
</table>

### E-Newsletter

<table>
<thead>
<tr>
<th>E-Newsletter</th>
<th>Active Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training Weekly</td>
<td>43,473</td>
</tr>
</tbody>
</table>

### TrainingMag.com Website

<table>
<thead>
<tr>
<th>TrainingMag.com Website</th>
<th>Monthly Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions</td>
<td>86,574</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>69,652</td>
</tr>
<tr>
<td>Page Views</td>
<td>111,793</td>
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</table>

### Membership (Webinar Audience)

<table>
<thead>
<tr>
<th>Membership (Webinar Audience)</th>
<th>Active Members</th>
<th>Active Emails</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training Magazine Network</td>
<td>111,406</td>
<td>79,328</td>
</tr>
</tbody>
</table>

### Training Community Engagement

<table>
<thead>
<tr>
<th>Training Community Engagement</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Likes</td>
<td>6,042</td>
</tr>
<tr>
<td>Twitter Followers</td>
<td>21,394</td>
</tr>
<tr>
<td>Linked-In Group Members</td>
<td>30,715</td>
</tr>
</tbody>
</table>

### Training Digital/HTML Blast Demographic Selections: 58,000+ Audience

#### Job Title

<table>
<thead>
<tr>
<th>JOB TITLE</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>President/CEO</td>
<td>4,018</td>
</tr>
<tr>
<td>CLO, COO, VP or Director</td>
<td>6,646</td>
</tr>
<tr>
<td>Manager or Supervisor</td>
<td>9,463</td>
</tr>
<tr>
<td>Training Specialist</td>
<td>9,980</td>
</tr>
<tr>
<td>Coordinator or Assistant</td>
<td>4,212</td>
</tr>
<tr>
<td>Instructional Designer/Developer</td>
<td>2,396</td>
</tr>
<tr>
<td>Consultant</td>
<td>394</td>
</tr>
<tr>
<td>Other</td>
<td>1,913</td>
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#### Industry

<table>
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<tr>
<th>INDUSTRY</th>
<th>Total</th>
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<tbody>
<tr>
<td>Manufacturing</td>
<td>3,801</td>
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<tr>
<td>Hospitality (food, lodging)</td>
<td>972</td>
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<tr>
<td>Retail</td>
<td>1,796</td>
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<tr>
<td>Wholesale/Distribution</td>
<td>875</td>
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<tr>
<td>Finance/Banking</td>
<td>3,385</td>
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<tr>
<td>Real Estate/Insurance</td>
<td>2,220</td>
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<td>Business Services</td>
<td>3,187</td>
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<tr>
<td>Communications</td>
<td>1,348</td>
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<td>Transportation/Utilities</td>
<td>1,421</td>
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<tr>
<td>Health/Medical Services</td>
<td>4,604</td>
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<td>Educational Service/Academic Institution</td>
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<td>Government/Military</td>
<td>3,120</td>
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<tr>
<td>Consulting</td>
<td>3,446</td>
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<tr>
<td>Public Administrator</td>
<td>309</td>
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<tr>
<td>Not Specified</td>
<td>2,959</td>
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#### Department

<table>
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<tr>
<th>DEPARTMENT</th>
<th>Total</th>
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<tbody>
<tr>
<td>Training/Development</td>
<td>19,030</td>
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<tr>
<td>HR/Personnel</td>
<td>3,482</td>
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<tr>
<td>Education</td>
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<tr>
<td>Instructional Designer/Developer</td>
<td>1,889</td>
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<tr>
<td>General/Corporate/Administrative Mgmt</td>
<td>4,464</td>
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<tr>
<td>Sales/Marketing/Product Development</td>
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<tr>
<td>MIS/Systems Mgmt/Technical</td>
<td>903</td>
</tr>
<tr>
<td>Finance/Operations/DP</td>
<td>829</td>
</tr>
<tr>
<td>Customer Service</td>
<td>869</td>
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<tr>
<td>Other</td>
<td>1,002</td>
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</table>

#### Number of Employees

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<thead>
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<th>NUMBER OF EMPLOYEES</th>
<th>Total</th>
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<tbody>
<tr>
<td>50,000+</td>
<td>4,111</td>
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<tr>
<td>25,000 – 49,999</td>
<td>2,106</td>
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<td>10,000 – 24,999</td>
<td>3,246</td>
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<td>5,000 – 9,999</td>
<td>3,057</td>
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<td>1,000 – 4,999</td>
<td>6,403</td>
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<td>500 – 999</td>
<td>2,960</td>
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<td>250 – 499</td>
<td>2,710</td>
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<td>100 – 249</td>
<td>2,767</td>
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<td>Less than 100</td>
<td>8,139</td>
</tr>
<tr>
<td>Not Specified</td>
<td>3,542</td>
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</table>
**READER FAST FACTS**

- **83%** have had a training responsibility for 5+ years
- **71%** provide training to 500 or more employees
- **65%** are in organizations with a sales volume of $50 million or higher
- **51%** have been in their current position for 4+ years

**TYPES OF TRAINING**

**Types of training/learning readers are involved in**

- Soft skills ........................................................ 59%
- Leadership development ...................................... 55%
- Customer service ............................................. 52%
- Business skills ................................................ 50%
- Technical training ............................................. 49%
- Product training ................................................. 46%
- Management/Supervisory .................................... 45%
- Regulatory/Compliance ..................................... 39%
- Specialized job skills ......................................... 34%
- Applications (Word, Excel, etc.) ......................... 32%
- Health and safety ............................................. 27%
- Sales .............................................................. 26%
- IT Training ....................................................... 25%

---

1 Annual Salary Survey; May 2018
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.
Training magazine has been THE source of industry insights, best practices, and case studies for learning & development professionals since 1964

- 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:

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

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, Professor at Duke University’s Fuqua School of Business and a research fellow at Duke Corporate Education

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 Recognition Solutions

Last Word: Thoughts on training-related topics, including negotiation/conflict resolution, business etiquette, and employee performance management. Authors include: Michael Rosenthal, Managing Partner, Consensus; David McNally, Founder, TransForm Corporation; Ajay Pangarkar and Teresa Kirkwood, Co-Founders, CentralKnowledge.com and LearningSourceonline.com
No one covers the state of training like Training.

The Annual Industry Report

Training, learning, and talent development leaders and professionals rely on this report as a statistical gauge for measuring their own training functions against industry norms. With data representing a cross-section of industries and company sizes, the Industry Report presents a comprehensive view of the current environment as well as historical trends, including:

- Training expenditures
- Types of training intended to purchase
- Expenditures per learner
- Hours of training per employee
- Training staffing
- Budget changes, including by industry and company size
- Who gets trained
- Projected funding for learning areas over the next year
- Delivery methods
- Technology usage
- Extent of outsourcing

The Annual Salary Survey

For a pulse of the average training salaries across roles and regions, Training’s exclusive research can’t be beat. Training professionals at all levels turn to the Annual Salary Survey for the latest analysis of industry compensation and to find out how their own salary stacks up against the broader marketplace.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>JANUARY/FEBRUARY</th>
<th>MARCH/APRIL</th>
<th>MAY/JUNE</th>
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<td>11-26-18</td>
<td>1-18-19</td>
<td>4-1-19</td>
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<td>Materials:</td>
<td>11-30-18</td>
<td>1-24-19</td>
<td>4-4-19</td>
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<tr>
<td>Mail Date:</td>
<td>1-3-19</td>
<td>2-19-19</td>
<td>5-7-19</td>
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<table>
<thead>
<tr>
<th>ISSUE FOCUS</th>
<th>Emerging Training Leaders</th>
<th>Training Top 125</th>
<th>Leadership Development</th>
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<tbody>
<tr>
<td>FEATURES</td>
<td>• 2018 Emerging Training Leader Winners</td>
<td>• 2019 Training Top 125 (Top 5 Profiles, Top 125 List, Top 10 Hall of Fame Inductees, Best Practices and Outstanding Training Initiative Award winners)</td>
<td>• Measuring Leadership Development Effectiveness</td>
</tr>
<tr>
<td></td>
<td>• #MeToo and #Time’s Up: Creating a Culture of Awareness</td>
<td>• Secrets of Successful Facilitation</td>
<td>• How to Use 360-Degree Feedback in Executive Coaching</td>
</tr>
<tr>
<td></td>
<td>• Assessment of Training Technologies</td>
<td>• Using Storytelling in Online Training</td>
<td>• How to Build Trust</td>
</tr>
<tr>
<td></td>
<td>* Training Top 125/Hall of Fame Learning &amp; Development Best Practices</td>
<td>* Training Top 125/Hall of Fame Learning &amp; Development Best Practices</td>
<td>• Global Leadership Development Survey Results</td>
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<table>
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<tr>
<th>BONUS DISTRIBUTION</th>
<th>Training 2019 Conference &amp; Expo</th>
<th>Training 2019 Conference &amp; Expo</th>
<th>ATD</th>
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<tbody>
<tr>
<td></td>
<td>ISA Annual Business Retreat</td>
<td>ISA Annual Business Retreat</td>
<td>SHRM</td>
</tr>
<tr>
<td></td>
<td>March 17-20, 2019 Tucson, AZ</td>
<td></td>
<td>June 23-26, 2019 Las Vegas, NV</td>
</tr>
</tbody>
</table>

Dates subject to change and are current as of August 2018

*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.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>JULY/AUGUST</th>
<th>SEPTEMBER/OCTOBER</th>
<th>NOVEMBER/DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Close:</td>
<td>6-3-19</td>
<td>8-5-19</td>
<td>9-30-19</td>
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<tr>
<td>Materials:</td>
<td>6-6-19</td>
<td>8-8-19</td>
<td>10-3-19</td>
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<tr>
<td>Mail Date:</td>
<td>7-9-19</td>
<td>9-10-19</td>
<td>11-5-19</td>
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</table>

<table>
<thead>
<tr>
<th>ISSUE FOCUS</th>
<th>JULY/AUGUST</th>
<th>SEPTEMBER/OCTOBER</th>
<th>NOVEMBER/DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talent Management/Motivation</td>
<td>Technology</td>
<td>Research</td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>FEATURES</th>
<th>JULY/AUGUST</th>
<th>SEPTEMBER/OCTOBER</th>
<th>NOVEMBER/DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>•Using KPIs to Improve Employee Performance</td>
<td>•Integrating Bots and Employees</td>
<td>•2019 Industry Report</td>
<td></td>
</tr>
<tr>
<td>•Putting the H Back in HR Services</td>
<td>•Does Your Training Belong on YouTube?</td>
<td>•2019 Salary Survey</td>
<td></td>
</tr>
<tr>
<td>•Taking Employee Satisfaction from Bust to Boom</td>
<td>•AI’s Impact on Training</td>
<td>•Content Curation vs. Creation</td>
<td></td>
</tr>
<tr>
<td>•State Workforce Initiatives to Grow Talent</td>
<td>•Special Section: Games &amp; Simulations</td>
<td>•2019 Online Learning Conference Wrap-Up</td>
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<table>
<thead>
<tr>
<th>BONUS DISTRIBUTION</th>
<th>JULY/AUGUST</th>
<th>SEPTEMBER/OCTOBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMEX</td>
<td>Online Learning Conference</td>
<td></td>
</tr>
<tr>
<td>September 10-12, 2019</td>
<td>September 17-19, 2019</td>
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</tr>
</tbody>
</table>

*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.

---

**send all print ad materials and direct all print production questions to:**

Bethany Lewis  
Production Manager  
Phone: 612.723.1222  
Bethany@TrainingMag.com

ISA Members:  
Ask about exclusive ISA rates.
Training’s powerful digital presence—unprecedented brand exposure

When you advertise on Training’s flagship site, 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.

TrainingMag.com: Digital gateway for the worldwide training community

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.

TrainingMag.com: 111,000+ page views a month

MONTHLY RUN-OF-SITE BANNER RATES

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 × 90)</td>
<td>$1,495</td>
</tr>
<tr>
<td>Premium Square (300 × 250)</td>
<td>$1,295</td>
</tr>
</tbody>
</table>

METRICS

- Sitewide rotation, 20% SOV
- 20,000 impressions/month, 20% SOV
- Average banner CTR: .3 – .5%
Every week, this popular eNewsletter provides relevant news and business intelligence to 43,000+ training and L&D leaders and professionals. Featuring proprietary Training magazine content not found anywhere else, this is the savvy choice for building brand exposure with a targeted, highly engaged audience every week.

**METRICS**

- Opt-in monthly subscribers: 43,000+
- Average open rate: 9%
- Average banner CTR: .2 – .5%

**TEXT AD**

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

**RATES**

<table>
<thead>
<tr>
<th>PROGRAMS</th>
<th>PER ISSUE</th>
<th>PER MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 × 90)</td>
<td>$650</td>
<td>$2,599</td>
</tr>
<tr>
<td>Premium Square (300 × 250)</td>
<td>$599</td>
<td>$2,399</td>
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<tr>
<td>Anchor (728 × 90)</td>
<td>$469</td>
<td>$1,879</td>
</tr>
<tr>
<td>Text Ad</td>
<td>$275</td>
<td>$1,099</td>
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</tbody>
</table>
Fill your sales pipeline with continual weekly leads

Training Magazine Network (TMN) 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 111,000 members, this is a highly engaged network that’s hungry for knowledge and continual learning. It is the official host site for Training’s vast array of live and on-demand Webinars — and that’s where you come in.

“The quality and large number of people who participate in each webinar has generated great dialogue among participants and ourselves. We truly believe that we are reaching the people who can make meaningful changes in their organization based upon the information we have an opportunity to share through Training Magazine Network.”

David Yesford, Senior Vice President, Wilson Learning Worldwide
SPONSORED WEBINARS:
Bring in your experts to demonstrate even greater authority and marketplace visibility

Training Magazine Network’s Sponsored Webinars are Training’s most popular content marketing channel — and for good reason. There’s no better way to showcase your expertise or share your latest research, as well as generate thousands of ongoing, targeted leads for your sales pipeline. Webinars are promoted to our entire community, including: Training’s subscribers & event attendees (58,000+); Training Magazine Network members (111,000+); and Training’s social channels (Twitter, Facebook, LinkedIn).

**METRICS**

- TMN sponsored Webinars typically see between 900 – 1,200 registrants, with 20% – 30% day of participation.

**WEBINAR RATES**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>1×</td>
<td>$9,500*</td>
</tr>
<tr>
<td>2×</td>
<td>$9,000 each</td>
</tr>
<tr>
<td>3×</td>
<td>$8,500 each</td>
</tr>
<tr>
<td>4× or more (quarterly)</td>
<td>$8,000 each</td>
</tr>
</tbody>
</table>

*ISA Members: Ask about exclusive ISA rates.

**Extras included with your Webinar:**

- Provide a 300×250 banner for bonus clicks
- Provide a white paper, eBook, or similar content asset (PDF) and we will promote this in conjunction with the Webinar for potentially 100s of extra leads ($3,000 bonus value).

Ask your rep about custom Webinar packages.

---

**Rocking the Digital Workplace: Leading High-Impact Virtual Teams**

**Speaker:** Cynthia Clay, President/CEO, NetSpeed Learning Solutions, Author of “Great Webinars: How to Create Interactive Learning That is Captivating, Informative, and Fun”

**Webinar Recording Details**

- **Date and Time:** Thu, Apr 26, 2018 at 1PM Pacific / 12PM Eastern
- **Duration:** 1 hour
- **Cost:** $0 (Free)

Virtual leaders must attend to relationship, reliability, results, and recognition issues as they strive to communicate, take risks, and build connections across virtual distance. The rewards of getting this aspect of...
TURNKEY WEBINARS:
No Speaker? No Problem. Turn to us for help

Training Magazine Network’s Turnkey Lead-Generating Webinars are the easiest, most effective path to thousands of high-quality leads, offering immense exposure for your brand in front of a targeted audience of corporate training decision-makers.

We promote, organize, manage, and facilitate a professional, expert-led Webinar, while you sit back and collect all the leads.

Leading with Emotional Intelligence (EQ) in Workplace

Speaker

Marjorie Derven
Founder, HUDSON Research & Consulting

Webinar Recording Details

Date and Time: Tue, Jun 06, 2017 at 12PM Pacific / 3PM ET
Duration: 1 hour
Cost: $0 (Free)
Want Access? Register to view the recording

Description

Globalization, doing more with less, leading remote and contingent workers, changing engagement. These are just a few of the dramatic changes that leaders face today. Join four elements of emotional intelligence: self-awareness, self-management, social awareness, and versatility.

Sponsored By

THE NATIONAL CONGRESS CENTER
703.726.6040 • LEESBURG, VA

BONUS 300×250 BANNER

AD PODS:

An ad pod is a hyperlinked image that appears on attendees’ screens during a Webinar to communicate your call to action and enable participants to click through to any URL you’ve set up to facilitate even more engagement. Learn more and check out sample Ad Pods here:

SPONSOR BRANDING

Your sponsor PPT slide will be displayed at the beginning and end of the Webinar

RATES

WEBINAR RATES

Turnkey Webinars: $5,000 (flat fee)
Webinar Ad Pods: $1,495 each (flat fee)

METRICS

• Provide your sponsor branding, and any extra special offers or links
• You’ll be promoted as the sponsor in all pre-Webinar marketing efforts, and on the live Webinar
• You’ll receive the complete list of registrants and any leads from the on-demand recording, the same as if it were your own content and speaker.
• Expect a minimum of 500 leads, plus 100s of bonus leads from any accompanying content you provide, such as a white paper, infographic, or eBook. (TMN Webinars typically see between 900 – 1,200 registrants.)
DEMO WEBINARS:
It’s time to show ‘em what you’ve got!

New for 2019, showcase your product, tool, or training solution like never before with a Training Magazine Network (TMN) Demo Webinar. TMN provides a Producer to help develop, deliver and introduce your 30-minute educational demo Webinar. Help listeners roll up their sleeves and get hands-on with a virtual tour of your latest product, upgrade, or integration.

RATES

Demo Webinars: $8,000 each (flat fee)

- Include a white paper or similar content marketing asset and we’ll promote in conjunction with your demo ($3,000 value-add).
- Include a 300 x 250 banner on the Webinar landing page for bonus clicks.
TECHLEARN WEBINARS:
The home for new and emerging training technologies
Since 2017, more than 10,000 participants have registered for Webinars in Training Magazine Network’s TechLearn series. They come to learn about the latest technology for corporate training and learning and development. From tips on a specific software, to how to implement augmented reality, add your name to this prestigious list of presenters with a full Webinar sponsorship; or turnkey sponsor an upcoming TechLearn topic that aligns with your own best practices.

| 1x | $9,500 |
| 2x | $9,000 each |
| 3x | $8,500 each |
| 4x or more (quarterly) | $8,000 each |
| TechLearn Turnkey Webinars: | $5,000 (flat fee) |

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**Upcoming TMN TechLearn Webinars**

**Wed, Aug 15, 2018 at 12PM Pacific / 3PM Eastern**

10 Tips to Get you Started in Whiteboard Animation with VideoScribe
- Karin Reis, President / CEO, Geeky Girl, LLC

**Wed, Aug 29, 2018 at 12PM Pacific / 3PM Eastern**

Designing Virtual Training for Global Audiences
- Cindy Huggett, CPLP and Author, The Virtual Training Guidebook: How to Design, Deliver and Implement Live Online Learning

**Wed, Sep 05, 2018 at 12PM Pacific / 3PM Eastern**

Designing Virtual Training for Global Audiences
- Cindy Huggett, CPLP and Author, The Virtual Training Guidebook: How to Design,
Digital/Print edition spreads

Integrate your thought leadership into the next edition of Training magazine with a Native or Sponsored Content Package. Includes a full-page article (500–800 words) or 2-page spread (1,200–1,400 words). 2-page spreads can be set up as one page of article content and an adjacent Full Page 4C display ad. Training can provide editorial guidance/assistance for story angle/theme, etc.

YOUR ARTICLE

Humane LEARNING IS AS COMPLEX AS ANY ECOSYSTEM WE MEET IN NATURE.

By RichBarkley

Learning Ecosystems: A Model for 21st Century Employee Learning

Training ecosystems are a celebration of the marketplace they support and emerging technology advances change their nature, context, and outcomes. We don’t merely live in linear, tidy areas. Depth doesn’t lend itself to the same or fervent scrutiny.

In addition, there are many leaders who try to experiment. However, unless you have a true model for your ecosystem, you can’t create a systemic perspective. Under that context, the only element of your leadership that you can directly control is the context.

Your approach to an ecosystem and its impact on employee learning is true to the core. The field is littered with research that examines the role of digital and non-digital environments on learning outcomes. What we learn is always relevant.

Here are some ideas on how to move your ecosystem from 21st century employee learning theory to practice.

1. Build a team of experts

2. Create a learning ecosystem

3. Identify learning contexts

4. Identify learning outcomes

5. Determine learning strategies

6. Evaluate learning results

7.重复以上步骤

8. 根据结果调整学习策略

9. 反复迭代

10. 不断优化

DO ONBOARDING RIGHT.

Engage

Activate

Transition

Analyze

BIZ LIBRARY

SilkRoad

https://www.silkroad.com

YOUR FULL-PAGE DISPLAY AD ON FACING PAGE

native and sponsored content
Sponsored articles on TrainingMag.com

In addition to print, Native or Sponsored Content articles also appear in the newsfeed on the TrainingMag.com home page for 30 days, plus:

- 30-day social marketing campaign
- Text ads in two issues of the Training Weekly eNewsletter

**RATES**

<table>
<thead>
<tr>
<th>Article Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-page Article</td>
<td>$7,500</td>
</tr>
<tr>
<td>2-page Article</td>
<td>$9,500</td>
</tr>
</tbody>
</table>
Your message to 5,000 targeted professionals

Get valuable brand exposure with the decision-makers looking for your products and services, delivered from a source they know and trust. Co-branded with Training for optimum open rates, each HTML email delivers your graphically enhanced, custom-crafted message and web links to 5,000 targeted professionals.

**METRICS**

- Average open rates: 12%
- Average CTR: 1 – 3%

**RATES**

<table>
<thead>
<tr>
<th>HTML RATES</th>
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<tbody>
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<tr>
<td>2× HTML emails:</td>
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<tr>
<td>3× HTML emails:</td>
<td>$2,500 ea</td>
</tr>
<tr>
<td>4× or more HTML emails:</td>
<td>$2,200 ea</td>
</tr>
</tbody>
</table>
Leads in your inbox, ASAP

Simply provide a completed White Paper, eBook, or other valuable content marketing piece in PDF format, and we will provide a full marketing campaign to promote downloads.

Your white paper will get exposure throughout the Training brand’s assets:

- Link to white paper from TrainingMag.com home page and Training Weekly eNewsletter: reach 250,000+
- Direct e-mail marketing to Training’s lists: reach approx. 58,000 each
- Social media marketing on Training’s Twitter, LinkedIn, and Facebook pages

**RATES**

Standard/introductory campaign: $30 CPL / 100 leads guaranteed: $3,000

**12.5 STEPS**

TO A PERFECT INCENTIVE PROGRAM

A PUBLICATION OF spear one

How to Choose a Learning Solution For Your Organization

**Easy As 1-2-3**

Here’s how easy it is to get your white paper online and start collecting leads:

1. Submit your asset via e-mail as a PDF file.
2. Submit your logo and an abstract. Both will appear on the landing page where readers download your white paper.
3. Your white paper will be posted on www.TrainingMag.com within 48 hours.

For White Paper/eBook/Infographic campaign specs and instructions, click here.
Want a more turnkey solution for leads?  
Join Training’s white paper subscription program

Drive a consistent flow of leads to your inbox with a monthly white paper subscription, and put your content to work for you on a continual basis.

Here’s how it works: Send us your white paper or similar content asset, and we’ll provide ongoing marketing efforts for continuous weekly leads. White papers in the subscription channel are promoted to Training Magazine Network’s 111,000+ member network, as well as Training’s subscribers & event attendees (58,000+). Provide updated assets depending on length of campaign. Totally turnkey.

### RATES & METRICS

<table>
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<th>Duration</th>
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<th>Minimum Leads</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>12 months</td>
<td>$9,900</td>
<td>800 leads</td>
</tr>
</tbody>
</table>

Training magazine is pleased to provide complimentary high quality white papers on business problems faced by and potential solutions for today’s busy corporate learning executive.

**14 ways to use video for formal and informal employee training**

When Microsoft made the switch from classroom training to eLearning, per-employee costs on these events dropped from $320 to just $17. Video can help you improve the quality, consistency, speed, and effectiveness of your training efforts. Make sure your organization isn’t missing out! Get 14 ideas for using video to support formal and informal learning and development, plus a guide to ensuring your business now is the time to start doing more training with video, in this new white paper.

**The Learning Ecosystem**

The task of developing the perfect adult learning or professional learning initiative for your organization can be a complex and complicated task. Adult learning is not one size fits all, there is a lot to consider when creating a successful learning platform such as learning content, adult psychology and applicable technologies.
Travel with them

Retargeting campaigns allow you to deliver your banner ads to our website visitors AFTER they have left our website! Once visitors have been to TrainingMag.com, they become a member of our retargeting lists. This NEW program allows you VIP access to market directly to this highly qualified audience!

When your banners are placed in our retargeting program, your ads “follow” our visitors while they perform Google searches and visit other partner websites within Google’s expansive Search and Display Networks. Google Search is the gold standard of internet search engines. The Google Display Network reaches 90% of internet users worldwide and includes more than 2 million publishers, including websites like nytimes.com and weather.com and Google-owned websites like Gmail, Blogger, and YouTube and more.

Retargeting campaigns are an excellent way to “nudge” Training’s qualified audience by remaining relevant in their online activity, thereby building brand awareness and shortening the amount of time necessary for conversion.

**RATES**

- Pricing/Cost: $5 CPC
- Minimum quantity: 400 clicks ($2,000)
- Maximum quantity: none
- Availability: first come

Retargeting banners are sold on a cost-per-click (CPC) basis. Purchase as many clicks as you need — your ads will run until your order has been met.

Accepted formats are GIF, JPG and PNG banners (no tags); most standard IAB sizes are available.

Your banner will “follow” visitors to other Google-related sites, after they visit TrainingMag.com.
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.

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, SCRMAGE

The Trade Show and networking opportunities remains as the strongest that I have attended, especially in regards to establishing professional contacts.”

Michael Pico, CHRO, Pennrose

2018 Attendee Job Title

<table>
<thead>
<tr>
<th>Job Title</th>
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<tr>
<td>CLO/COO/VP/Director or above</td>
<td>22%</td>
</tr>
<tr>
<td>Manager/Supervisor</td>
<td>25%</td>
</tr>
<tr>
<td>Training Specialist</td>
<td>26%</td>
</tr>
<tr>
<td>Instructional Designer/Developer</td>
<td>11%</td>
</tr>
</tbody>
</table>

Total 2018 Attendance

2,036

Click here to check out the full Conference Prospectus
Be part of the industry’s premier awards program

2018 Training Top 125 companies include:
1. Leading Real Estate Companies of the World
2. New York Community Bancorp, Inc.
3. Sonic Automotive, Inc.
4. BNSF Railway
5. Dollar General Corporation

Training Top 125 Black-Tie Gala

Monday, Feb. 25, 2019
Disney’s Coronado Springs Resort, Orlando

Now in its 19th year, the Annual Training Top 125 Black-Tie Gala is the “main event” in which the 2019 Top 125 Honorary Companies find out where they rank on this coveted list that showcases Fortune 1000 companies’ best practices in learning & development.

SPONSORSHIPS STARTING WITH:

- Two (2) complimentary tickets to the Black-Tie Gala
- One (1) post-Gala HTML blast sent on sponsor’s behalf by Training magazine to all Top 125 Gala attendees
- Pre- and on-site branding
- A toast from the stage with Training’s editor and the Top 10 Hall of Famers
- Opportunity to provide a special prize giveaway, or provide a small gift item at each place setting (600)

Contact your rep for pricing.

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: Blue Cross Blue Shield of Michigan, Booz Allen Hamilton, Capital BlueCross, CHG Healthcare, Deloitte, Ernst & Young, Farmers Insurance, IBM, Jiffy Lube International, KLA-Tencor, KPMG, McCarthy Building Companies, Inc., PwC, SCC Soft Computer, Verizon and Keller Williams Realty, Inc.
Where Training Meets Technology
Innovative and interactive sponsorship options, along with 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.

Anticipated Attendance
400 – 500

SPONSOR OPPORTUNITIES
Limited Sponsorships Reserve Today!

September 17 (pm) – 19, 2019
Hilton New Orleans Riverside
New Orleans, LA

SPONSORSHIP OPTIONS INCLUDE:
• Vendor Demo Table
• 30-minute Vendor Demos
• 728 x 90 Top Leaderboard on www.OnlineLearningConference.com
• 200-lead white paper
Contact your rep for full sponsorship details.
Innovations in Training (IIT) is an interactive, experiential and immersive event that kicks off after Training’s two main conferences — Training 2019 and Online Learning Conference 2019. IIT showcases how organizations are applying cutting-edge approaches to improve learning and engagement in the digital enterprise. With our host city as the learning lab, participants imagine, engage and create a new future of learning for their organizations. In this “on-the-road” format, participants see how training is being innovated today through site visits to state-of-the-art centers, Immersive Labs (on VR, AR, AI, IoT, etc.), thought-leader presentations, Applied Innovation Workshops, and Debrief Dialogues.

This exclusive experience is limited to 50 attendees.

“IInnovations in Training is unlike anything I’ve seen offered at a conference before. It was great to see real innovations already implemented at organizations — and gain ideas and insights to bring back to my team.”

Lisa O’Donnell, Director of Instructional Design, KPMG

“I flew down just for Innovations in Training! It’s very, very interactive. We had lots of fun. I felt like a kid on a field trip. We saw a lot of simulations and great work. We did a lot of collaboration. It was a very perfect space for learning. The small group was very helpful because we were all focused. I look forward to coming back soon!”

Hima Jasti, Program Manager, eBay

“In the past three days, I’ve felt like a kid in a candy store. This has been absolutely fantastic — all these tools and ways to use simulations and virtual environments.”

Rick McNamara, Senior Manager, Siemens
**Print:** Ad Dimensions: Magazine trim: 8” × 10.75”

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Magazine Trim size</th>
<th>Live area</th>
<th>Full Page, no bleed</th>
<th>Full Page with bleed</th>
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</thead>
<tbody>
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<tr>
<td>Full Page, no bleed</td>
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<tr>
<td>Full Page with bleed</td>
<td>8½ × 11 inches</td>
<td>7 × 10 inches</td>
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</tr>
</tbody>
</table>

**Material Requirements:** SWOP standards apply. Digital Materials only. Preferred file format is PDF (PDF / X-1a or greater) files created for 300 dpi with a total density of 300%. A SWOP proof is recommended for color ads. Files can be submitted via email or by FTP download, or uploaded to publisher's FTP. Publisher accepts no responsibility for errors resulting from materials submitted that do not meet the above criteria or arrive after the material due date. For production-related questions, contact Bethany Lewis at: bethany@trainingmag.com or 612-723-1222.

**2019 Print Production Key Dates**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Material Due</th>
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<tbody>
<tr>
<td>Jan/Feb</td>
<td>1/26/18</td>
<td>11/30/18</td>
<td>1/3/19</td>
</tr>
<tr>
<td>March/April</td>
<td>1/18/19</td>
<td>1/2/19</td>
<td>2/19/19</td>
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<td>May/June</td>
<td>4/1/19</td>
<td>4/4/19</td>
<td>5/7/19</td>
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<td>July/August</td>
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<td>7/9/19</td>
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<tr>
<td>Sept/Oct</td>
<td>8/5/19</td>
<td>8/8/19</td>
<td>9/10/19</td>
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<tr>
<td>Nov/Dec</td>
<td>9/30/19</td>
<td>10/3/19</td>
<td>11/5/19</td>
</tr>
</tbody>
</table>

All dates are current as of 7/25/18. *Mail dates are approximate

**Delivery & Contact Information**

For FTP instructions, contact Bethany Lewis by phone or email: bethany@trainingmag.com or 612-723-1222

PDF files under 10MB email to: bethany@trainingmag.com

---

**trainingmag.com**

(Run-of-site and retargeting banners)

**Ad Dimensions**

**Run-of-site:** 728 × 90 pixels leaderboard or 300 × 250 pixels premium square

**Retargeting:** any standard IAB size
- .GIF, JPEG, & .SWF (Flash) files only.
- 40K max file size for run-of-site; 150K max file size for retargeting.
- Flash Files: 15 scene, unlimited looping allowed, with 40K initial size and up to 500K in additional files.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 5 business days prior to scheduled start date. Ad tags are not permissible for retargeting campaigns (only for ROS banners).
- Activation of Web advertising is reliant on timely submission of acceptable ad files by the advertiser.

**Training Weekly eNewsletter**

**Ad Dimensions**

**Leaderboard:** 728 × 90 pixels

**Premium Square:** 300 × 250 pixels
- GIF or JPEG files only.
- No active content allowed (ie: Flash, iFrames, Javascript, forms, etc.)
- 40K maximum file size.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 5 business days prior to scheduled start date.
- eNewsletter advertising is reliant on timely submission of acceptable ad files by the advertiser.

**HTML Opportunities**

HTMLs are graphic e-mails, co-branded with *Training* magazine, and sent to selected demographics from the *Training* database. Materials are due 5 business days prior to transmission date.

Please send all ad files to Bethany@trainingmag.com
Our partnership with Training magazine and media brand over the past several years has been remarkable...We consistently enjoy relevant opportunities to connect with thousands of training and talent development professionals who are seeking the best products and services for their employees. The Webinar series has offered a game changer in content delivery and out reach for ISA member firms. Training makes it happen!”

Pamela J Schmidt, Executive Director, ISA – The Association for Training Suppliers

For article and product news submissions:

LORRI FREIFELD
Editor-in-Chief
516.524.3504
lorri@trainingmag.com

SONJA MISHEK
Social Media
715.222.7544
sonja@trainingmag.com

For production, billing, circulation, and website questions and service, these nice folks can help:

BETHANY LEWIS
Production Manager
612.723.1222
bethany@trainingmag.com

VICKI BLOMQUIST
Marketing Director
952.929.7194
vicki@trainingmag.com

JEREMY TEWS
Digital Marketing Manager
815.977.5283
jeremy@trainingmag.com

MATT TEWS
Webmaster
763.712.8555
matt@trainingmag.com

For all things conferences, contact:

JULIE GROSHENS
VP – Conferences
651.698.1911
julie@trainingmag.com

DICK POWELL
VP – Expositions
952.417.6504
dick@trainingmag.com

LEAH NELSON
Conference Operations Director
612.340.4742
leah@trainingmag.com

STEVE DAHLBERG
Creative Engagement Director
612.432.5442
steve@trainingmag.com

PAYTON POWELL
Account Executive
612.978.4195
payton@trainingmag.com

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