#TrainingMatters
Align with the industry’s most authentic resource

With a brand legacy spanning 55 years, Training magazine and Training Magazine Network are the gold standard for 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 at every stage of their career.

**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

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“I’m happy to endorse the Training magazine and media brand. We have partnered with Training on a number of initiatives 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

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**TABLE OF CONTENTS:**

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

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**Audience Overview and Profile**

### Magazine Circulation

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Total Circulation</th>
<th>Print Only</th>
<th>Digital Only</th>
<th>Print &amp; Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Training</em></td>
<td>40,010</td>
<td>20,293</td>
<td>9,782</td>
<td>9,935</td>
</tr>
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</table>

### E-Newsletter Subscribers

<table>
<thead>
<tr>
<th>E-Newsletter</th>
<th>Active Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Training Weekly</em></td>
<td>52,644</td>
</tr>
</tbody>
</table>

### Membership (Webinar Audience)

<table>
<thead>
<tr>
<th><em>Training Magazine Network</em></th>
<th>Active Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>141,792</td>
<td></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>6,655</td>
</tr>
<tr>
<td>Twitter Followers</td>
<td>22,590</td>
</tr>
<tr>
<td>Linked-In Group Members</td>
<td>31,316</td>
</tr>
</tbody>
</table>

### Department Breakdown

- **Training/Development/Learning/Education**: 66%
  - HR/Personnel: 11%
  - General/Corporate Management: 7%
  - Sales/Marketing: 5%
  - Finance/Operations: 2%
  - Other Departments: 9%

### Primary Business

- Health/Medical Services: 14%
- Educational Svc/Academic Institution: 13%
- Finance/Banking: 11%
- Government & Military: 10%
- Consulting: 10%
- Manufacturing: 10%
- Business Services: 9%
- Real Estate/Insurance: 7%
- Transportation/Utilities: 4%
- Retail: 4%
- Hospitality: 3%
- Communications: 3%
- Wholesale/Distribution: 2%

### Job Title Distribution

- Director and Above: 21%
- Manager/Supervisor: 22%
- Training Specialist: 27%
- Instructional Designer/Developer: 13%
- Coordinator/Asst.: 6%
- Other: 11%

### Company Size by Employee

- 0 – 249: 12%
- 250 – 999: 16%
- 1,000 – 9,999: 27%
- 10,000 – 49,999: 15%
- 50,000+: 12%

Source: Publisher’s Own Data, September/October 2019
Types of training/learning readers are involved in:

- Soft skills: 58%
- Leadership development: 52%
- Customer service: 52%
- Technical training: 51%
- Business skills: 50%
- Product training: 46%
- Management/Supervisory: 43%
- Regulatory/Compliance: 38%
- Specialized job skills: 33%
- Applications (Word, Excel, etc.): 33%
- Health and safety: 27%
- Sales: 26%
- IT Training: 24%

Source: Publisher's Own Data, September/October 2019
67% of Training Magazine Network members work in companies of 1,000 or more employees.

29,000+ members are in companies of 10,000 or more employees.

Source: Publisher’s Own Data, September/October 2019
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

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 (Front-Line Management 101), President, Square Peg Solutions

How-To: Tips and tricks to train effectively

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 TechLearn 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: Food for thought on training-related topics by Dawn J. Mahoney, who owns Learning in The White Space LLC, a freelance talent development and instructional design consultancy.

From TrainingMag, we see people downloading our assets every day.”

Trent Howell, VP of Marketing, eLearning Brothers

Soapbox: Training trends, case studies, and survey analysis

What the Tech?: A look at new and emerging training technology by Phylise Banner, a learning experience design consultant with more than 25 years of vision, action, and leadership experience in transformational learning and development approaches.
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
- Role level of trainees
- 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.
## Editorial Calendar 2020

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>JANUARY/FEBRUARY</th>
<th>MARCH/APRIL</th>
<th>MAY/JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Close:</td>
<td>11-22-19</td>
<td>1-17-20</td>
<td>3-27-20</td>
</tr>
<tr>
<td>Materials:</td>
<td>11-27-19</td>
<td>1-21-20</td>
<td>4-1-20</td>
</tr>
<tr>
<td>Mail Date:</td>
<td>12-30-19</td>
<td>2-21-20</td>
<td>5-5-20</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>ISSUE FOCUS</th>
<th>Innovation</th>
<th>Training Top 125</th>
<th>Leadership Development</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>Training Top 125 (Winner List, Top 5 Profiles, Best Practices and Outstanding Training Initiative Award Winners)</th>
<th>2020 Training Top 10 Hall of Fame (2020 Inductees, Hall of Fame Outstanding Training Initiatives)</th>
<th>Using Apps to Manage Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 2019 Emerging Training Leader Profiles</td>
<td>• Using Neuroscience to Create Training Programs</td>
<td>• Growing C-Level Talent in Biotech</td>
<td>• Global Leadership Development Survey Results</td>
</tr>
<tr>
<td>• Using Neuroscience to Create Training Programs</td>
<td>• 2020 Training Top 10 Hall of Fame</td>
<td>• Training 2020 Conference &amp; Expo Wrap-Up</td>
<td>• Training Top 125/Hall of Fame Learning &amp; Development Best Practices</td>
</tr>
<tr>
<td>• 2020 Training Top 10 Hall of Fame (Winner List, Top 5 Profiles, Best Practices and Outstanding Training Initiative Award Winners)</td>
<td></td>
<td></td>
<td>• Training Top 10 Hall of Fame Outstanding Training Initiatives</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>BONUS DISTRIBUTION</th>
<th>Training 2020 Conference &amp; Expo</th>
<th>Training 2020 Conference &amp; Expo</th>
<th>ATD</th>
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</thead>
<tbody>
<tr>
<td>ISA Annual Business Retreat</td>
<td></td>
<td></td>
<td><strong>SHRM</strong></td>
</tr>
<tr>
<td>March 15 – 18, 2020 Phoenix, AZ</td>
<td></td>
<td>June 28 – July 1, 2020 San Diego, CA</td>
<td></td>
</tr>
</tbody>
</table>

*Learning & Development Best Practice articles are written by Training Top 125ers and Top 10 Hall of Famers, and Training Top 10 Hall of Fame Outstanding Training Initiative articles are written by Training Top 10 Hall of Famers; we do not use outside sources for these articles.

**Dates subject to change and are current as of August 2019**
Dates subject to change and are current as of August 2019

*Learning & Development Best Practice articles are written by Training Top 125ers and Top 10 Hall of Famers, and Training Top 10 Hall of Fame Outstanding Training Initiative articles are written by Training Top 10 Hall of Famers; we do not use outside sources for these articles.
## Print Ad Rates

### 2020 TRAINING DISPLAY COLOR RATES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1×</th>
<th>3×</th>
<th>6×</th>
<th>12×</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page Spread</td>
<td>$19,500</td>
<td>$18,500</td>
<td>$17,300</td>
<td>$16,400</td>
</tr>
<tr>
<td>Full Page</td>
<td>$10,200</td>
<td>$9,700</td>
<td>$9,100</td>
<td>$8,000</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$8,300</td>
<td>$7,850</td>
<td>$7,350</td>
<td>$6,400</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$6,500</td>
<td>$6,150</td>
<td>$5,775</td>
<td>$5,025</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$4,100</td>
<td>$3,900</td>
<td>$3,650</td>
<td>$3,300</td>
</tr>
</tbody>
</table>

See page 29 for full print specs

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.
Digital Partner Program

Bolster your brand dominance and reach Training’s full web and email audience with this high-impact digital partner program.

LIMITED: Only 8 advertiser partners per month. Minimum 125,000 banner ad impressions per month, per advertiser; plus a minimum 200,000 logo impressions ($7 CPM!)

Includes pervasive branding:
- on www.trainingmag.com
- on www.trainingsnetwork.com
- in the Training Weekly eNewsletter
- Sitewide rotation
- Your logo also included in sitewide rotation (“Online Sponsor” feature)
- Your logo also included in magazine print ad showcasing monthly sponsors
- Metrics reporting included

High-impact ad units include:
- 970 × 250 billboard
- 300 × 600 skyscraper
- 300 × 250 premium square (for mobile and eNewsletter only)

**HURRY!**
This popular partner program fills up quickly each month!

**RATES**
Monthly Digital Partner Program: $2,500

**METRICS**
- Minimum 125,000 banner ad impressions/mo, per advertiser; plus a minimum 200,000 logo impressions
- Limited to 8 advertisers/mo
- 97,000 unique visitors/mo (www.trainingmag.com)
- 18,000+ unique visitors/mo (www.trainingsnetwork.com)
- 52,000+ opt-in monthly subscribers (Training Weekly eNewsletter)

Recent digital sponsors include:
- AllenComm
- Brandon Hall Group
- Champlain College Online
- Cornerstone
- Employee Engagement
- ICF
- MHS
- Panopto
- Rehearsal
Every week, this popular eNewsletter provides relevant news and business intelligence to 52,000+ 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.

- Opt-in monthly subscribers: 52,000+
- Average open rate: 9%
- Average banner CTR: .2–.5%

<table>
<thead>
<tr>
<th>METRICS</th>
<th>PER ISSUE</th>
<th>PER MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text Ad</td>
<td>$275</td>
<td>$1,099</td>
</tr>
</tbody>
</table>

300 x 250 banners are available via monthly Digital Sponsorship.

TEXT AD

Be part of the content with a simple, cost-effective Text Ad (up to 75 words plus a URL).
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 141,000 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.

“Thank you Gary and the TMN team for your creative thinking to boost our numbers. We would love the opportunity to work with you again. See you in February at the conference.”

Anna Strasshofer, Mursion
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 (53,000+); Training Magazine Network members (141,000+); and Training's social channels (Twitter, Facebook, LinkedIn).

WEBINAR RATES

<table>
<thead>
<tr>
<th>Number of Webinars</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$9,500*</td>
</tr>
<tr>
<td>2x</td>
<td>$9,000 each</td>
</tr>
<tr>
<td>3x</td>
<td>$8,500 each</td>
</tr>
<tr>
<td>4x 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.

METRICS

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

7 Steps to Designing Effective Sales Training

**Speaker:** Amy O'Brien
Sensor Director of Implementation and Training, Brainshark

**Webinar Details**

- Date and Time: Fri, Sep 17, 2021 at 11:00 AM Pacific / 2PM Eastern
- Duration: 1 Hour
- Cost: $50 (Free)
- Can't Attend? Register and we'll send you the recording after the webinar.

The "Sign on" link will NOT appear until one hour before the webinar start time.

**Register**

**Description**

Just like a house needs a blueprint or a film needs a script, great sales training needs a plan. But with limited time and resources, you may have questions about where to start or what to build first. Don't worry — you're not alone.

We understand that not all sales enablement and training leaders have experience in training program design. In this webinar, Brainshark's Amy O'Brien will share a 7-step process for designing sales training programs that work — with previous experience required! This session will cover:

- A starter's framework for sales training program design
- The difference between traditional and agile training models
- How technology can accelerate sales training delivery

Don't miss this session for sales training and enablement leaders!

**About Amy O'Brien**

With over 20 years of experience in learning and development, Amy knows how to build effective training programs. She's created a variety of learning events ranging from Brainshark courses and coaching activities to live workshops. In her eleven plus years at Brainshark, she's held a variety of roles ranging from Customer Success Consultant and Customer Success Manager, where she successfully onboarded hundreds of customers, to her current role overseeing the team of Readiness Consultants and Learning Content Developers. If you've heard Amy's voice and seen her in some videos, Amy is the creator of the Design like an Artist, Scriptwriting and PowerPoint for Brainshark workshops.

[ADDITIONAL LEAD-GENERATING BANNER]
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.

RATES

WEBINAR RATES

<table>
<thead>
<tr>
<th>Turnkey Webinars:</th>
<th>$5,000 (flat fee)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinar Ad Pods:</td>
<td>$1,495 each (flat fee)</td>
</tr>
</tbody>
</table>

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](#).

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.)

WEBINAR RATES

<table>
<thead>
<tr>
<th>Date and Time</th>
<th>© Tue, Sep 17, 2019 at 12PM Pacific / 3PM Eastern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration</td>
<td>1 Hour</td>
</tr>
<tr>
<td>Cost</td>
<td>$0 (Free)</td>
</tr>
<tr>
<td>Can’t Attend?</td>
<td>Register and we’ll send you the recording after the webinar. The “Sign in” link will NOT appear until one hour before the webinar starts.</td>
</tr>
</tbody>
</table>

Register

For companies who leverage design thinking, the prizes are rich. Research by the Design Management Institute finds that design-led S&P 500 companies outperform the rest of the index by 211 percent.

Design thinking is a powerful, human-centered discipline that powers the world's leading companies and drives innovation. But what exactly is design thinking?
DEMO WEBINARS: It’s time to show ’em what you’ve got!

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.

![Demo Webinar Image](image)

**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.

**Webinar Recording Details**

- **Date and Time:** Oct, 10, 2019 at 9AM Pacific / 12PM Eastern
- **Duration:** 1 Hour
- **Cost:** $0 (Free)
- **Want Access?** Register to view the recording.

**Description**

*Live Product Demo*

Video is a unique beast. It’s more engaging than a training manual, but sharing it on your LMS (or worse, on YouTube) can create problems. It helps you scale your training worldwide, but every new recording is a pain to produce. And it would be ideal for just-in-time learning, if only it could be effectively searched.

Join us for this comprehensive introduction to Panopto, part of the Training Magazine Network’s all-new product demo webinar series. Dave Dumler, head of product evangelism at Panopto, will demonstrate how Panopto’s video platform makes it easy to:
Become an Industry Solutions contributor

Integrate your thought leadership into the next edition of Training magazine with an Industry Solutions sponsored content package. Includes:

- 2-month/60-day digital + social marketing campaign
- Minimum 200 leads
- Layout and proofing services for your article (600-800-word single page; 1,200-1,400-word 2-page spread)
- Editorial assistance available
- Reprint services available (turn your article into an exclusive handout “as seen in Training magazine“)
- Perfect for a synopsis of your latest research; to promote your latest book or ebook; or to showcase your area of expertise

YOUR ARTICLE

Your article will be posted in the main newsfeed on www.trainingmag.com for 2 months/60 days, and will be used to generate leads.

RATES

1-page Article: $5,900
2-page Article: $7,900

Additional editorial/content collaboration services available. Ask your rep for pricing/specifics.

trainingmag.com
Salary Survey and Industry Report: EXCLUSIVE sponsorships

Be the FIRST to sponsor one of Training magazine’s premier annual research endeavors:

Training’s Annual Salary Survey
What does a learning professional earn, and are salaries increasing or decreasing? How do gender and geography play into career opportunities? The industry turns to this annual survey for answers.

Training’s Annual Industry Report
Now in its 38th year, the Industry Report is recognized as the training industry’s most trusted source for data on budgets, staffing, and programs.

“I’ve found Training’s Annual Industry Report to be a great resource for insights into the corporate training and learning and development space.”

Patrick Hainault, Vice President, Corporate Business Development, Inc. and Fast Company

Salary Survey and Industry Report sponsorships

Sponsorship: $9,900 (flat fee)

Includes:
- Lead Gen campaign (minimum 200 leads) utilizing the exclusive Salary Survey and/or Industry Report to generate your leads
- Your sponsor branding on the Salary Survey/Industry Report supplement
- Full-page display ad for your company on both the supplement, as well as the back page (cover 4) premium position for the Nov/Dec issue, which features the Salary Survey/Industry Report
- HTML email promoting your sponsorship and the digital supplement
- Opportunities to receive printed supplements featuring your branding for use as a trade show or sales team handout (pricing TBD based on quantities).

Doing webinars with Training?
This would be an excellent lead generation for net new leads, co-branded with Training magazine for your next webinar!
Your message to 1,000s of 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 (minimum) targeted professionals.

### METRICS

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

### RATES

<table>
<thead>
<tr>
<th>HTML RATES</th>
<th>Cost</th>
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<tbody>
<tr>
<td>1× HTML email:</td>
<td>$2,900</td>
</tr>
<tr>
<td>2× HTML emails:</td>
<td>$2,700 ea</td>
</tr>
<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>

Click here for HTML demographics menu

Click here for HTML specs/instructions

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**How VR & AR are Changing Training, Education & Worker Guidance**

Where is XR having the biggest impact on training and worker guidance? What’s the future of immersive learning?

**Speakers:**

- John O’Shea, Head of VR at AR for Education & Work at VRx
- John Cogliandro, Senior Director at VR/AR at ISTE
- Michael Bloor, Co-Founder & Chief Executive Officer, OpenSecure
- Amy Peck, CCO & Co-founder at EndorseVR
- Mark J. M. Lee, National Director at Immersive Learning Research Network
- Charles A. Shores, Sr. Vice President at National Learning Foundation

Moderated by:

**How VR & AR are Changing Training, Education & Worker Guidance**

**Sign up to the webinar to find out:** How VR & AR are Changing Training, Education & Worker Guidance

Our expert panel includes:

- John Cogliandro, Senior Director at VR/AR at ISTE
- John O’Shea, Head of VR at AR for Education & Work at VRx
- Michael Bloor, Co-Founder & Chief Executive Officer, OpenSecure
- Amy Peck, CCO & Co-founder at EndorseVR
- Mark J. M. Lee, National Director at Immersive Learning Research Network
- Charles A. Shores, Sr. Vice President at National Learning Foundation

**Click here to sign up – we’ll send you the recordings!**
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. 53,000 each
• Social media marketing on Training’s Twitter, LinkedIn, and Facebook pages

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.

RATES

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

For White Paper/eBook/Infographic campaign specs and instructions, click here.
Want a more turnkey solution for leads?  
Join Training’s leads 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 141,000+ member network, as well as Training’s subscribers & event attendees (53,000+). Provide updated assets depending on length of campaign. Totally turnkey.

<table>
<thead>
<tr>
<th>RATES &amp; METRICS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3 months:</strong> $4,000</td>
</tr>
<tr>
<td>(Minimum 200 leads)</td>
</tr>
<tr>
<td><strong>6 months:</strong> $6,000</td>
</tr>
<tr>
<td>(Minimum 400 leads)</td>
</tr>
<tr>
<td><strong>12 months:</strong> $9,900</td>
</tr>
<tr>
<td>(Minimum 800 leads)</td>
</tr>
</tbody>
</table>
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.

Recent retargeting partners include:

- MHS
- Central Michigan University
- Mursion

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, SCRIMMAGE

“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

2019 Attendees by Job Titles

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLO/COO/VP/Director or above</td>
<td>21%</td>
</tr>
<tr>
<td>Manager/Supervisor</td>
<td>30%</td>
</tr>
<tr>
<td>Training Specialist</td>
<td>26%</td>
</tr>
<tr>
<td>Instructional Designer/Developer</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>12%</td>
</tr>
</tbody>
</table>

Total 2019 Attendance

2,035

Total 2019 Exhibitors

90

This was my second time attending the Training Conference & Expo and I would recommend it to anyone in the training field. There are so many sessions to go to that are extremely beneficial.”

April Smith, Training Coordinator, Yankee Farm Credit, ACA

RATES

SAMPLE SPONSOR PACKAGE:

• Gold Show Sponsor Status
• Full-page ad in the Official Show Directory
• Full-page ad in the March/April Training Top 125 Issue
• 728 × 90 top leaderboard on www.TrainingMag.com
• Banner retargeting with guaranteed 400 clicks

PLUS: high-visibility extras, like show bag inserts, on-site Meterboard signage, and participation in the Expo Hall passport game!

For budgets from $750 to $15,000, let’s talk!
Training Top 125 Black-Tie Gala

Monday, February 24, 2020
Disney’s Coronado Springs Resort
Orlando, FL

Now in its 20th year, the Annual Training Top 125 Black-Tie Gala is the “main event” of the Training 2020 Conference & Expo, in which the 2020 Top 125 Honored 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
• Website 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.

RATES

Be part of the industry’s premier awards program

2019 Training Top 125 companies include:
1. Dollar General Corporation, LLC
2. Leading Real Estate Companies of the World
3. Best Buy
4. Nationwide
5. BNSF Railway Co.

Click here for the full list of 2019 Top 125 companies. Are your clients and top prospects here?

Past Gala sponsors include:
TechLearn Conference 2020

October 13–15, 2020
AT&T Executive Education and Conference Center, Austin, TX

Where Technology Empowers Learning
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
450–550

Demo your hottest learning tech!

RATES

SPONSORSHIP OPTIONS INCLUDE:
- Demo sessions
- High-visibility on-site signage
- Full-page print ad in Sept/Oct issue of Training magazine
- Full-page print ad in Official Event Guide
- 728x90 top leaderboard on www.TechLearnConference.com
- Post-show mailings and emails to attendees

Contact your rep for full sponsorship details.

TechLearn 2020 prospectus will be available in Spring 2020
Innovations in Training (IIT) events are interactive, experiential and immersive events that kick off after Training’s two main conferences — Training 2020 and TechLearn Conference 2020. And new for this year — we’re introducing an overseas IIT event in Dublin, Ireland, in November 2019!

Training’s IIT events showcase 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.

These exclusive experiences are limited to 50 attendees per event.

“...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

“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
Introducing the all-new Training Magazine Network Choice Awards!

Training recently launched the industry’s first crowd-sourced awards program, where Training Magazine Network’s 141,000+ member community can cast their votes for their favorite supplier partners and the products/tools/solutions that they find most effective, in five categories:

- Gamification
- Learning Portal/LMS
- Custom Content/Program Development
- Measurement, Testing & Assessment
- Authoring Tools

Supplier partner winners in each category will be publicly honored at the Training 2020 Conference & Expo and can showcase their award-winning status with an official category winner emblem.

View the current categories and listed partners online [here](#).

Is your company missing? Would you like to recommend/suggest an additional category for 2020? We want to hear from you, because we want YOU to be a part of the program and have the chance to WIN. [So contact us](#)!
**Advertising Material & Production Information**

**Print • Web Site • eNewsletter • HTMLs**

**Print:** Ad Dimensions: Magazine trim: 8” × 10.75”

- Magazine
  - Trim size: 8 x 10.75 inches.
  - Keep all critical text and graphics 0.5 inch from all edges.

- Full Page, no bleed
  - Trim size: 8 x 10 3/4 inches
  - Live area: 7 x 10 inches

- Full Page with bleed
  - Bleed size: 8 1/4 × 11 inches
  - Live area: 7 × 10 inches

**Digital Sponsorship – Banners**

- 970 × 250 billboard (or 728 × 90 leaderboard)
- 300 × 250 premium square
- 300 × 600 skyscraper

  - .GIF, JPEG, & SWF (Flash) files only.
  - (active content is not allowed for 300 × 250 banners in Training Weekly eNewsletter - please submit at least one GIF or JPEG 300 × 250 with your file package)
  - 40K max file size for run-of-site.
  - 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 3 business days prior to scheduled start date.
  - Activation of digital sponsorship is reliant on timely submission of acceptable ad files by the advertiser.

**Retargeting – Banners**

Any standard IAB size

- .GIF, JPEG & SWF (Flash) files only.
- Flash Files: 15 scene, unlimited looping allowed, with 40K initial size and up to 500K in additional files.
- 150K maximum file size.
- Third-party ad serving allowed.
- File and/or ad tags to be provided 3 business days prior to scheduled start date.
- Activation of retargeting campaign is reliant on timely submission of acceptable ad files by the advertiser, and may be affected by GoogleAds processing queues and timelines.

**HTML Opportunities**

HTMLs are graphic e-mails, co-branded with *Training* magazine, and sent to selected demographics from the *Training* database.

**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.

**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

**2020 Print Production Key Dates**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Material Due</th>
<th>Mail*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>11/22/19</td>
<td>11/27/19</td>
<td>12/30/19</td>
</tr>
<tr>
<td>March/April</td>
<td>1/17/20</td>
<td>1/21/20</td>
<td>2/21/20</td>
</tr>
<tr>
<td>May/June</td>
<td>3/27/20</td>
<td>4/1/20</td>
<td>5/5/20</td>
</tr>
<tr>
<td>July/August</td>
<td>5/22/20</td>
<td>5/27/20</td>
<td>6/30/20</td>
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<tr>
<td>Sept/Oct</td>
<td>8/5/20</td>
<td>8/10/20</td>
<td>9/11/20</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>9/25/20</td>
<td>9/30/20</td>
<td>11/10/10</td>
</tr>
</tbody>
</table>

All dates are current as of 8/21/19.

*Mail dates are approximate

Please send all ad files to Bethany@trainingmag.com
We look forward to working with you in 2020 and beyond!

Interested in a complimentary subscription to *Training* magazine (digital, print or both)? Email Ali@TrainingMag.com.

Would you like to receive *Training’s* Weekly Wednesday eNewsletter? Subscribe online here.

Would you like to be added to the Call for Presenters list, for the chance to submit a speaking proposal for a Training conference? Sign up online here or email Staff@TrainingMagEvents.com.

Would you like *Training’s* editorial submission guidelines, or to speak to an editor? Email Ali@TrainingMag.com.