# THE OFFICIAL PUBLICATION OF TRAINING MAGAZINE NETWORK 141,000 MEMBERS SINCE 2008 www.trainingmag.com

## 2020 MEDIA KIT





## #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

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



#### 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	-6
Editorial Overview	7	' – E
Editorial Calendar	9 -	- 1C
Print Ad Rates		. 11
Digital Sponsorships		. 12
Training Weekly eNewsletter		. 13
Webinars: Training Magazine Network	14	-17
Native and Sponsored Content	.18-	- 19
HTML emails		.20
Content Syndication/ White Paper Campaigns	21-	- 22
Banner Retargeting		.23
Events and Event Sponsorships	24 -	- 26
Training Magazine Network Choice Awards		. 27
Production Spec Sheet		.28
Contacts		.29



Magazine	Total Circulation	Print Only	Digital Only	Print & Digital
Training	40,010	20,293	9,782	9,935

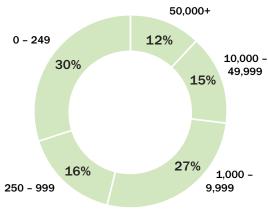
E-Newsletter	Active Subscribers		
Training Weekly	52,644		

TrainingMag.com	Monthly Average		
Sessions	116,905		
Unique Visitors	97,226		
Page Views	153,938		

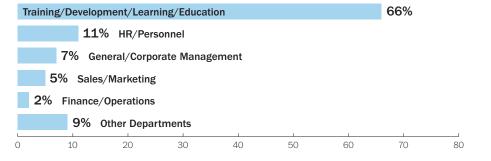
Membership (Webinar Audience)	Active Members		
Training Magazine Network	141,792		

Training Community Engagement	Total
Facebook Likes	6,655
Twitter Followers	22,590
Linked-In Group Members	31,316

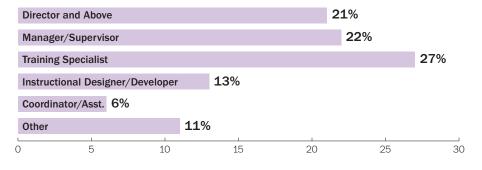
#### COMPANY SIZE BY EMPLOYEE



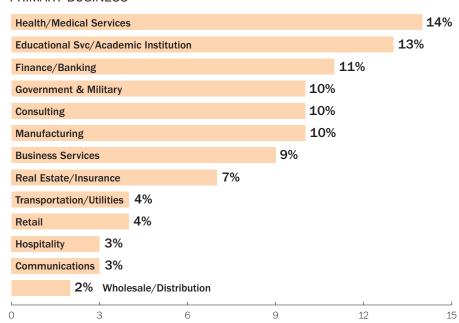
#### **DEPARTMENT**



#### JOB TITLE



#### PRIMARY BUSINESS



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

#### READER FAST FACTS<sup>1</sup>



79%
have had a training responsibility for 5+ years



75% provide training to 500 or more employees



67% are in organizations with a sales volume of \$50 million or higher



44% have been in their current position for 4+ years



43% manager+ titles (supervisor, director, CLO, SVP, CEO)



#### Types of training/learning readers are involved in<sup>1</sup>

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%

<sup>1</sup> Annual Salary Survey; May 2019

TRAINING MAGAZINE NETWORK WEBINAR COMMUNITY MEMBER FAST FACTS

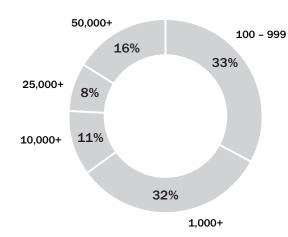


#### **Total Members:**

**157,608** 

As of May 1, 2020!

#### COMPANY SIZE BY EMPLOYEE



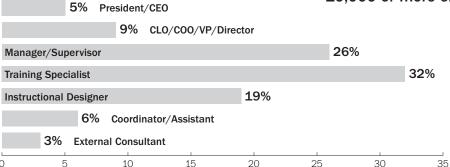
67%

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

#### MEMBERS BY JOB TITLE





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

Adecco ADP Allied Universal Amazon Web Services Aramark Experian G4S Secure Solutions Kelly Services Lenovo Software Oracle Robert Half International SAP Sodexo Thomson Reuters UNISYS Xerox  Communications AT&T CenturyLink Charter Communications Comcast DISH Network Sprint Time Warner Cable T-Mobile USA Turner Verizon  Finance/Banking American Express Company Ameriprise Financial	Barclays BMO Financial BNY Mellon Capital One Chase Citigroup CUNA Mutual Group Deloitte Edward Jones EY Fidelity Goldman Sachs H&R Block HSBC John Hancock JPMorgan Chase KPMG Metlife Morgan Stanley PNC PricewaterhouseCoopers Raymond James Associates Scotiabank SunTrust Bank TD Bank U.S. Bank UBS Vanguard Wells Fargo Bank Westpac	Health/Medical Services Abbott Labs Banner Health Bausch & Lomb Baxter Healthcare Corp BayCare Health Systems Blue Cross Blue Sheild Cerner Corp Christiana Care Health System Cigna Healthcare CVS Caremark Davita Express Scripts Genentech GlaxoSmithKline Health Care Service Corporation Humana Johns Hopkins Health Systems Kaiser Permanene Magellan Health Mayo Clinic McKesson Medtronic Memorial Sloan Kettering Novartis Novo Nordisk Optum Healthcare Philips Healthcare Quest Diagnostics	Sanofi Trinity Health UnitedHealth Group  Hospitality American Dairy Queen Arby's Restaurant Group Best Western Hotels and Resorts Bob Evans Caesars Entertainment Celebrity Cruises Choice Hotels International Cracker Barrel Darden Restaurants Dunkin Brands Golden Corral Corporation HGV Sea World Hilton Worldwide HMS Host Holland America Group Hyatt Hotels Intercontinental Hotel Group (IHG) Landrys Marriott International McDonald's Corporation MGM Resorts Norwegian Cruise Line Regal Entertainment Group Royal Caribbean Cruises Sysco Corporation The Walt Disney Company	US Foods Wyndham Worldwide  Manufacturing 3M AnheuserBusch Apple BAE BASF Boeing Boston Scientific BristolMyers Squibb Campbell Soup Company Cargill Caterpillar Cisco Systems ColgatePalmolive Conagra Brands Corning Cummins Dell Computers Dow Chemical DuPont Eaton Corporation Eli Lilly and Company Emerson ExxonMobil Ford Frito Lay General Mills Georgia Pacific Goodyear Tire and Rubber	Heineken USA Hewlett Packard Honda of America Honeywell Ingersoll Rand Intel International Paper Janssen Pharmaceuticals John Deere Johnson Controls Keurig Dr Pepper Kiewit Corporation KimberlyClark Kohler Lenox Lexus International LG Electronics Lockheed Martin Mars Incorporated MasTec MercedesBenz Manufacturing Merck and Co Michelin Micron Technology Mohawk Industries Nestle Newell Brands Nissan Nokia Panasonic ParkerHannifin	Pfizer Procter and Gamble RollsRoyce Saint Gobain Samsung Shaw Industries Group Shell Oil Sherwin Williams Stanley Black and Decker The Coca-Cola Company Toyota Motor Corporation TYCO Tyson Foods Whirlpool  Real Estate/ Insurance Aflac AlG Allstate Insurance Anthem BCBS Century 21 Real Estate Chubb Famers Insurance GEICO Keller Williams Mutal of Omaha Nationwide New York Life Northwestern Mutual Progressive Insurance State Farm Sun Life	Retail 7 ELEVEN INC Ace Hardware Adidas ADT Albertsons Companies Amazon American Eagle Outfitters AutoNation Best Buy Big Lots Bridgestone Costco Wholesale Dollar General Corporation Dollar Tree Stores Great Clips HEB Home Depot Hudson Group HyVee JCPenney KFC Kohls Kroger Lowes Companies Macys Meijer Nike Nordstrom Office Depot O'Reilly Auto Parts Planet Fitness	Publix QVC Ralph Lauren Safeway Sally Beauty Holdings Sams Club Stabucks Staples Swarovski Target TJX Companies Ulta Beauty Walgreens Walmart  Transportation Air Canada American Airlnes BNSF Railway Cathay Pacific Delta Air Lines DHL Diversified Transportation Emirates Airlines FedEx Qatar Airways Southwest Airlines U-Haul International Union Pacific Railroad United Airlines UPS
--	---	--	--	--	---	--	---	---

Halliburton

PepsiCo

The Hartford

Universal Orlando

Roche Diagnostics

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

trainingmag.com

Bank of America



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



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

Trent Howell, VP of Marketing, eLearning Brothers

#### **DEPARTMENTS**

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

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

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



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.

**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.

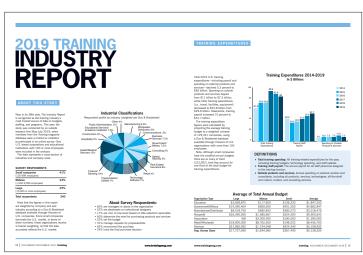
#### No one covers the state of training like *Training*.

#### **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:

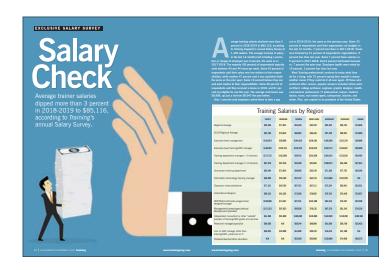
- Training expenditures
- Types of training intended to purchase
- Expenditures per learner
- Hours of training per employee
- Training staffing
- Budget changes, including by industry and company size
- Role level of trainees
- Projected funding for learning areas over the next year
- Delivery methods
- · 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.



ISSUE	JANUARY/FEBRUARY  Ad Close: 11-22-19  Materials: 11-27-19  Mail Date: 12-30-19	MARCH/APRIL  Ad Close: 1-17-20  Materials: 1-21-20  Mail Date: 2-21-20	MAY/JUNE  Ad Close: 3-27-20  Materials: 4-1-20  Mail Date: 5-5-20
ISSUE FOCUS	Innovation	Training Top 125	Leadership Development
FEATURES	<ul> <li>2019 Emerging Training Leader Profiles</li> <li>Using Neuroscience to Create Training Programs</li> </ul>	2020 Training Top 125 (Winner List, Top 5 Profiles, Best Practices and Outstanding Training Initiative Award Winners)     2020 Training Top 10 Hall of Fame (2020 Inductees, Hall of Fame Outstanding Training Initiatives)	Using Apps to Manage Employees     Growing C-Level Talent in Biotech     Global Leadership Development     Survey Results     Training 2020 Conference & Expo     Wrap-Up      Training Top 125/Hall of Fame     Learning & Development Best     Practices      Training Top 10 Hall of Fame     Outstanding Training Initiatives
BONUS DISTRIBUTION	Training 2020 Conference & Expo February 24 - 26, 2020 Orlando, FL	Training 2020 Conference & Expo February 24 - 26, 2020 Orlando, FL ISA Annual Business Retreat March 15 - 18, 2020 Phoenix, AZ	ATD  May 17 - 20, 2020  Denver, CO  SHRM  June 28 - July 1, 2020  San Diego, CA





Dates subject to change

<sup>\*</sup> 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.

ISSUE	SEPTEMBER/OCTOBER  Ad Close: 8-5-20  Materials: 8-10-20  Mail Date: 9-11-20	NOVEMBER/DECEMBER  Ad Close: 9-25-20  Materials: 9-30-20  Mail Date: 11-10-20	
ISSUE FOCUS	Technology	Research	
FEATURES	<ul> <li>Technology that Reinvigorates Classroom Training</li> <li>Training Employees to Work with Al</li> <li>The Future of the LMS</li> <li>* Training Top 125/Hall of Fame Learning &amp; Development Best Practices</li> <li>* Training Top 10 Hall of Fame Outstanding Training Initiatives</li> </ul>	<ul> <li>2020 Industry Report</li> <li>2020 Salary Survey</li> <li>Best Practices for Training Subject Matter Experts</li> <li>* Training Top 125/Hall of Fame Learning &amp; Development Best Practices</li> <li>* Training Top 10 Hall of Fame Outstanding Training Initiatives</li> </ul>	



Dates subject to change

\*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.



In above york, only plenion and a class of the control and the

## training 2020



2020 TRAINING DISPLAY COLOR RATES				
Ad Size	1×	3×	6×	12×
Two-Page Spread	\$19,500	\$18,500	\$17,300	\$16,400
Full Page	\$10,200	\$9,700	\$9,100	\$8,000
2/3 Page	\$8,300	\$7,850	\$7,350	\$6,400
1/2 Page	\$6,500	\$6,150	\$5,775	\$5,025
1/4 Page	\$4,100	\$3,900	\$3,650	\$3,300





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.

trainingmag.com <u>11</u>

## training 2020

#### **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.trainingmagnetwork.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)



Monthly Digital Partner Program:

\$2,500



Recent digital sponsors include:







#### ( ) 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.trainingmagnetwork.com)
- 52,000+ opt-in monthly subscribers (Training Weekly eNewsletter)



This popular

partner program

fills up quickly

each month!



The Weekly Resource for Training Professionals November 13, 2019

To keep receiving the Training Weekly, please update your subscriber info today.

#### 

GCS Smart Supplies Training at PPD

Quality is paramount drug development, la launched a new inven deviations, and making use the inventory ma

#### CLICK to view a live sample

hensive, integrated es (GSC) department reducina ated to effectively

going use of it.

More than 200 employees across the globe were impacted. Highly trained system super-users served as subject matter experts (SMEs) and ambassadors for the system and new processes. SMEs were selected from key global locations, so the majority of end-user training could be conducted face-to-face and with local ongoing support. Job

Read More ->



#### CoachingSurvey2019.com

#### training 2020 conference & expo

Disney's Coronado Springs Resort Lake Buena Vista, FL

February

Register **Today** 



#### LATEST ONLINE CONTENT .....

Time for Transformational Leadership to Effectively Lead Organizational Knowledge

Boost Resilience to Beat Burnout

How to Create Real Accountability Despite these 7 Common Complications

The Impact of Bad Bosses on Employees and

How to Get the Feedback You Need

Training Day Blog: A Question for the Ages

#### 

11/14/19: Create Compelling Infographics in **PowerPoint** 

11/14/19: Product Demo: 6 Employee Development Best Practices - Beyond Learning to Deepen the Employee Experience

11/15/19: Compliance Training Beyond "Point and Click" and "Testing" - Avoiding Catastrophic Incidents WHITE PAPERS .....

Reducing the Cost Burden of Immersive e-Learning

**Built to Last** 

Nonprofits - How to Scale Learning Programs

L&D Master Class: Training the Trainers of Tomorrow

2019 Learning and Development Global Sentiment

#### FREE WEBINAR: CREATE STUNNING INTERACTIONS IN MINUTES

Adding interactions to your eLearning courses can make them interesting and engaging for learners. But it can be time-consuming, and to some extent, challenging as well

Join Dr. Pooja Jaisingh to learn about simple ways to add interactivity to your eLearning courses. You will learn how to use interactive objects, multi-state objects, drag and drops, simple actions, and automatic forced navigation in Adobe Captivate You will also learn about tips and tricks to quickly convert drab and boring content to vibrant

300 × 250 SIDE PREMIUM SOUARE

#### **TEXT AD**

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



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%

Digital Sponsorship.

• Average banner CTR: .2 - .5%

#### RATES

PER ISSUE PER MONTH Text Ad: \$275 \$1.099 300 × 250 banners are available via monthly



## 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



## All Webinars

#### 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			
1×	\$9,500*		
2×	\$9,000 each		
3×	\$8,500 each		
4× or more (quarterly)	\$8,000 each		
4× or more (quarterly)	\$8,000 each		

\*ISA Members: Ask about exclusive ISA rates.

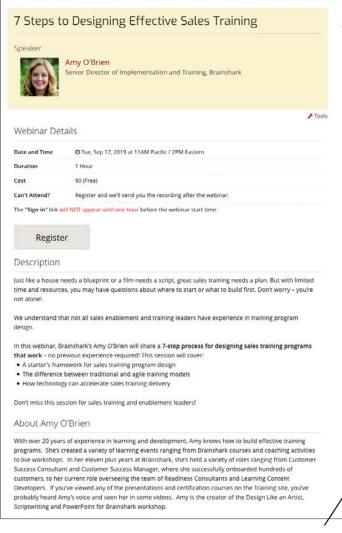
#### Extras included with your webinar:

- 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.



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



**ADDITIONAL** LEAD-GENERATING BANNER

What would you like to do? Calendar of Free Webinars Recorded Webinar Archive Free White Papers & eBooks LEARN DESIGN THINKING. BECOME FUTURE-READY **Get Started** Share the link for this webinar

#### **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 audence 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.



WEBINAR RATES	
Turnkey Webinars:	<b>\$5,000</b> (flat fee)
Webinar Ad Pods:	<b>\$1,495 each</b> (flat fee)

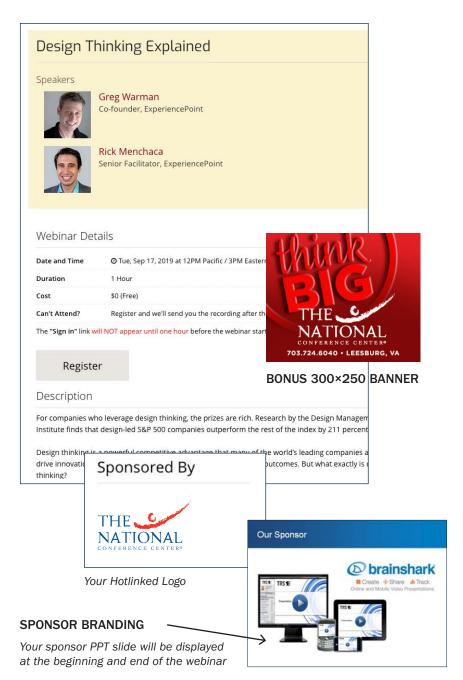


- Provide your sponsor branding, and any extra special offers or links
- You'll be promoted as the sponsor in all prewebinar marketing efforts, and on the live webinar
- You'll receive the complete list of registrants and any leads from the on-demand recording, the same as if it were your own content 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.)

#### 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:







#### **DEMO WEBINARS:** It's time to show 'em what you've got!

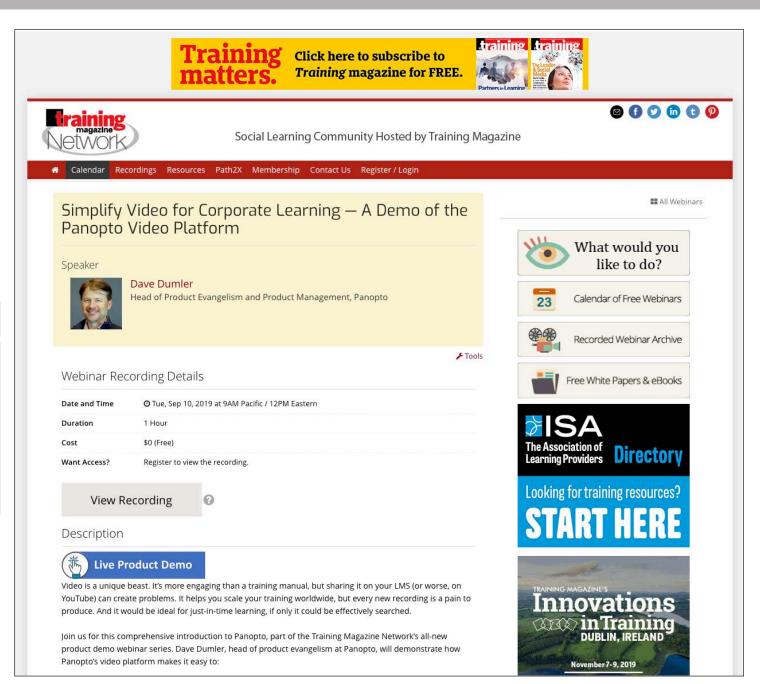
Showcase your product, tool, or training solution like never before with a Training Magazine Network (TMN) demo webinar. TMN provides a producer to help develop, deliver and introduce your 30-minute educational demo webinar. Help listeners roll up their sleeves and get hands-on with a virtual tour of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



#### Demo 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 × 250 banner on the webinar landing page for bonus clicks.



they need different types of content. The

comes into play as systems, technologies

and processes for retention help manag-ers learn the skills they need to perform

at higher levels, which may include teach-

ing managers how to learn and how to incorporate learning into the work of their teams.

Systems and Process Elements

The non-organic elements of a coral reef ecosystem such as seawater, rock, and

sunlight all play critical roles in the health

and vitality of these ecosystems. Similarly

the non-organic systems and processes of our learning programs play vitally impor-

tant roles in nurturing the learning and

growth of our employees' skills and mas-tery of new or critical competencies. Learning technology often is designed

to make administration of learning eas

In other words, many technology tools are not focused on the employees. Learn-ing technology should do one thing really

well-deliver content to employees

Great tools shouldn't be about adminis-tration of learning at all. Learning technology should be insep-

arable from the content it delivers to

complex delivery platform that exists

No. We are focused on the video content.

Our learning platforms should work exactly the same way.

Processes, as an element of a learning

system, connect various elements

#### **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



\$5.900 1-page Article:

2-page Article: \$7,900

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

### **Industry Solutions**



#### Learning Ecosystems: A Model for 21st Century Employee Learning

the day and new emerging technology advances change the ways we work, com-municate, and interact. We don't operate in a linear world any more. Inputs talways lead directly to anticipated or planned outputs.

on't always lead directly to anticipated or planned outputs.

Employee learning and development (L&D) is no different. However, like many businesses, the L&D field seems resistant to these changes. We need a new model for the development of L&D strategies to provide a framework that is non-linear to meet the realities of today's workplace and the needs of today's learners.

tems such as coral reefs. Scientists describe ecosystems as complex groups of interconnected organisms of that interact as a cohesive system. Eco vistems are also subject to certain rules dictated by science about how the vari-ous components work, interact, and a coral reef are non-linear systems in which the relative parts are highly inter active and interdependent.

Human learning is as complex as any rison to a coral reef helps illustrate just w a learning ecosystem should work. The foundation of a reef is the coral

itself. Coral is a living organism that takes its nutrition from the seawater as the wa-ter flows all around the coral. The reef element-the coral. As the coral gross and thrives, the reef grows and renews itself and serves as a habitat for a wide

variety of other species. Employees should be viewed as the foundational elements of learning the foundational elements of learning ecosystems. Our organizations grow the skills, knowledge, and abilities n

> where you'll make valuable contacts; and breakout sessions, including a TechLearn demo room.

> Conference when you register by September 6 with

Download a brochure now. Save \$150 on the

Discount Code: TMEB

The learning nutrients—or content— necessary to build modern and current skills and competencies should flow to employees as seamlessly as nutrients to coral in somester. Learning content likewise should be available to employees through systems, tools, and other resources for access on demand, anytime,

It's time to look at how we train our to employee learning should be similar to in ecosystem of connected and highly inerdependent elements.
L&D professionals can craft far more

meaningful strategies for employee earning if they incorporate:

Organic Elements: Human stakehold-

ers such as employees, managers, executives, training professionals, etc. · Inorganic Elements: Learning technologies, content, systems (content curation), communications, social

 Brain Science: Application of data from behavioral and neuroscience about how humans learn, such as spaced learning, video, retrieval tech-

niques, retention strategies, etc. Our strategies and operating models for L&D should embrace the non-linear nature of an employee learning ecosystem.

#### **Human Elements**

L&D professionals play a crucial role in the learning ecosystem. New skills emerge faster than most employees can manage, and the threat of information overload is real. In this world, the role of L&D professionals must evolve mean

om a focus on the delivery of content.
L&D professionals must evolve to be

Learning itself is a process and should be continuous. Likewise, the processes that connect the elements of a learning ecosystem must serve the continuous learning of

imployees and be subject to adjustment.
For instance, content must be general. ed. But where does the content originate delivered? How is the impact of the con-tent measured against the objectives for the learning? The answers to all these questions require processes, but the pro-cesses cannot be static. We need processes connecting the lifecycle of content from

different types of coral in our reef analogy. They should occupy a similar place in our ecosystem model as employees, but to measurement-making "processes" a

#### The Science of Learning

get more than 50 percent of what we learn in just a few hours and 80 percent in just a day or two-unless we take affirmative steps to intervene in this "forgetting to water chemistry and temperature.

This scientifically validated reality of human learning is almost always ignored when we think about employee training as inputs leading to outputs. There's mor initial delivery of content, to systems, processes, and tools that engage the human learning process in new, nonforgetting process.

#### A Learning Ecosystem— By Design

this new reality that exists all around us and change nothing. Or we can acknowlworkplaces, or even embrace them, and adapt our approaches to learning and development to help our organizations

These are the foundational strategic elements for fostering and maintaining a learning ecosystem. It's not simple. It's certainly not a linear exercise. It will require a new range of strategic thinking need to learn, unlearn, and relearn a new set of skills to make learning eco



ation, cell 888.432.3077

SPONSORED CONTENT

training JANUARY/FEBRUARY 2016 | 15



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.



A look at artificial intelligence's current and potential impact on training and the workforce.

TRAINING MAGAZINE'S INNOVATIONS IN TRAINING EVENT HEADS

## training 2020

## 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.

Click to see the 2019 Salary Survey & Industry Report 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



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, customcrafted message and web links to 5,000 (minimum) targeted professionals.

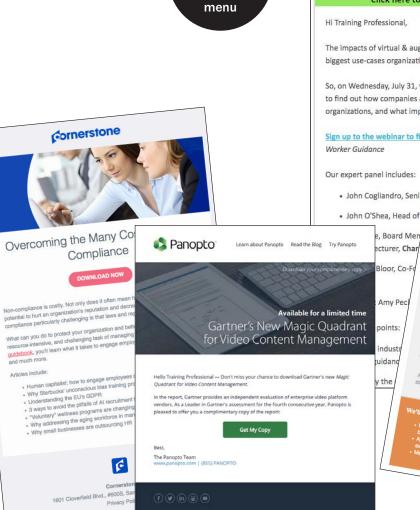


- Average open rates: 12%
- Average CTR: 1-3%



HTML RATES	
1× HTML email:	\$2,900
2× HTML emails:	\$2,700 ea
3× HTML emails:	\$2,500 ea
4× or more HTML emails:	\$2,200 ea

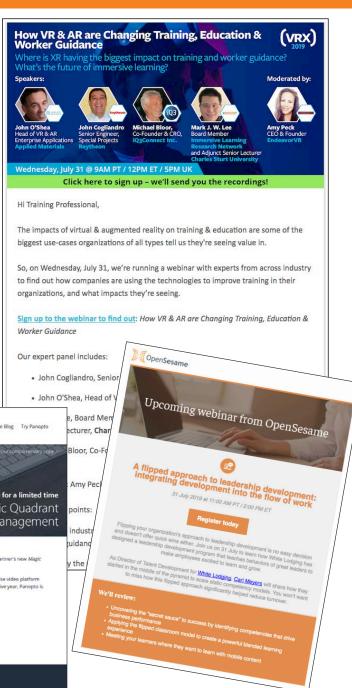
Click here for HTML specs/ instructions



(in) (f) (d)

Click here for HTML

demographics



#### 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

#### •©•] RATES

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

#### 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.
- Your white paper will be posted on www.TrainingMag.com within 48 hours.





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.

#### **FEATURED WHITE PAPERS**

#### Meridian's Powerful Practices: Strategy

Are you approaching learning management strategically? Benchmark against these critical 6 stages for developing and launching a powerful learning management strategy. Download Meridian's Powerful Practices: Strategy infographic now.



#### The Steps to Digital Maturity

Are you blinded by all of the shiny new technology available today? Are you still just trying to figure out how to get your content from print to digital? Is the technology available for learning leaders overwhelming?

It would be great if you just had a way to see all of the steps to go from print to taking advantage of the technology that is available today. You're just trying to deliver an engaging learner experience without breaking the bank. Having a simple administrative



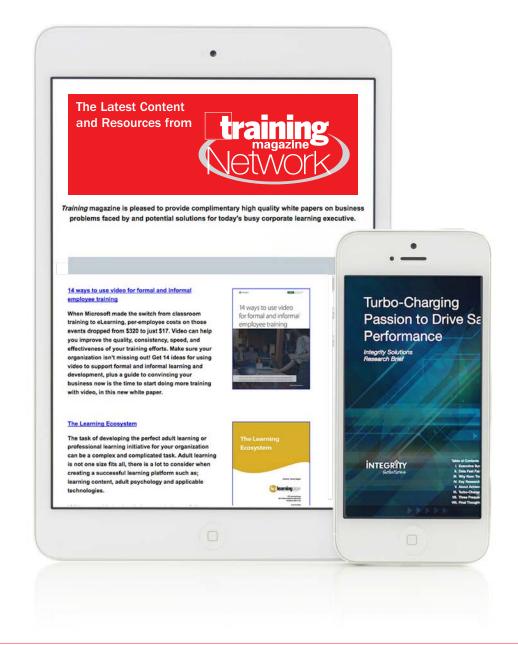
For White Paper/eBook/ Infographic campaign specs and instructions, click here.

### 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.





## training 2020

#### 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.

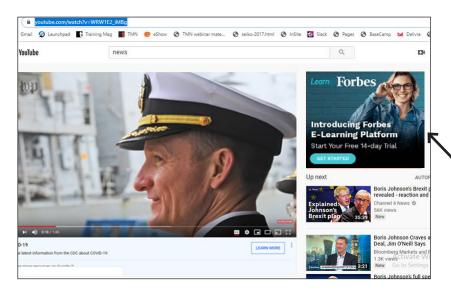
Retargeting campaigns are an excellent way to "nudge" *Training's* qualified audience by remaining relevant in their online activity, thereby building brand awareness and shortening the amount of time necessary for conversion.

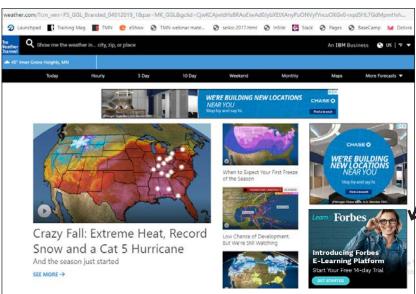


- Pricing/Cost: \$5 CPC
- Minimum quantity: 400 clicks (\$2,000)
- Maximum quantity: none
- · Availability: first come

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:









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

## training 2020

#### 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.

## **Graining 2020** conference & expo

February 24-26, 2020 **Disney's Coronado Springs Resort** Orlando, FL



#### 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!



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

CLO/COO/VP/Director or above	21%
Manager/Supervisor	30%
Training Specialist	26%
Instructional Designer/Developer	11%
Other	12%

Total 2019 Attendance

2,035

Total 2019 Exhibitors

Click here for a sneak peek of the conference **COFFEE & SODA BRE SPONSOR** 

> 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

#### **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.

#### 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:





















## **Innovations** in Training

#### Curated expeditions into the future of learning at work

**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, Al, 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







#### SPONSORSHIPS:

Contact your rep for innovative sponsorships that incorporate your tools and solutions into the overall learning experience.

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 <u>here</u>.



**Authoring Tools** 



Custom Content/
Program Development



Gamification



Learning Portal/LMS



Measurement, Testing & Assessment

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

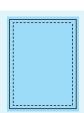
**Print:** Ad Dimensions: Magazine trim: 8" × 10.75"



2-Page Spread Provide 2-page spreads as single-page files

Magazine Trim size: 8 x 10.75 inches.

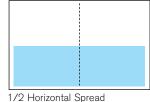
Keep all critical text and graphics 0.5 inch from all edges.



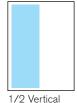
Full Page with bleed Bleed size  $8\frac{1}{4} \times 11$  inches Live area  $7 \times 10$  inches



1/2 Horizontal  $15 \times 4\%$  inches  $7 \times 4\%$  inches



1/2 Island



Full Page, no bleed

Trim size  $8 \times 10^{3/4}$  inches

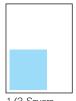
Live area  $7 \times 10$  inches

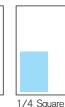
1/2 Vertical  $4\frac{1}{2} \times 7\frac{1}{2}$  inches  $3\frac{3}{8} \times 10$  inches











2/3 Page 1/3 Vertical 1/3 Square  $4\frac{1}{2} \times 10$  inches  $2\frac{1}{8} \times 10$  inches  $4\frac{1}{2} \times 4\frac{1}{8}$  inches  $3\frac{3}{8} \times 4\frac{1}{8}$  inches

#### **2020 Print Production Key Dates**

Issue	Ad Close	Material Due	Mail*	
Jan/Feb	11/22/19	11/27/19	12/30/19	All dates are
March/April	1/17/20	1/21/20	2/21/20	current as of
May/June	3/27/20	4/1/20	5/5/20	4/30/20.
Sept/Oct	8/5/20	8/10/20	9/11/20	*Mail dates are
Nov/Dec	9/25/20	9/30/20	11/10/10	approximate

#### **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 productionrelated 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

#### **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.

Materials are due 3 business days prior to transmission date.

Please send all ad files to Bethany@trainingmag.com

For marketing solutions, ideas, and opportunities, contact the publishing team with the most leadership, years of experience, and service in the industry:



MIKE MURRELL President 952.401.1283 mike@trainingmag.com



LORI GARDNER Publisher 952.451.6228 lori@trainingmag.com



PHILIP JONES VP - Market Strategy 612.354.3525 phil@trainingmag.com



**BRYAN POWELL** VP - Finance/Operations 612.922.9399 bryan@trainingmag.com



JEFF RICHARDS Account Executive 612.309.1129 jeff@trainingmag.com



ALI HOURIGAN Sales & Operations Support 612.306.0151 ali@trainingmag.com

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/ Operations Director 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

Follow Us!







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

Working with the professionals at *Training* magazine is a joy. You guys are the best."

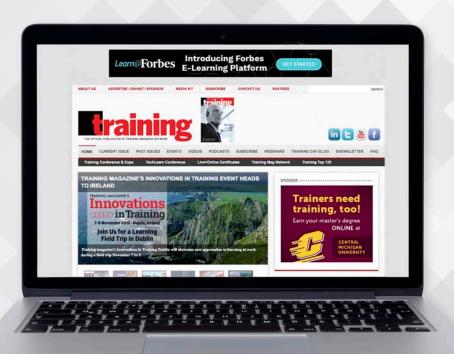
John Martin, CEO, BundlAR





5.4.20

## Iraining



## 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 <a href="mailto:online.ne">online here</a> or email <a href="mailto:Staff@TrainingMagEvents.com">Staff@TrainingMagEvents.com</a>.

Would you like *Training*'s editorial submission guidelines, or to speak to an editor? Email <u>Ali@TrainingMag.com</u>.

## **#TrainingMatters**