

training

Learning is Power

In Print - Online - In Person - Worldwide

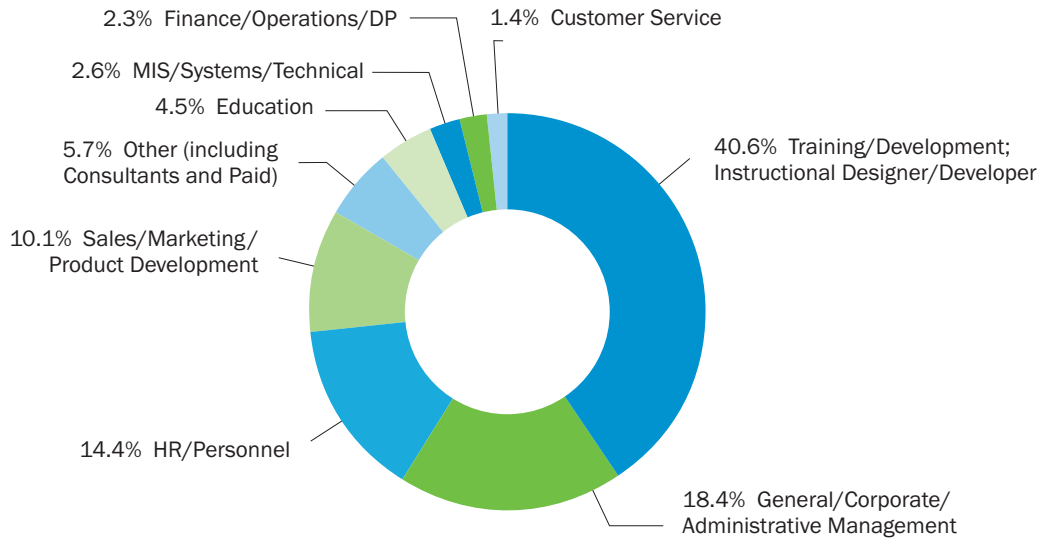
2013



Training magazine reaches 40,000¹ training, learning, human resource, and performance professionals across all industries. The circulation combines qualified non-paid and paid decision-makers who influence buying decisions in the training industry.

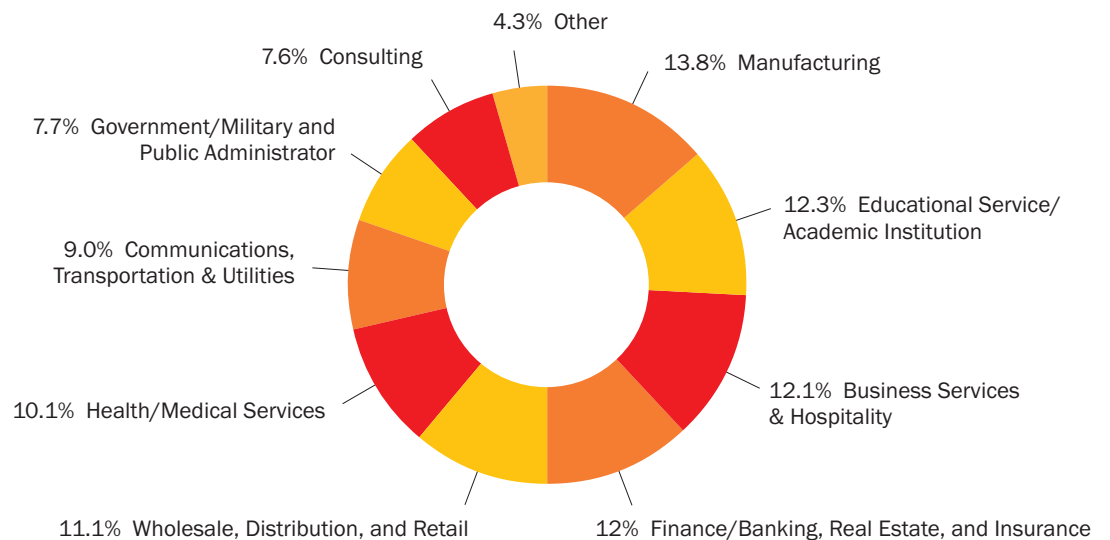
KEY DECISION-MAKERS, BY JOB FUNCTION¹

Reach decision-makers in these departments:



BUSINESS/INDUSTRY¹

Training reaches training/learning professionals across all industries:



READER FAST FACTS²

65%

have had a training responsibility for 8+ years

61%

are in organizations with a sales volume of \$75 million or higher

52%

have been in their current position for 4+ years

58%

provide training to 1,000 or more employees



CLASSIFICATION BY TITLE

Put your advertising message in front of these Job Titles:

40%

Director, Vice President, President or Above

25%

Manager



TYPES OF TRAINING²

Types of training/learning readers are involved in:

Soft skills	52%
Customer service	50%
Technical training.....	50%
Leadership development	49%
Business skills.....	48%
Product training.....	43%
Management/supervisory	42%
Applications (MS, Word, Excel)	37%
Regulatory/Compliance	34%
Specialized job skills	30%
IT Training.....	26%
Health and safety.....	26%
Sales	24%

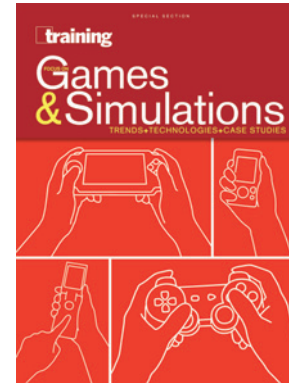
1 Publisher's Own Data; September 2012. TQ = 40,086.
2 Annual Salary Survey; May 2012

Training magazine: Defining, refining, and surrounding the training industry with solutions for more than 49 years.

ISSUE	ISSUE FOCUS	FEATURES	BONUS DISTRIBUTION
JANUARY/ FEBRUARY Ad Close 1.11.13 Materials 1.16.13	Training Top 125	<ul style="list-style-type: none"> • 2013 Training Top 125 (Top 5 Profiles, Top 125 List, Top 10 Hall of Fame Inductees, Best Practice, Outstanding Initiative, and Overall Score Awards) • Top 125 Thinking Styles Assessment 	Training 2013 Conference & Expo February 18-20, 2013, Orlando, FL
MARCH/ APRIL Ad Close 2.26.13 Materials 2.28.13	The Business of Training	<ul style="list-style-type: none"> • Skills Gap Series, Part 1: Are Employers to Blame? • Customer Service with a Smile • Agile Training for Project Management • Make Meetings Matter • Informal Learning in Compliance-Driven Industries • Learning & Development Best Practices (Customer Service; Return on Investment) • Training 2013 Conference & Expo Wrap-Up 	International Society for Performance Improvement (ISPI) April 14-17, Reno, NV ASTD International Conference & Expo May 19-22, Dallas, TX
MAY/JUNE Ad Close 4.12.13 Materials 4.17.13	Leadership Development	<ul style="list-style-type: none"> • 2013 Emerging Training Leaders • Skills Gap Series, Part 2: How Universities Can Help Bridge the Divide • Leadership Incubators • Cultivating Culture • Global Leadership Survey Results • Learning & Development Best Practices (Job Rotation; Leadership Development) 	SHRM 2013 Annual Conference & Exposition June 16-19, Chicago, IL

“*Training* magazine makes it easy for us to reach and interact with the corporate learning and development audience. The integrated marketing programs their team put together have been incredibly successful generating top-quality leads. With *Training* magazine there is always guaranteed ROI.”

Jackie Kiler, Senior Marketing Manager, Demand Generation, ON24 Inc.



ISSUE	ISSUE FOCUS	FEATURES
<p>JULY/AUGUST</p> <p>Ad Close 6.10.13</p> <p>Materials 6.14.13</p>	<p>Talent Management and Motivation</p>	<ul style="list-style-type: none"> • Skills Gap Series, Part 3: Entitlement's Role • Training in High-Turnover Industries • Training to Think Intuitively • Coaching Up • Leaders and Work Passion Survey Results • Learning & Development Best Practices (Diversity; Career Counseling)
<p>SEPTEMBER/OCTOBER</p> <p>Ad Close 8.16.13</p> <p>Materials 8.21.13</p>	<p>Technology</p>	<ul style="list-style-type: none"> • Skills Gap Series, Part 4: How Can Technology Help? • Social Recruiting via Talent Communities • The Perils of BYOD (Bring Your Own Device) • Learning & Development Best Practices (Onboarding Simulations; Social Learning) • Special Section: Games & Simulations
<p>NOVEMBER/DECEMBER</p> <p>Ad Close 10.15.13</p> <p>Materials 10.18.13</p>	<p>Research</p>	<ul style="list-style-type: none"> • 2013 Industry Report • 2013 Salary Survey • Skills Gap Series, Part 5: Potential Solutions • Is Your Training Investment Mix Right? • Overall Training Thinking Styles Assessment • Learning & Development Best Practices (Sales Training; First-Line Supervisor Development)



Digital



TrainingMag.com:

With 300,000+ page views a month, TrainingMag.com is the online home of *Training* magazine and portal into the cyber-world of the entire training industry. Whether your goal is to increase brand awareness, generate leads, acquire new clients, and/or retain loyal customers, TrainingMag.com provides you with essential online exposure to *Training* magazine's vast and diverse audience.

RUN-OF-SITE RATES:

Leaderboard: (728 x 90):	\$1,495
Premium Square: (300 x 250):	\$1,295
Anchor (728 x 90):	\$995

Training magazine's Digital Edition:

Training magazine's Digital Edition offers innovative and customizable advertising opportunities to reach both our print and digital-only subscribers. All editions are archived for at least 5 years, extending your ad's electronic exposure.

CONTACT YOUR REP FOR OPTIONS AND RATES.

We Give You Options! Reach one, two, or all three of our highly engaged audiences with *Training* magazine's diverse complement of eNewsletters.



Weekly Each Wednesday

Inside Training puts you in league with 26,000 corporate training and learning pros who value it for its industry news, best practices, trends and research.

CIRCULATION: 26,000+

RATES:

4 Top LeaderBoards (728 x 90):	\$1,995
4 Premium Squares (300 x 250):	\$1,795
4 Anchors (728 x 90):	\$1,275



Bi-Weekly, each 1st & 3rd Thursday

Training Tech Talk provides an audience of 16,000+ subscribers who are the hands-on and how-to experts that make e-learning work inside their organizations. They turn to *Training Tech Talk* for its cutting-edge stories and ideas from peers about the latest and greatest e-learning practices, processes, and products.

CIRCULATION: 16,000+

RATES:

4 Top LeaderBoards (728 x 90):	\$1,195
4 Premium Squares (300 x 250):	\$995
4 Anchors (728 x 90):	\$695



Bi-Weekly, each 1st & 3rd Tuesday

Boasting a dynamic dual format of strategies and solutions that reaches more than 19,000 training and learning decision-makers, the twice-monthly *Training Top 125* e-newsletter features in-depth case studies and interviews with executives from the prestigious Training Top 125.

CIRCULATION: 19,000+

RATES:

4 Top LeaderBoards (728 x 90):	\$1,995
4 Premium Squares (300 x 250):	\$1,795
4 Anchors (728 x 90):	\$1,275

Contact your sales rep for demographics, technical details and to build a powerful online program.

Your online source for provocative ideas, dynamic learning initiatives, collaborative networks of industry executives, and content-rich, well-attended Webinars.



TrainingMagNetwork.com, *Training* magazine's business networking site, is your way to reach an invested, fast-growing audience as they take advantage of industry white papers, expert Webinars, and free online training tools. Training magazine Network is your opportunity to be at the center of collaboration inside the learning industry — be there when and where decision makers look for a solution — through targeted sponsorships.



Training magazine Network Webinar Sponsorships:

Custom-Created Webinar Sponsorships:

Training magazine Network (TMN) Webinars generate hundreds of qualified leads for your business. Our sponsored Webinars sold out in 2012; don't miss this limited, exclusive opportunity for 2013.

- Custom Content: bring in your own experts and clients to speak
- Create your own discussion group and interact with a dedicated, targeted audience (we can provide an editor to moderate)
- Receive the valuable opt-in contact list of Webinar registrants, participants, and those who download your Webinar recording
- Webinar banners on TrainingMag.com, TrainingMagNetwork.com, and all *Training* e-newsletters, along with direct and dynamic e-mail marketing, provide saturation marketing for your Webinar, for 4 weeks...or more.

Turnkey Webinar Sponsorships: We Do The Work, You Get The Rewards!

Sponsor a scheduled Training magazine Network popular Webinar and generate hundreds of targeted, high-quality prospects...with little effort on your part! You receive a list of registrants within 24 hours of the Webcast. With webinars averaging 900 - 1,100 participants, this is an engaged and motivated audience!

Here's how it works:

- You select webinars that align with your company's goals from a menu of previously scheduled editorial Webcasts. Topic options, content and speakers are all provided by *Training*
- You provide us your branding materials
- We do the pre-and post-event marketing, Webinar setup, and production

“Since 1998, *Training* magazine has become one of SCC Soft Computer's primary 'go-to' resources for what's new in workforce training and leadership development... we credit *Training* for helping us to demonstrate the ROI of our learning programs.”

Don Keller, VP Global Education & Marketing,
SCC Soft Computer

Online & digital opportunities: Be seen. We're everywhere you need to be!



Training HTML Blasts:

Co-branded with *Training* magazine, each blast uses graphically rich content — along with your links and “E-mail a Colleague” — to capture and expand audience attention. Directly reach and educate decision-makers about your products or services. You select 5,000 subscribers to receive your E-postcard. With an impressive average open rate of 14% (because our audiences know the *Training* brand means the market’s highest quality content), your targeted message is certain to generate leads.



White Paper Channel:

Hosted on TrainingMag.com and promoted in e-newsletters and Social Media, this valuable resource provides a pay-per-lead opportunity to create connections with industry pros seeking what you have to offer. *Training* magazine’s White Paper Channel is searchable on TrainingMag.com and accessible to everyone.

Training Top 125

We have the training industry's most-coveted awards program & gala event...Training Top 125

Each year, *Training* magazine receives a wealth of applications from leading global organizations eager to achieve the elite Training Top 125 status. Participating companies complete a rigorous and extensive application process. Each submission is judged quantitatively and qualitatively by both an independent research firm, and simultaneously yet separately by *Training* magazine's editorial staff and members of the Top 10 Hall of Fame.

Winning companies are notified in November of their grand accomplishment, yet it's not until *Training* magazine's Annual Gala in February that a company learns where it ranks on the Top 125 list. The Gala, filled with expectation, excitement, and entertainment, draws more than 600 executives from the Training Top 125 companies. This elegant dinner event is held during the annual Training Conference & Expo. Additionally, the January/February issue of *Training* magazine is a must-read with the final Top 125 rankings, and articles featuring many of the annual Top 125 organizations.



2012 Training Top 125 Top 5 Companies

- 1 Verizon
- 2 Farmers Insurance
- 3 Miami Children's Hospital
- 4 Mohawk Industries
- 5 McDonald's USA, LLC



training TOP10 Hall of Fame

Training magazine's Top 10 Hall of Fame is comprised of elite companies that have been in the Top 10 of the Training Top 125 for four consecutive years. Inductees serve in an editorial advisory capacity and provide topical white papers that serve as benchmarks for the training industry. To date, Hall of Fame companies include: Booz Allen Hamilton, Deloitte, Ernst & Young, General Mills, IBM, KLA-Tencor, KPMG, Microsoft Corp., Pfizer, PricewaterhouseCoopers, SCC Soft Computer and The Ritz-Carlton Hotel Company.

training conference & expo

Training Conference & Expo has given training, learning and performance professionals the very best in skill-building content for more than 35 years. This conference helps attendees build their skills in design and development; implementation; evaluation and assessment; and performance consulting.



“The Training Conference is a must for all training professionals who are serious about expanding their knowledge.”

Terry Gray, Training Specialist, URS

“We were thoroughly impressed with our experience as an exhibitor at Training 2012. We collected contact information for more than 200 prospects and felt that the scheduled activities, such as the ice cream break, really drove traffic to the expo.”

Sheri Jeavons, President, Power Presentations, Inc.

training live+online

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



Learning 3.0 Conference Taking eLearning to the Next Level

Learning 3.0 Conference focuses on key trends and technologies that are taking learning to the next level. This event addresses how cutting-edge innovators are solving business problems for their organizations by leveraging learning assets, knowledge and information.



Training magazine is published 6 times a year, with 40,000 print and 52,000 online circulation.

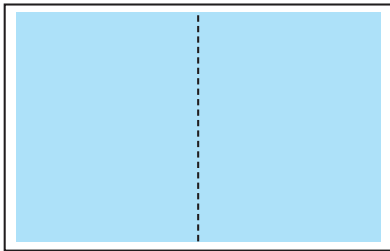
2013 TRAINING DISPLAY COLOR RATES

Ad Size	1×	3×	6×	12×
Two-Page Spread	18,750	17,800	16,700	15,800
Full Page	9,650	9,170	8,600	7,700
2/3 Page	7,725	7,340	6,875	6,175
1/2 Page	6,050	5,750	5,385	4,840
1/3 Page	4,750	4,500	4,225	3,800
1/4 Page	3,950	3,750	3,500	3,160

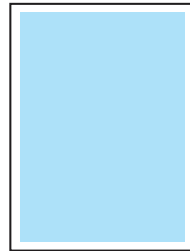
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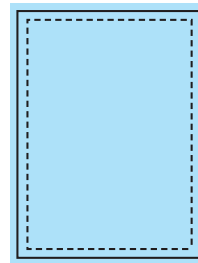
Phone: 612.414.4407
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Tony@trainingmag.com



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

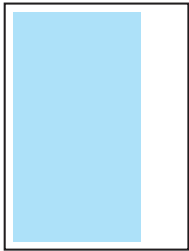


Full Page, no bleed
7 × 10 inches

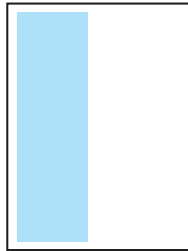


Full Page w/Bleed
8¼ × 11 inches (live area 7 × 10)

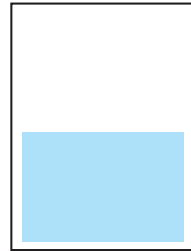
Magazine trim size is
8" wide x 10¾" deep



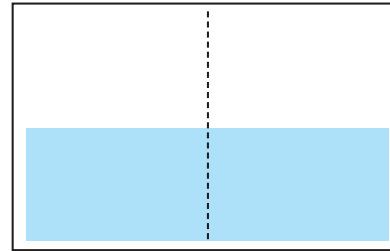
2/3 Page
4½ × 10 inches



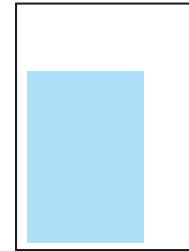
1/2 Vertical
3¾ × 10 inches



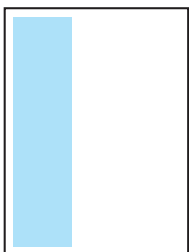
1/2 Horizontal
7 × 4¾ inches



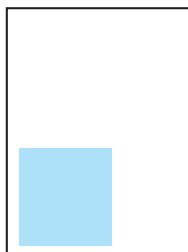
1/2 Horizontal Spread
15 × 4¾ inches



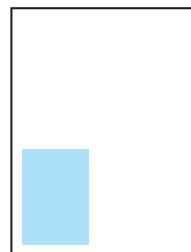
1/2 Island
4½ × 7½ inches



1/3 Vertical
2⅞ × 10 inches



1/3 Square
4½ × 4¾ inches



1/4 Square
3⅞ × 4¾ inches

And now, a little name-dropping.

Check out these major organizations that comprise many of *Training's* more than 40,000 subscribers who are learning professionals in leadership positions.

Automotives/Chemical

American Honda Motor
BP
Bridgestone Americas
Chrysler
Dow Chemicals
Dupont Chemicals
Ford Motor Co.
Freightliner Trucks
General Motors
Goodyear Tire & Rubber
Harley Davidson Motor Co.
Kawasaki
Nissan North America
Shell International
Toyota Motor Sales
Volvo

Communication/ Transportation

American Airlines
AT&T
The Boeing Company
Caterpillar
The Coca-Cola Company
Continental Airlines
Delta Airlines
DHL Express
FedEx
The Hershey Company
JetBlue Airways
John Deere
Motorola
Sprint Nextel
T Mobile
Union Pacific Railroad
United Airlines
UPS
US Cellular
Verizon

Consumer/ Food Products

1-800-Flowers.com
7 Eleven
Ace Hardware
Albertsons
Amazon.com
Barnes & Noble
Borden Milk Products
Del Monte Foods
Dunkin' Brands
General Mills
Hallmark Cards
Heinz
Home Depot
Hormel Foods
JC Penney
Kohl's Department Stores
Kraft Foods
L'Oreal USA
Macy's
Mars Inc.
McDonald's
Nestle Purina
Office Max
Pepsi Cola
QVC
Safeway
Sears Holdings
Subway
Sysco Foods
Taco John International
Target
Tyson Foods
Walmart Stores
Walgreens

Entertainment/Hotels

CBS Television Network
Choice Hotels International
CNN Turner Broadcasting
Comcast
Dish Network
ESPN
Hilton Hotels
Holiday Inn
Hyatt Hotels & Resorts
InterContinental Hotels Group
Loews Hotels
Marriott International
MGM Resorts
Omni Hotels
Starwood Hotels
Time Warner Cable
Turner Broadcasting Systems
White Lodging

Finance/Banks/ Insurance/ High Technology

Agilent Technologies
American Express
Apple Computer
Bank of America
Blue Cross Blue Shield
BNY Mellon
Capital One
Cash America
Citibank
Coldwell Banker
Deloitte Touche
Discover Financial Services
Edward Jones
Equifax
Ernst & Young
Farmers Insurance
Fidelity Investments
Freddie Mac
Geico

Google
Hewlett Packard
HP
Intel Corporation
JP Morgan Chase
Lucent Technologies
McAfee
MetLife
Micron Technology
Microsoft
Nationwide Insurance
Nokia
Oracle Corporation
Paychex
PNC Financial Services
PricewaterhouseCoopers
Prudential Financial
Sony
State Farm Insurance
TIAA-CREF
Travelers Insurance
Vanguard
Wells Fargo

Manufacturing/ Distribution

3M
Alcoa
Canon
Cargill
Colgate Palmolive
Ecolab
Energizer
GE
General Dynamics
Georgia Pacific
Halliburton
Honeywell
IBM
IKON Office Solutions
Ingersoll Rand
Kimberly Clark

Lockheed Martin
Northrup Grumman
Procter & Gamble
Raytheon
Sherwin Williams
Steelcase Inc.
Whirlpool Corporation
Xerox

Pharmaceuticals/ Healthcare

Abbott Laboratories
Alcon Laboratories
Banner Health
Baxter Healthcare
Boehringer Ingelheim
CVS Caremark
Dupont Merck
Eli Lilly and Company
Express Scripts
Genentech
GlaxoSmithKline
Healthways
Humana
Johns Hopkins
Johnson & Johnson
Kaiser Permanente
Mayo Clinic
McKesson Corporation
Medtronic
Novartis Pharmaceuticals
Pfizer Inc.
Quest Diagnostics
Roche Diagnostics
Sanofi Aventis
Scripps Health
UnitedHealth Group



“We approached the *Training* team with a large project that includes print, digital, a live event and a Webinar. We have been very pleased with the team’s professionalism and willingness to try something new and unique to the benefit their readers and conference-goers — which are key target audiences for us. We see *Training* as a partner and not just another advertising channel.”

Chad Fife, Senior Marketing Manager, TalentLens at Pearson

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