

THE SOURCE FOR PROFESSIONAL DEVELOPMENT

www.trainingmag.com

training

2014

MEDIA KIT

In Print

Online

In Person

Worldwide



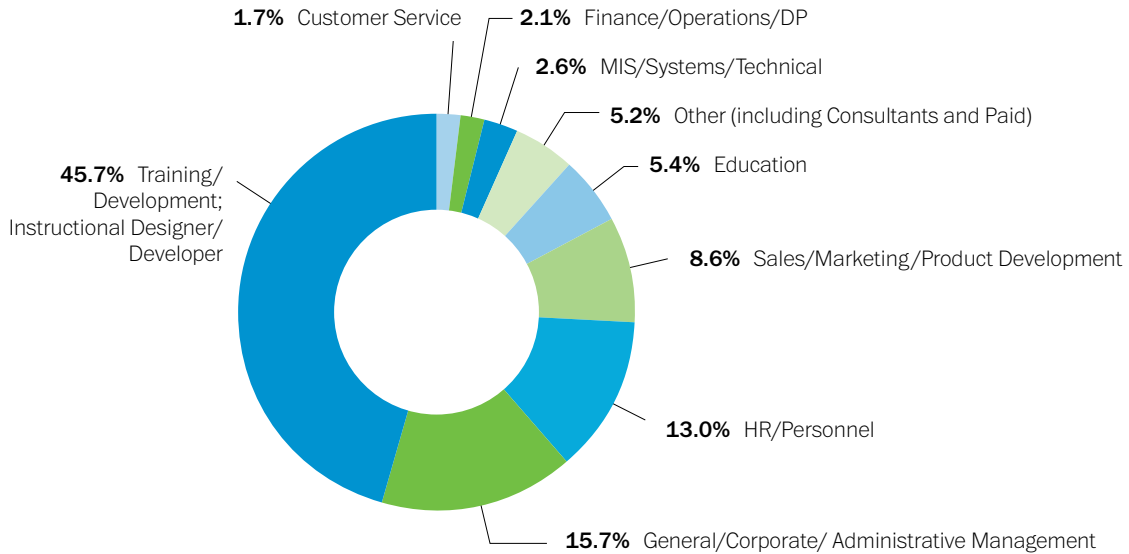
Learning
Is Power

50 years of
training

Training magazine reaches 40,050¹ 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.

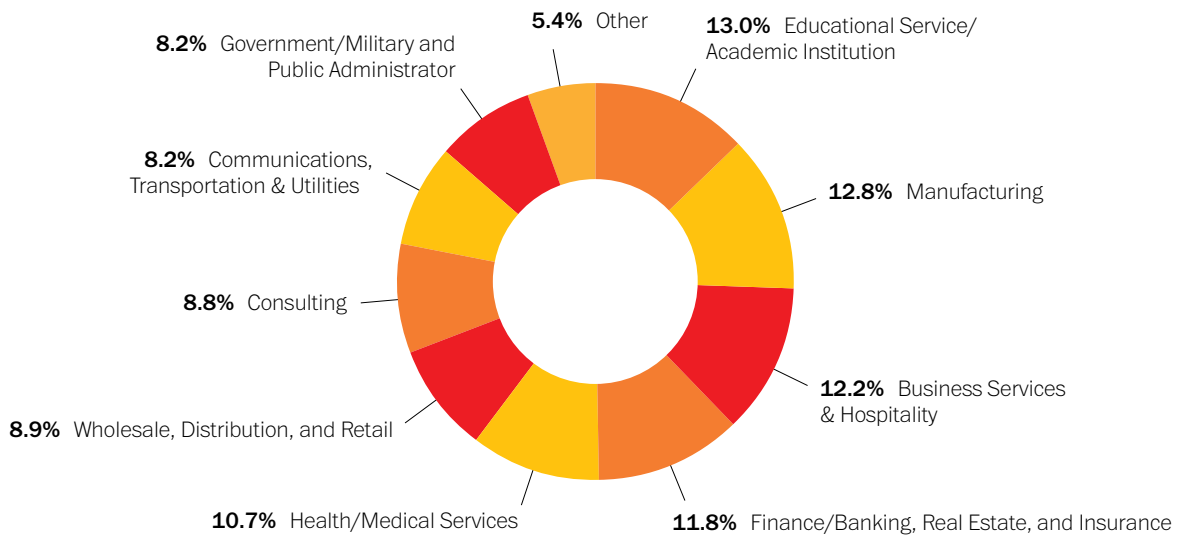
KEY DECISION-MAKERS, BY JOB FUNCTION¹

Reach decision-makers in these departments:



BUSINESS/INDUSTRY¹

Training reaches training/learning professionals across all industries:



READER FAST FACTS²

76%

have had a training responsibility for 5+ years

56%

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

55%

have been in their current position for 4+ years

56%

provide training to 500 or more employees



CLASSIFICATION BY TITLE

Put your advertising message in front of these Job Titles:

35%

Director, Vice President, President or Above

25%

Manager



TYPES OF TRAINING²

Types of training/learning readers are involved in:

| | |
|--------------------------------------|-----|
| Customer service | 48% |
| Soft skills | 47% |
| Technical training..... | 47% |
| Business skills..... | 45% |
| Leadership development | 42% |
| Product training..... | 42% |
| Management/supervisory | 30% |
| Applications (MS, Word, Excel) | 28% |
| Regulatory/Compliance | 28% |
| Specialized job skills | 23% |
| IT Training | 17% |
| Health and safety..... | 17% |
| Sales | 17% |

1 Publisher's Own Data; September 2013. TQ = 40,050.
2 Annual Salary Survey; May 2013

Training magazine: Defining, refining, and surrounding the training industry with solutions for 50 years.

| ISSUE | ISSUE FOCUS | FEATURES | BONUS DISTRIBUTION |
|--|--------------------------|--|--|
| JANUARY/ FEBRUARY Ad Close 12.20.13 Materials 1.10.14 | Training Top 125 | <ul style="list-style-type: none"> • 2014 <i>Training</i> Top 125 (Top 5 Profiles, Top 125 List, Top 10 Hall of Fame Inductees, Best Practice, Outstanding Initiative, and Overall Score Awards) • <i>Training</i> magazine/Shawn Achor Happiness Survey Results • <i>Training</i> magazine Celebrates 50 Years | Training 2014 Conference & Expo February 3 – 5, 2014, San Diego, CA |
| MARCH/ APRIL Ad Close 2.12.14 Materials 2.17.14 | The Business of Training | <ul style="list-style-type: none"> • The Role of “Big Data” in L&D • Measuring Learning from Performance Support Tools • Calculating ROI: Off-Site vs. On-Site Training • Training Independent Contractors • Training 2014 Conference & Expo Wrap-Up • Learning & Development Best Practices (Balanced Scorecard; Six Sigma)* | International Society for Performance Improvement (ISPI) April 14 – 17, Reno, NV |
| MAY/JUNE Ad Close 3.26.14 Materials 4.2.14 | Leadership Development | <ul style="list-style-type: none"> • 2014 Emerging Training Leaders • <i>Training</i> Top 125 and the Best Companies for Leaders Comparison • Strengths-Based Leadership • Developing Effective Teams • Eliminating Workplace Bullying • Global Leadership Survey Results • Learning & Development Best Practices (Executive Coaching; Succession Planning)* • Special Section: Coaching | ASTD International Conference & Expo May 4 – 7, Dallas, TX SHRM 2013 Annual Conference & Exposition June 22 – 25, 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 |
|--|----------------------------------|--|
| JULY/AUGUST Ad Close 6.10.14 Materials 6.16.14 | Talent Management and Motivation | <ul style="list-style-type: none"> The In-Office Debate Learning Through Increased Responsibility vs. Promotion How Storytelling Drives Engagement Training on the Move Leaders and Work Passion Survey Results Learning & Development Best Practices (Mentoring; Competency Maps)* ISA Directory |
| SEPTEMBER/OCTOBER Ad Close 8.5.14 Materials 8.12.14 | Technology | <ul style="list-style-type: none"> MOOC Development Just-in-Time Technology Online vs. In-Class Success Learning & Development Best Practices (Mobile; MOOC)* Special Section: Games & Simulations/ Trends/Case Studies |
| NOVEMBER/DECEMBER Ad Close 10.6.14 Materials 10.10.14 | Research | <ul style="list-style-type: none"> 2014 Industry Report 2014 Salary Survey Top 125 Research Report A New Approach to Learning Measurement Learning and Brain Research Learning & Development Best Practices (Safety/Health; New Product Training)* |



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

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.

MONTHLY 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.

Reach our highly engaged audience with the *Training Weekly* eNewsletter.

Weekly Each Wednesday

Training Weekly reaches 37,000-plus readers and features proprietary *Training* magazine content not found ANYWHERE else, including:

- A Training Top 125 Best Practice
- The latest online articles written by corporate training and learning pros exclusively for *Training*
- Links to TrainingMagNetwork.com Webinar recordings and upcoming events
- Links to timely white papers written by industry experts on critical L&D topics

Get your advertising message in front of 37,000 highly engaged Learning & Development professionals each week!

CIRCULATION: 37,000+

MONTHLY RATES:

| | |
|--------------------------------|----------------|
| 4 Top LeaderBoards (728 x 90): | \$2,499 |
| 4 Premium Squares (300 x 250): | \$2,299 |
| 4 Anchors (728 x 90): | \$1,779 |

Contact your Account Executive for text ad rates.

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 and 2013; don't miss this limited, exclusive opportunity for 2014.

- 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

“Not only has TrainingMagNetwork linked us up with a roster of accomplished speakers, but they have also provided us with high quality leads. We look forward to our next webinar with TrainingMagNetwork.”

Angela Borseti, Marketing Manager,
Corporate Market - EBSCO Information Services

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.



2013 Training Top 125 Companies

1. Verizon
2. Jiffy Lube International
3. Coldwell Banker Real Estate
4. Farmers Insurance
5. CHG Healthcare Services



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.



Training magazine's

Online Learning Conference

Training magazine's Online Learning Conference provides how-to, skill-building content and showcases how innovators are solving business problems for their organizations by leveraging learning technologies to make their learning blend more cohesive, immediate, intuitive, inclusive, and immersive.



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

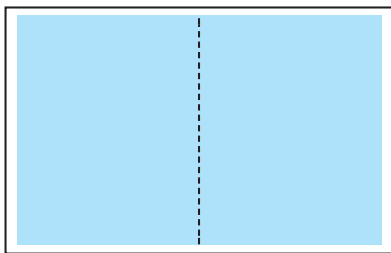
2014 TRAINING DISPLAY COLOR RATES

| Ad Size | 1x | 3x | 6x | 12x |
|-----------------|---------------|---------------|---------------|---------------|
| 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 |

Send all print ad materials and direct all print production questions to:

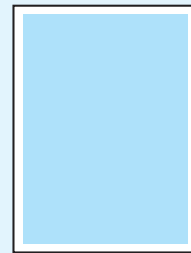
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Phone: 612.414.4407
Fax: 612.808.5024
Tony@trainingmag.com

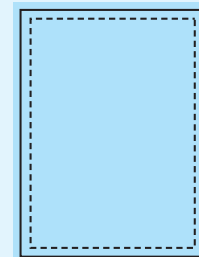


2-Page Spread
Provide 2-page spreads as single-page files

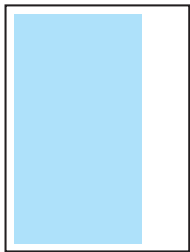
Magazine
Trim size:
8 × 10.75 inches.
Keep all critical
text and graphics
0.5" from all edges.



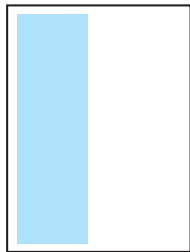
Full Page, no bleed



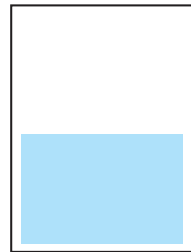
Full Page w/bleed
Background bleed
size: 8¼ × 11 inches



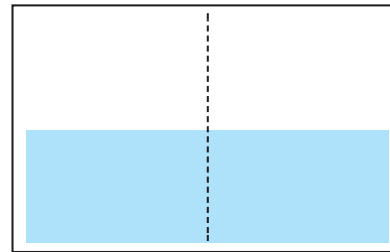
2/3 Page
4½ × 10 inches



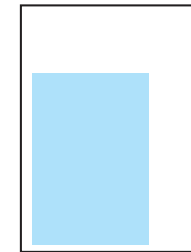
1/2 Vertical
3¾ × 10 inches



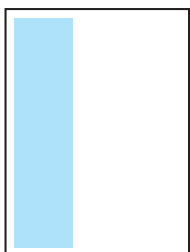
1/2 Horizontal
7 × 4¾ inches



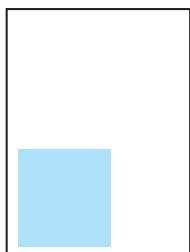
1/2 Horizontal Spread
15 × 4¾ inches



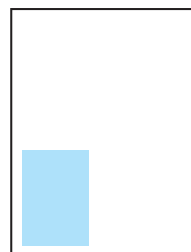
1/2 Island
4½ × 7½ inches



1/3 Vertical
2⅞ × 10 inches



1/3 Square
4½ × 4¾ inches



1/4 Square
3¾ × 4¾ inches

| Issue | Ad Close | Materials Due |
|-------------|----------|---------------|
| JAN/FEB | 12.20.13 | 1.10.14 |
| MARCH/APRIL | 2.12.14 | 2.17.14 |
| MAY/JUNE | 3.26.14 | 4.2.14 |
| JULY/AUG | 6.10.14 | 6.16.14 |
| SEPT/OCT | 8.5.14 | 8.12.14 |
| NOV/DEC | 10.6.14 | 10.10.14 |

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
ConocoPhillips
Dow Chemicals
Dupont Chemicals
Ford Motor Co.
General Motors
Goodyear Tire & Rubber
Harley Davidson Motor Co.
Honda of America
Hyundai
Kawasaki
Nissan North America
Shell International
Subaru of America
Toyota Motor Sales
Volvo

Communication/ Transportation

ABF Freight Systems
American Airlines
AT&T
The Boeing Company
Caterpillar
Delta Airlines
DHL Express
FedEx
JetBlue Airways
John Deere
Motorola
Southwest Airlines
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
Arby's
Barnes & Noble
The Coca-Cola Company
ConAgra Foods
Del Monte Foods
Dunkin' Brands
General Mills
Hallmark Cards
The Hershey Company
The Home Depot
JC Penney
Kellogg's
Kohl's Department Stores
Kraft Foods
L.L.Bean
L'Oreal USA
Macy's
Mars Inc.
McDonald's
Nestle Purina
Nike
Office Max
Pepsi Cola
PetSmart
QVC
Safeway
Sargento Foods
Sears Holdings
Sysco Foods
Taco John International
Target
Toys "R" Us
Tyson Foods
Walmart Stores
Walgreens

Entertainment/Hotels

Caesars Entertainment
CBS Television Network
Choice Hotels International
Comcast
DirectTV
Dish Network
ESPN
Hilton Hotels
Hyatt Hotels & Resorts
InterContinental Hotels Group
Marriott International
MGM Resorts
Omni Hotels
Royal Caribbean International
Starwood Hotels
Time Warner Cable
Turner Broadcasting Systems
Walt Disney World

Finance/Banks/ Insurance/ High Technology

Aetna
Aflac
Agilent Technologies
American Express
Apple Computer
Bank of America
Barclays
Blue Cross Blue Shield
Capital One
Cisco Systems
Citibank
Coldwell Banker
Dell
Deloitte Touche
Discover Financial Services
Edward Jones
Equifax
Ernst & Young
Farmers Insurance

Fidelity Investments
Freddie Mac
Geico
Google
Hewlett Packard
HP
Intel Corporation
JP Morgan Chase
MetLife
Micron Technology
Microsoft
Nationwide Insurance
Oracle Corporation
Paychex
PNC Financial Services
PricewaterhouseCoopers
Progressive Insurance
Prudential Financial
Quicken Loans
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
Bausch & Lomb
Baxter Healthcare
Boehringer Ingelheim
Bristol-Myers Squibb
CVS Caremark
Eli Lilly and Company
Express Scripts
Genentech
GlaxoSmithKline
Healthways
Humana
Johns Hopkins
Johnson & Johnson
Kaiser Permanente
Mayo Clinic
McKesson Corporation
Medtronic
Merck & Co.
Novartis Pharmaceuticals
Pfizer Inc.
Quest Diagnostics
Roche Diagnostics
Sanofi Aventis
SmithBucklin Corporation
UnitedHealthcare

Source: Publisher's Own Data, September 2013.



“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 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, Former Senior Marketing Manager, TalentLens at Pearson

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