Delivering the $243 Billion Learning & Workplace Technology Market

Market & Media Kit 2020

EVENTS | ONLINE | MEDIA
Why Buy Elearning!®

- Highest circulation Reaching 2+ Million Buyers & Prospects
- 24-time Award Winning Media Group
- Competitive CPM & CPL programs
- High Level Decision-Maker Audience

The MARKET:
Target the $243 billion learning & workplace technology market with Elearning!® Media Group.

E-learning is the fastest growing segment of the $4.45 trillion global education market. And, the U.S. accounts for 77% of the global e-learning market.
Elearning!® is read by 125,000+ professionals – 400% higher than competing training media.

Reach by Industry:
- CORPORATE: 91,336
- GOVERNMENT: 17,567
- EDUCATION: 16,574

Reach by Role:
- C-SUITE: 50,191
- PROJECT LEADER: 32,167
- MANAGER: 14,743

Average Annual Investment per Subscriber:
- $4.4 Million annually
- $5.8 Million annually on enterprise learning

Elearning!® Reaches ...
- 100% US Corporate HQs employing 1000+ Employees at the C-Suite.
- 89% Who Report Buying Authority
- 42% Primary Decision Makers
- 39,948 Average Employee Size

Preston Rogers Readership Study & Publisher’s Own Data
# 2020 Media Planner

24-time award-winning *Elearning!®* Magazine delivers content leaders trust.

<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Content Solutions</th>
<th>Technology Trends</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Best of <em>Elearning!</em></td>
<td>Training Solutions</td>
<td>Learning Platforms</td>
</tr>
<tr>
<td>February</td>
<td>Consumer Tech Trends</td>
<td>Mobile Learning</td>
<td>Wearables</td>
</tr>
<tr>
<td>March</td>
<td>E-Learning User Study: Platforms</td>
<td>Aggregate, Curate or Buy Options</td>
<td>Must Have Platform Features</td>
</tr>
<tr>
<td>April</td>
<td>E-learning User Study: Tools</td>
<td>Online Universities</td>
<td>The E-learning Suite</td>
</tr>
<tr>
<td>May</td>
<td>E-learning User Study: Content</td>
<td>Softskills Libraries</td>
<td>Video Learning</td>
</tr>
<tr>
<td>June</td>
<td>Learning Platforms: LMS</td>
<td>Integration Quagmire</td>
<td>LMS vs LXP</td>
</tr>
<tr>
<td>July</td>
<td>Learning Platforms: Virtual Classroom</td>
<td>Sales Training on the Go</td>
<td>Next Gen Vrooms</td>
</tr>
<tr>
<td>August</td>
<td><em>Learning! 100</em></td>
<td>Future Skills Development</td>
<td>Innovative Tools</td>
</tr>
<tr>
<td>September</td>
<td><em>Learning! 100</em></td>
<td>The High Performance Organization</td>
<td>Collaborative Learning</td>
</tr>
<tr>
<td>October</td>
<td>Learning Platforms: TMS</td>
<td>Filling the Skills Gap</td>
<td>Hire-Retire Platforms</td>
</tr>
<tr>
<td>November</td>
<td>Best of Elearning 2020</td>
<td>Compliance Training</td>
<td>LMS/LXP</td>
</tr>
<tr>
<td>December</td>
<td>Best of Elearning 2020</td>
<td>E-learning Development</td>
<td>Social Learning</td>
</tr>
<tr>
<td>Services</td>
<td>Research</td>
<td>Best Practices</td>
<td>Brands:</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------------------------------</td>
<td>---------------------------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>Services</td>
<td>EdBots</td>
<td>New York Life</td>
<td>Elearning! Magazine</td>
</tr>
<tr>
<td>A.I. Enhancements</td>
<td>A.I. Based Learning</td>
<td>Learning! 100 Profile</td>
<td>Elearning! eMagazine</td>
</tr>
<tr>
<td>Data Migration Svcs</td>
<td>E-learning User Trends</td>
<td>Learning! 100 Profile</td>
<td>Elearning! eMagazine</td>
</tr>
<tr>
<td>Custom Development</td>
<td>E-learning User Trends</td>
<td>Learning! 100 Profile</td>
<td>Elearning! eMagazine</td>
</tr>
<tr>
<td>The Un-LMS</td>
<td>Learning Platform Buyer Study</td>
<td>Learning! 100 Profile</td>
<td>Elearning! eMagazine</td>
</tr>
<tr>
<td>Creating the Best Virtual</td>
<td>Learning Platform Buyer Study</td>
<td>Learning! 100 Profile</td>
<td>Elearning! eMagazine</td>
</tr>
<tr>
<td>Experience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enhancing Learning Experience</td>
<td>Learning! 100 Benchmarks</td>
<td>Learning! 100 Profile</td>
<td>Elearning! Magazine</td>
</tr>
<tr>
<td>Innovations</td>
<td>Learning! 100 Benchmarks</td>
<td>Learning! 100 Profile</td>
<td>Elearning! eMagazine</td>
</tr>
<tr>
<td>Coaching</td>
<td>Learning Platform Buyer Study</td>
<td>Learning! 100 Profile</td>
<td>Elearning! eMagazine</td>
</tr>
<tr>
<td>Virtual Learning</td>
<td>Best of Elearning!</td>
<td>Learning! 100 Profile</td>
<td>Elearning! Magazine</td>
</tr>
<tr>
<td>AR/VR/VC</td>
<td>Best of Elearning!</td>
<td>Learning! 100 Profile</td>
<td>Elearning! eMagazine</td>
</tr>
</tbody>
</table>
Elearning!® eMagazine

NEW: Elearning!® eMagazine will be delivered every month to decision-makers worldwide. Deliver your message to 100,000+ buyers & prospects within an award-winning editorial media. (Will replace Elearning! Alert)

Elearning!® eMagazine

Demographics:

- **Company Size:** 39,948
- **Buying authority:** 89%
- **Global Initiative:** 30%
- **Subscribers:** 103,007
- **E-learning Spend Each:** $4.4 mil
- **E-learning Initiative:** 88%
- **Enterprise Learning Spend:** $5.8 mil

Preston Rogers Readership Study & Publisher’s Own Data
2elearning.com Web Site
Over 200,000 visitors view 2elearning.com each month. Target these 2.4+ million prospects and buyers on 2elearning.com.
NEW: Sponsored Content, embedded Ads within targeted content, Ad blackouts and more.
Web Seminar

24-time award-winning Elearning!® Media Group hosts the highest quality content-driven sessions attracting leaders and decision-makers. Select from 3 session types, all benefiting from the full marketing might of the Elearning!® brands. Each session garners over $36,000 of promotional value.

Session Types:

1. Custom Web Seminar
   Sponsor selects topic, speakers and hosts 1-hour session on EMG platform. EMG editor may moderate upon request. From $12,950.

2. Sponsored Seminar
   EMG’s editorial team selects topic, speakers and hosts session. Sponsor receives recognition and leads. Add a 10-minute demo for free. From $9,950.

3. Demo Seminar
   Showcase your solution at EMG’s session. You will be one of three non-competing presenters. Great budget stretcher.

The Advanced Learning Technologies session was very insightful. Thanks for the Cognitive Learning Executive Summary as well.

— Ronel Bornman,
National HR Manager, SEFF
Elearning! Awards

Showcase your Clients and Solutions

The 2020 Dottie Awards™ celebrate excellence in digital media. Submit your marketing digital media, mobile apps, video marketing, website and eNewsletters for consideration. Entry fees start at $99. Call for submissions open October and close February.

Learn more at: DottieAwards.net

2020 Learning! 100 Awards

Since 2010, the Learning! 100 Award has recognized top global learning organizations for high performance across public and private sectors. Nominate your client by submitting an Learning! 100 Application at www.2elearning.com. Call for submissions open December and close February.

2020 Best of Elearning! Awards

For 15 years, Elearning!® Magazine, has hosted the Best of Elearning!® Awards, the industry’s exclusive users’ choice awards. More than 20 categories are represented. Voting opens June and closes September. Winners are featured in the Winter edition of Elearning!® Magazine, Elearning!® Web Seminar Series and more. Contact sales@2elearning.com for details.
### Elearning!® Magazine Specifications

<table>
<thead>
<tr>
<th>AdSize</th>
<th>Bleed Inches</th>
<th>Non-Bleed Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>17-3/4 x 11-1/8</td>
<td>16-3/4 x 10-1/8</td>
</tr>
<tr>
<td>Full Page</td>
<td>9 x 11-1/8</td>
<td>8 x 10-1/8</td>
</tr>
<tr>
<td>1/2 Page (Spread)</td>
<td>17-3/4 x 5-5/8</td>
<td>16-3/4 x 5</td>
</tr>
<tr>
<td>1/2 Page (Island)</td>
<td>5 x 7-1/2</td>
<td></td>
</tr>
<tr>
<td>1/2 Page (H)</td>
<td>8-3/8 x 5</td>
<td></td>
</tr>
<tr>
<td>1/2 Page (V)</td>
<td>4-1/8 x 10</td>
<td></td>
</tr>
</tbody>
</table>

### Print Specifications

Publication trim size: 8-3/4” x 10-7/8”
Allow 3/8” or 10mm minimum clearance inside all trim edges for live matter.

### Digital Ad Requirements

Digital files are required for all materials: Word document for text and high resolution 300 DPI PDF for print ads.

### Digital Media Specifications

**Elearning! eMagazine**

- **Text Ad**: 10-word headline + 75 word description, 150x150 JPEG, URL link
- **Banner**: 728x90 pixel JPEG graphic, URL link
- **Double Box Ad**: 200 x400 pixel JPEG graphic, URL Link
- **Box Ad**: 200x200 pixel JPEG graphic, URL link

**Elearning.com Web Site**

- **Banner Ad**: 728x90 pixel JPEG graphic, URL Link
- **MID Box Ad**: 300x250 pixel JPEG graphic, URL Link
- **Keyword Ad**: 88x31 pixel graphic, URL Link

**Exclusive Alert**

- **Text Ad**: 10-word headline + 75 word description, 150x150 JPEG, URL link
- **Banner Ad**: 728x90 pixel JPEG graphic, URL link
- **Box Ad**: 200x200 pixel JPEG graphic, URL link

**Elearning!® Blog**

- **Banner Ad**: 728x90 pixel JPEG graphic, URL Link
- **MID Box Ad**: 300x250 pixel JPEG graphic, URL Link
### Elearning! Magazine: Circulation 60,000+

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>w/ Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7,250</td>
<td>6,950</td>
<td>9,950</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>5,350</td>
<td>4,950</td>
<td>7,500</td>
</tr>
</tbody>
</table>

### Elearning! eMagazine: Circulation 60,000+

(Formerly Alert) 1x 6x 12x w/Ad

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>w/Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Text</td>
<td>3,195</td>
<td>2,995</td>
<td>2,895</td>
<td>3,995</td>
</tr>
<tr>
<td>Second Text</td>
<td>2,995</td>
<td>2,895</td>
<td>2,795</td>
<td>3,500</td>
</tr>
<tr>
<td>Third Text</td>
<td>2,795</td>
<td>2,695</td>
<td>2,595</td>
<td>3,295</td>
</tr>
</tbody>
</table>

*Ad options: Banner, Box, Box with Article*

### 2elearning.com Website

<table>
<thead>
<tr>
<th></th>
<th>1 mos</th>
<th>3 mos</th>
<th>6 mos</th>
<th>12 mos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>2,295</td>
<td>2,095</td>
<td>1,995</td>
<td>1,500</td>
</tr>
<tr>
<td>Top Box</td>
<td>2,495</td>
<td>2,295</td>
<td>2,095</td>
<td>1,500</td>
</tr>
<tr>
<td>Mid Box</td>
<td>2,295</td>
<td>2,095</td>
<td>1,995</td>
<td>1,250</td>
</tr>
<tr>
<td>Bottom Banner/Box</td>
<td>2,095</td>
<td>1,995</td>
<td>1,795</td>
<td>1,000</td>
</tr>
<tr>
<td>Black Out (5 ads on pg)</td>
<td>4,995</td>
<td>4,500</td>
<td>4,100</td>
<td>3,995</td>
</tr>
</tbody>
</table>

Ask about CPC campaigns

### Elearning! Web Seminar

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demo</td>
<td>5,995</td>
<td>4,995</td>
<td>3,995</td>
</tr>
<tr>
<td>Sponsored session</td>
<td>12,950</td>
<td>10,950</td>
<td>9,950</td>
</tr>
<tr>
<td>Custom Session</td>
<td>15,950</td>
<td>14,950</td>
<td>12,950</td>
</tr>
</tbody>
</table>

### Elearning! List Rental

Elearning! Media Groups list rentals are managed by Merit Direct. Contact them at 914-368-1005.

### Elearning! Email List Rental

Elearning! Email List Rental

Circulation: 60,000 Min 5,000 order

Email Rentals Rates start at $400/1000

Call sales for details

**Contact Sales@2Elearning.com or 888-201-2841 x845**
Contacts

Catherine Upton  
CEO & Group Publisher  
cupton@2elearning.com

JW Upton  
Exec. Vice President  
jw@2elearning.com

Vi Paynich  
Executive Editor  
editor@2elearning.com

Kim Mabon  
Art Director  
production@2elearning.com

Adam Weschler  
Digital Manager  
aweschler@2elearning.com

Ed Tetter  
Print Production Manager  
production@2elearning.com

Contact Sales at the Following:

Elearning!® Media Group  
Sales@2elearning.com  
888-201-2841 x842 | +1 951-547-1131 x842

@2elearning  
facebook.com/2elearning

blogs.2elearning.com  
elearning-magazine

Elearning!® Media Group  
PO Box 1794 Maricopa, AZ 85139  
888-201-2841 | www.2elearning.com