

Celebrating 10 Years of Excellence

2008

Technology & Training
ComputerTrainingmag.com

At the Core of Business Technology & Training Leadership

Media Kit

**Technology
& Training**



2008 RATES

	Full Page	1/2Page Vertical	1/2Page Horizontal
1 x	\$9,900	\$5,500	\$5,500
3 x	\$8,900	\$4,800	\$4,800
6 x	\$8,000	\$4,000	\$4,000
12 x	\$7,000	\$3,600	\$3,600

PREMIUM

	Cover	Back	Center Spread
1 x	\$13,900	\$11,900	\$19,900
3 x	\$12,000	\$10,000	\$18,000
6 x	\$11,000	\$9,000	\$17,000
12 x	\$10,500	\$8,500	\$16,000

Print Audience

50,000 Targeted Distribution
140,000 IT Professionals

Fortune 1000 IT Training & Learning budget:
\$20 million (company wide, on average)

IT Purchase Involvement:
100%

Technology & Training
Readership Audience
We Deliver...

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Readership Audience We Deliver...

BUYERS: Powerful Buyers - Big Budgets

- Fortune 1000 Top tier executives
- Strategic leaders and key decision makers from the top 10,000 publicly traded companies
- CTO's, CIO's, CLO's, HR and IT Learning executives with involvement in purchasing of Technology, Training Solutions and IT Staffing.
- A company-wide audience that teams with their executive peers to improve business processes to drive ROI, reduce TCO, improve margins and create better and more efficient business solutions.

Strategic Leaders: A Critical Audience to Reach

Look at the top tier of any company's information technology organization chart. That's where you'll find the *Technology & Training* audience. They are the most important Learning executives in corporate America and can be found in Fortune 1000 companies, Top 10,000 Publicly Traded Companies, major private organizations and government agencies at every level.

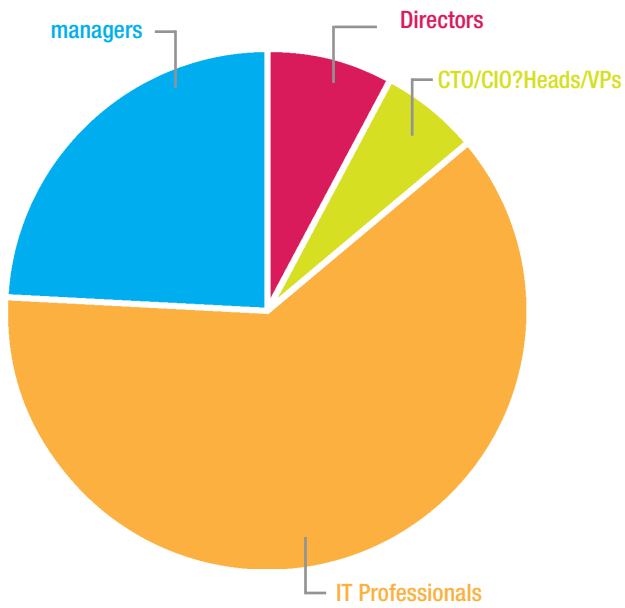
Technology solutions are introduced and influenced by recommendations brought from the IT level decision makers, our core readership. *Technology & Training* markets to an audience of over 140,000 IT Professionals who are a critical audience to reach.

Over 70% report that they influence technology decisions and over 91% make decisions or influence their own training resources.

The Biggest Buyers. The Biggest Budgets.

You need to reach the key individuals who have final Technology and Training Budget influence and approval authority. The *Technology & Training* audience has this authority and is critical to reach with your marketing message. With our highly targeted programs of print advertising, online sponsorship, and events support you will reach the influential decision-makers who control their corporation's learning and technology training spending. They are the top IT leaders within their organizations.

JOB PROFILE DISTRIBUTION



Job Categories	Number	Contacts
Directors	9,905	7.05%
CTO/CIO/Heads/VPs	7,317	5.21%
IT Professionals	89,112	63.47%
Managers	34,073	24.27%
<i>TOTAL</i>	140,407	100%

REGIONS DISTRIBUTION

Regions	Contacts
North East	46%
Atlantic	24%
West	17%
Mid West	13%
<i>TOTAL</i>	100%

