

MEDIA PACK

PRINT | ONLINE | AWARDS | EVENTS | DATABASES

e.learning age

BIZ MEDIA
PUBLISHED BY BIZMEDIA LTD
www.elearningage.co.uk

2011

Leading the e-learning market



2011 e.learning age media pack

Since launching e.learning age 10 years ago Bizmedia has developed a position which is deeply embedded within the e-learning community. As a result we can offer a very comprehensive range of options to bring buyer and seller together.

PRINT



e.learning age is the only magazine specifically written for the online and blended learning market. Each month it is read by thousands of relevant learning professionals such as:

- training managers
- chief learning officers
- learning officers
- selected HR professionals with responsibility for training spend
- board level directors involved in learning issues at a strategic level
- IT training and learning professionals

The highly focussed and targeted editorial is essential reading for the e-learning market. Every month it covers:

Technology The software, the tools, the products and the systems required to deliver e-learning effectively.

Content Framing the content to deliver top-quality learning for individuals and organisations.

Management What management issues need to be considered to ensure effective and widespread adoption of the e-learning strategy.

Strategy How to dovetail the e-learning strategy with the business strategy.

Collaboration What mentoring and collaboration techniques are needed to ensure both technology and people issues are considered.

Plus news, analysis and opinion from key figures in the industry

Recent advertisers include:

- | | | |
|-------------------|------------------------|---------------------|
| • Aardpress | • Fusion Universal | • Peakdean |
| • Adobe | • IMC (UK) | • PMI |
| • Aurion | • Infinity Learning | • QA Ltd |
| • BBC | • Information Transfer | • REDTRAY |
| • Brightwave | • Inmarkets | • Saba |
| • CERTPOINT | • Intellego | • Safety Media |
| • CIPD | • ITEC | • Sheffield College |
| • Citrix | • Jonckers | • Skillsoft |
| • Cornerstone | • Kaplan | • Techsmith |
| • e2train | • LINE Communications | • Ultimedia |
| • Edvantage Group | • Omniplex | • Unicorn |
| • Epic | • Panasonic | • Upside Learning |

ONLINE

www.elearningage.co.uk is the website for the e-learning community. With up to 40,000 visitors each month it has become established as an important tool for e-learning practitioners, buyers and suppliers.

Advertising on the Website can be done by way of banners, skyscrapers, buttons and press releases. Whether you want to market new products, increase sales or simply promote your organization, we have an online marketing package to suit you.

Recent online advertisers include: Adobe, CERTPOINT, ILX Group, Kaplan, Panasonic, QA Ltd, Ultimedia and Upside Learning Solutions.

The website consists of the following main sections:

News – A round-up of all the latest news in e-learning.

Magazine – A section dedicated to the latest articles in the most recent issue of e.learning age.

E-Learning Awards – More information on the industry's most prestigious Awards ceremony (please see page 6 for more information).



Suppliers Directory – The e.learning age Suppliers Directory (www.elearningage.co.uk/suppliers.aspx) is the only place where potential buyers of e-learning solutions can get exclusive online access to the e-learning marketplace. You can update your data free of charge at any time to ensure that the Suppliers Directory is always relevant and useful to purchasers.

Why not enhance your entry? There are many ways to enhance your basic entry to guarantee your company gets noticed. These range from a logo on your entry, to sponsoring particular categories, to overall sponsorship of the Directory.

Its ease of use and up to date information provides visitors with everything they could need regarding learning, development and technology.

For further information please contact **Gemma Horsell** at gemmah@bizmedia.co.uk or telephone **+44 (0) 118 960 2820**.



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ADVERTISING OPPORTUNITIES

RATE CARD

PRINT

SIZE	1X	3X	6X	10+X
DPS	£5000	£4750	£4350	£4100
Full Page	£2650	£2500	£2300	£2150
Half Page	£1500	£1400	£1300	£1200
Quarter page	£900	£850	£780	£730
Special Positions:	Covers add 25% Guaranteed position add 10%			

INSERTS:

Loose	£2000
Bound in	£2500

DATABASE RENTAL:

Emailers	£3160 each
Post Addresses	£195 per 100 min £500

PDFS OF EDITORIAL:

£250 per page - includes copyright and allows you to print up to 500 copies. (If more than 500 copies are required please inform us at the time of ordering)

SPONSORED EDITORIAL

We offer a range of options and therefore pricing can vary depending on the precise nature of the finished item. A basic branded feature which will be presented as a double page spread within the magazine and the design, creation, editing, production, print and distribution of the finished article is charged at £2000 per page eg £4000 per spread. This also includes one month of exposure on www.elearningage.co.uk as well as a lo-res pdf for online purposes.

BESPOKE ADVERTISING PACKAGES

e.learning age can offer any of the following marketing solutions:

- Belly wraps
- Gatefolds
- Cover mounts
- Supplements

MECHANICAL DATA

Full page

Trim size	297mmx210mm
Bleed size	303mmx216mm

Half page horizontal

Trim size	145mmx 210mm
Bleed size	148mm x 216mm

Half page vertical

Trim size	297mmx102mm
Bleed size	303mmx105mm

Quarter page horizontal

Trim size	72mmx210mm
Bleed size	75mm x216mm

Quarter page vertical

Trim size	145mmx102mm
Bleed size	148mmx105mm

ONLINE

We can offer placements of banners, skyscrapers, buttons and press releases. Section choices are available.

RATE CARD	Individual prices per month:	Format (all)
Banner	£750	GIF
Skyscraper	£750	Animated GIF
Button	£400	HTML
Press release	POA	
Size (pixels)		
Banner	590 x 70	
Skyscraper	150 x 590	
Button	138 x 107	

To advertise contact e.learning age:

+44 (0) 118 960 2820 advertising@elearningage.co.uk

EDITORIAL 2011 **FEATURES LIST**

EVERY MONTH

News, editor's comment, feedback, a job like mine, book review, and Chalkface.

MONTHLY & REGULAR COLUMNISTS

Monthly – Clive Shepherd, Richard Naish, Laura Overton, and every other month Vaughan Waller and Jane Hart on management and Fiona Leteney on standards.

Plus regular features – E-Learning Award case studies, chalkface, conference reports and much more.

Below are some example features that we ran in 2010:

- Web 2.0, social media & e-learning
- Rapid e-learning and authoring
- E-learning industry in Europe
- Serious games
- Blended learning
- LMS/LCMS (technology update)
- E-learning in central government
- E-learning in the travel industry
- E-learning in the financial services
- E-learning in the health service
- E-learning in the armed services
- Assessing competence through e-learning
- E-learning in Further education
- E-learning in local government
- New tools for learning
- Standards (SCORM etc)

Key events in 2011 that we will be covering:

- Learning Technologies - January
- E-Learning Awards Shortlist – September
- E-Learning Awards Preview - October
- Awards winners - November

To suggest ideas or contributions, contact the editor

PETER WILLIAMS peterw@bizmedia.co.uk



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E-LEARNING AWARDS



Now in its seventh year, the E-Learning Awards are widely recognised as the highest accolade in the industry.

The E-Learning Awards attract a vast range of entries from all over the world. Interest in the awards continues to grow substantially with over 500 people attending the event in November.

Entries are received from all over the world and previous winners include:

The Awards are judged by an independent panel of judges drawn from a pool of industry experts.

- e-Learning for Healthcare: e-Learning Anaesthesia
- GlobalEnglish Corporation and ArcelorMittal
- SEI – The Romanian IT-based Education System
- Lightbox Education and Parliament's Education Service
- Market Class
- St George's University of London
- Infinity Learning and British American Tobacco
- EF Englishtown
- Hibernia College
- University of Edinburgh and Royal College of Surgeons of Edinburgh
- IMC (UK) Learning and the Fire Service College
- Learnosity
- Bupa Health and Wellbeing UK and Brightwave
- Everything Everywhere
- ispeakuspeak
- GradeGuru, by McGraw-Hill Higher Education
- OpenLearn, The Open University
- Hibernia College
- Edvantage Group
- Nelson Croom
- Fusion Universal
- Mark Harrison - Kineo
- Home Retail Group
- Capita National Strategies
- One Plus One and Nelson Croom
- Autonomy e-learning and Volkswagen Group
- Epic and British Airways
- Marks and Spencer and Kineo
- e-Learning for Healthcare: e-GP
- Gloucester Hospitals NHS Foundation Trust and e2train
- Screenmedia: The Big Plus – Work Skills Academy
- Atlas Interactive
- PricewaterhouseCoopers and Brightwave
- SAI Global/AstraZeneca
- AiSolve in partnership with Train4trade Skills
- MyWorkSearch
- TAG Developments

Receiving an Award means that an organisation has made more than a positive contribution to its clients' fortunes. They will have created or produced something that will be looked at years later as a benchmark, to which others in the industry can aspire.

The E-Learning Awards Gala Dinner takes place each year in November at a 5 star hotel in London. Previous Awards evenings have attracted over 400 people.

AWARDS SPONSORSHIP

There is a wide range of sponsorship opportunities within the E-Learning Awards, from individual awards, to elements of the presentation evening.

Research has shown that Awards do influence buying decisions and are important for generating business and improving the value of a brand.*

*Source: "Awards: vanity or sanity?" research by Boost Marketing Ltd and Shape-the-Future ©2008

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For more information or to enter for an Award visit our website at

www.elearningage.co.uk/goawards

or contact Kate Vose at katev@bizmedia.co.uk, telephone

+44 (0) 118 960 2820.

For more information on Awards sponsorship visit

www.elearningage.co.uk/AWARDSPONSORSHIPASPX

Alternatively please contact Gemma Horsell for details.

BESPOKE EVENTS

We can design and create events specifically for your company. This can be particularly useful if you want to communicate face to face with new or existing customers in a professional environment.

For further information contact **Kate Vose** at katev@bizmedia.co.uk

BESPOKE / CUSTOM CONTENT

An increasingly competitive landscape means that truly effective advertising, marketing and editorial communications often work best when tailored to the needs of specific market targets. We can produce bespoke publications and content to make this work. We work with a number of leading blue chip vendors and public sector bodies producing specialist publications and focussed content using the e.learning age brand to provide the right environment to deliver their key messages and meet their strategic objectives.

For more details and to explore options contact **Gemma Horsell** at gemmah@bizmedia.co.uk

DATABASES

Over the 10 years it has been in existence e.learning age has built an impressive database of over 28,000 names. These people all have a close connection to the world of e-learning, ranging from directors with responsibility for skilling the work force, to training and HR professionals choosing the best systems, to line managers implementing e-learning on the ground. Most importantly these are the people who have the authority to make decisions on training/learning etc and who have the power to spend on technology supported learning.

Around 18,000 of these individuals have chosen to receive mailings, while we also have 9,000 e-mail addresses available.

For further information contact **Gemma Horsell** at gemmah@bizmedia.co.uk

E.LEARNING AGE TESTIMONIALS

Don't take our word for it. Read what our readers and advertisers say:

"I've also just checked and since the web-banner has gone live we can track that 4.3% of our web traffic has come from your site so we are seeing a good return on this.

I received my copy of the magazine yesterday with October's ad in, it looks really good so thank you for all of your help arranging this." Operations Manager, E-Learning Provider

"I head up our eLearning Service and rate elearning age as one of the top e-learning magazines." Head of E-Learning, National Strategies

"I receive loads of magazines in the office but always make time to read e.learning age as it always has at least one article that's relevant to me" Training and Development Manager



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