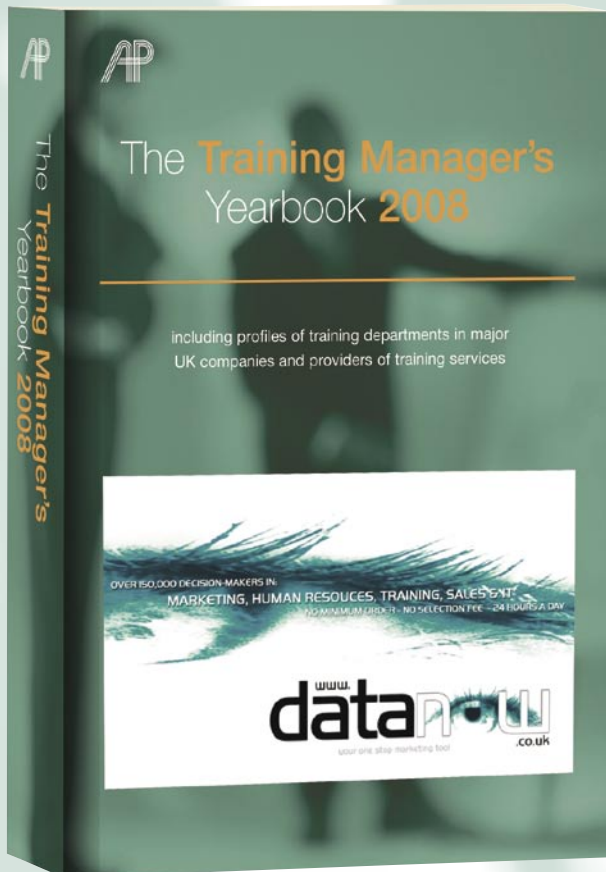


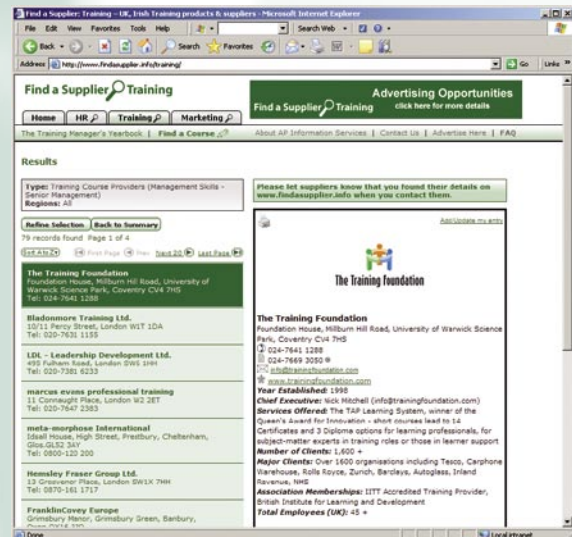
“The most cost-effective way to put your company in front of over 60,000 active purchasers of training products and services, every day for the next 12 months”

The Training Manager's Yearbook 2008

Advertising opportunities for *The Training Manager's Yearbook* print directory and www.findasupplier.info



Find a Supplier 



Look inside to discover how you can advertise in *The Training Manager's Yearbook 2008* both in print and online...

Your opportunity to make even more from this year's advertising budget...

The Training Manager's Yearbook 2008

What is *The Training Manager's Yearbook*?

The Training Manager's Yearbook is the only print directory available listing over 12,400 senior training professionals from 8,600 top UK companies alongside more than 4,500 suppliers of training products and services. The directory is unrivalled in its reputation, and regarded as the bible of the UK training sector. We are currently working on producing the 9th annual edition, which is being fully updated for publication in October 2007.

Circulation for *The Training Manager's Yearbook*:

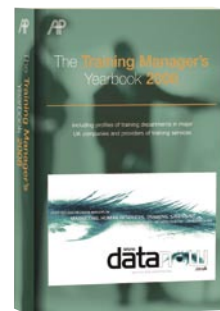
Each year, 3,000 copies of the directory are requested and distributed to key training decision-makers from the UK's largest companies. The book is always on hand to these leading training professionals and their departments, as a practical tool for sourcing new products and services. The directory is also sold to up to 1,000 subscribers each year who are suppliers of key services to the training sector.

Why you should advertise in *The Training Manager's Yearbook 2008*

The Training Manager's Yearbook is published annually and referred to by its users all year round. By advertising in the directory you will be ensuring that key decision-makers repeatedly see your company throughout the year. This makes it a very cost-effective form of advertising offering you maximum exposure for the same price you would normally pay for one month's exposure in the relevant trade press.

Take a look at what our last user survey discovered...

- 66% of users say that two or more people in their office share their directory
- 94% of users regularly turn to *The Training Manager's Yearbook* to identify suppliers of training products and services
- 80% of users rate *The Training Manager's Yearbook* as an excellent or good source for new suppliers.



And, here's what just some of these users said...

"It is a valuable resource and our main method of sourcing suppliers"

Reg Goodey, Training Manager, Central Office of Information

"A good source of information which allows quick identification of possible suppliers"

Jerry Cartwright, Group Head of People Development, FKI plc

"A useful starting point for networking supplier contacts"

Paul Timmins, Learning & Development Manager, East Midlands Housing Group

www.findasupplier.info - online directory listings of training suppliers

What is Find a Supplier?

Find a Supplier (www.findasupplier.info) is an online web directory from the publishers of *The Training Manager's Yearbook* providing free access to training professionals looking to source various training related services and training courses.

www.findasupplier.info is the largest online source of training suppliers currently available in the UK and provides up-to-date information for over 4,500 suppliers of training products, services and consultancy.

Users of Find a Supplier are able to look online for relevant suppliers, selecting either by area of specialisation or UK region. Quite simply, users of Find a Supplier are able to produce targeted shortlists of those training suppliers who they wish to invite to tender for business.

Why you should advertise on Find a Supplier:

- www.findasupplier.info is currently used by over 7,500 unique visitors every month
- Due to this web directory's specialist nature it is the natural place for training professionals to search for specialist suppliers online
- Enhanced listings online appear at the top of relevant searches with links to your own company's website
- Many of your competitors may have already booked their exposure on this website, make sure users don't click on their ad first!
- The additional circulation, which www.findasupplier.info provides, ensures that the widest possible audience of key training professionals see your company, offering you even more exposure throughout the year!
- FIND A COURSE** – This additional part of www.findasupplier.info allows training course providers to list their latest training courses online – please see back page for more details

Find a Supplier



The Training Manager's Yearbook 2008 and www.findasupplier.info offer you a fantastic opportunity to promote your company through two powerful media. This allows you to advertise your services to an even greater number of training professionals than the print directory alone. Please see opposite for examples of how you can increase your exposure both in print and online.

How you can advertise in The Training Manager's Yearbook...

Make sure the right people find their way to your company

...ENHANCE YOUR ENTRY

Options to enhance your company details both in print and online:

1 Impact Entry - £475 + VAT



The Training foundation

The Training Foundation
Foundation House, Millburn Hill Road,
University of Warwick Science Park,
Coventry CV4 7HS
☎ 024-7641 1288 ☎ 024-7669 3050
✉ info@trainingfoundation.com
🌐 www.trainingfoundation.com
Year Established: 1998
Chief Executive: Nick Mitchell
(info@trainingfoundation.com)
Services Offered: The TAP Learning System,
winner of the Queen's Award for Innovation -
short courses lead to 14 Certificates and 3
Diploma options for learning professionals, for
subject-matter experts in training roles or those
in learner support
Number of Clients: 1600 +
Major Clients: Over 1600 organisations
including Tesco, Carphone Warehouse, Rolls
Royce, Zurich, Barclays, Autoglass, Inland
Revenue, NHS
Association Memberships: IITT Accredited
Training Provider, British Institute for Learning
and Development
Total Employees (UK): 45 +

Company Profile The Queen's Award-winning
Trainer Assessment Programme (TAP®) offering certificated courses
empowering everyone involved in training
and developing others; trainers, coaches,
subject matter experts, line managers, help-
desk staff etc. The manager++ programme
for line managers. The Ace-Lerator online
authoring system. Customisable online
course libraries and hosting of full function,
client-branded learning portals

- Full company information listing*
- Company logo
- Company profile
- Bold box surround
- 4 additional bold entries under other sub-categories

2 Profile Entry - £335 + VAT



The Training Foundation
Foundation House, Millburn Hill Road,
University of Warwick Science Park, Coventry
CV4 7HS
☎ 024-7641 1288 ☎ 024-7669 3050
✉ info@trainingfoundation.com
🌐 www.trainingfoundation.com
Year Established: 1998
Chief Executive: Nick Mitchell
(info@trainingfoundation.com)
Services Offered: The TAP Learning System,
winner of the Queen's Award for Innovation - short
courses lead to 14 Certificates and 3 Diploma
options for learning professionals, for subject-matter
experts in training roles or those in learner support
Number of Clients: 1600 +
Major Clients: Over 1600 organisations including
Tesco, Carphone Warehouse, Rolls Royce, Zurich,
Barclays, Autoglass, Inland Revenue, NHS
Association Memberships: IITT Accredited
Training Provider, British Institute for Learning and
Development
Total Employees (UK): 45 +

Company Profile The Queen's Award-winning Trainer
Assessment Programme (TAP®) offering certificated courses empowering
everyone involved in training and developing
others; trainers, coaches, subject matter experts,
line managers, help-desk staff etc. The
manager++ programme for line managers. The
Ace-Lerator online authoring system.
Customisable online course libraries and
hosting of full function, client-branded learning
portals

- Full company information listing*
- Company profile
- 2 additional bold entries under other sub-categories

3 Logo Entry - £305 + VAT



The Training Foundation
Foundation House, Millburn Hill Road, University
of Warwick Science Park, Coventry CV4 7HS
☎ 024-7641 1288 ☎ 024-7669 3050
✉ info@trainingfoundation.com
🌐 www.trainingfoundation.com
Year Established: 1998
Chief Executive: Nick Mitchell
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Services Offered: The TAP Learning System,
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courses lead to 14 Certificates and 3 Diploma
options for learning professionals, for subject-matter
experts in training roles or those in learner support
Number of Clients: 1600 +
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Barclays, Autoglass, Inland Revenue, NHS
Association Memberships: IITT Accredited
Training Provider, British Institute for Learning and
Development
Total Employees (UK): 45 +

- Full company information listing*
- Company Logo
- 2 additional bold entries under other sub-categories

Upgrade additional bold entries to your selected enhanced entry - £75 + VAT per entry (£50 + VAT in book or online only)

Further enhanced entries under additional sub-categories - £75 + VAT per extra entry (£50 + VAT in book or online only)

Further bold listings under additional sub-categories can be purchased at £25 + VAT per entry

*Full company information fields: Name, Address, Telephone, Fax, Email, Website, Up to 5 Senior Executives, Services Offered, Total Employees, Turnover, Year Established, Number of Clients, Major Clients, Association Memberships, Other Offices, Associated Companies, Parent Company

Basic entry fields: Name, Address, Telephone, Fax, Email, Website, One Contact Name, Total Employees, Turnover, Services Offered, Major Clients, Association Memberships, Year Established

Our extensive surveys of the major companies who source suppliers from *The Training Manager's Yearbook* have told us that users want the most precise classification of the different types of suppliers listed. In response, all supplier and adviser sections, both on www.findasupplier.info and in the print directory for *The Training Manager's Yearbook* now feature numerous new sub-categories that categorise each supplier company according to their area(s) of specialisation.

Sections available for advertising both in print and online are listed opposite. However, for details of all the sub-categories available in your chosen section, please contact a member of our advertising sales team on 020-8349 9988 and they will be happy to advise you.

Sections Available for Advertising

These are the sections in the suppliers and advisers part of the directory:

- Training Course Providers
- Training Software
- Online Training Services
- Training Venues
- Training Products & Services
- IT Training Providers
- Educational & Vocational Training Organisations

MEDIA RATES

Directory Advertising Rates

Advertising options for *The Training Manager's Yearbook 2008* are as follows:

Display Advertising	Mono	Colour
Full Page	£2,130	£3,070
Half Page	£1,180	£1,650
Quarter Page	£620	£885
Early Positions		
Opposite Introduction	-	£4,225
Opposite Contents	-	£4,225
Special Positions		
Spine	-	£6,490
Outside Front Cover	-	£8,270
Outside Back Cover	-	£5,795
Inside Front Cover	-	£4,960
Inside Back Cover	-	£4,130
Tabbed Divider	-	£6,020
Bookmark* (Max 3)	-	£2,475
Other Positions		
10 Footnotes	£805	-
Adviser Section Title Page	£1,180	-
Start of Listings Panel Advert	£585	-

*plus £740 fixing fee (print prices upon request)

10% extra for guaranteed positions. Please note that all advertising rates are subject to VAT at 17.5%

Online Advertising Rates

www.findasupplier.info lists more than 4,500 of your competitors. That's even more reason to make sure that your company stands out from the crowd and gains the interest of those users accessing this specialist web directory.

Position	6 months duration	12 months duration
Find a Supplier: Training - Search Page Banner Advert	£640	£1,115
Find a Supplier: Training - Search Page Banner Advert – solus position	£1,590	£2,780
Find a Supplier: Training - Search Page Tile Advert	£1,700	£2,970
Training Adviser Section Summary Page Banner Advert	£640	£1,115
Training Adviser Section Summary Page Banner Advert – solus position	£1,590	£2,780
Training Adviser Section Results Page Banner Advert	£640	£1,115
Training Adviser Section Results Page Banner Advert – solus position	£1,590	£2,780

List your training courses online! - £20 per training course (minimum booking applies – please ring for further details)

All adverts can be static or animated GIF. This site will not currently support adverts using Flash. Please note that all advertising rates are subject to VAT at 17.5%

As shown in the examples here, enhanced listings online will appear at the top of all relevant selections with links to your company's own website.

Advertising Contacts

For specialist advice on advertising in *The Training Manager's Yearbook 2008* contact our advertising sales team on:

Tel: +44 (0)20-8349 9988

Fax: +44 (0)20-8349 9797

James Johnston - james@apinfo.co.uk

Marcus Levi - marcus@apinfo.co.uk

Christoph Von Kretschmer - christoph@apinfo.co.uk

Need to promote a training course? List all your training courses online

Find a Course 

Find a Supplier 

As part of www.findasupplier.info we have developed a section listing training courses – Find a Course. The training course section only appears online and is not listed in the print directory for *The Training Manager's Yearbook*.

Find a Course enables you to promote all your company's training courses to an active audience of training professionals who use www.findasupplier.info

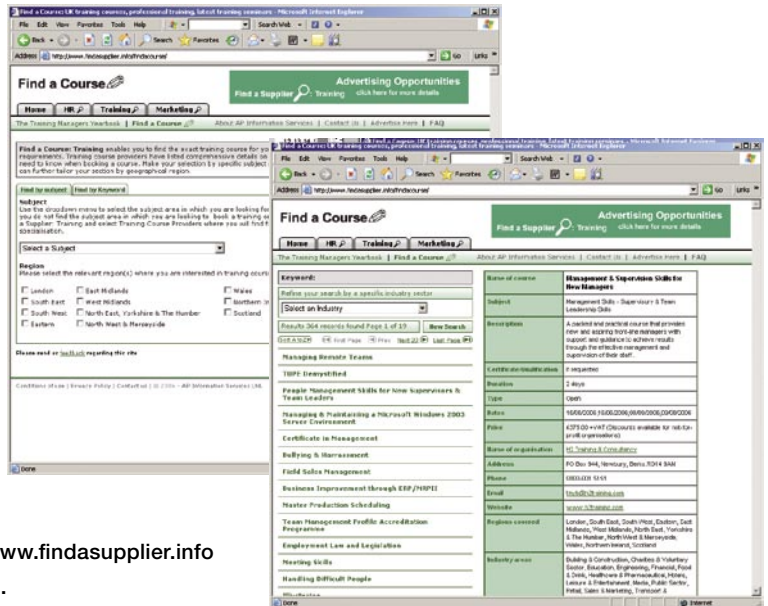
Find a Course allows users to search for training courses by:

- Course Type
- Keyword
- Course Location

When you advertise a course on Find a Course you will get:

- Hyperlink from the course title directly to the course details on your own website
- Course Description (up to 30 words)
- Region
- Dates
- Course Duration
- Price
- Phone Number
- Website

For more information about this advertising opportunity with www.findasupplier.info please speak to a member of our sales team on 020-8349 9988.



Highly Accurate Mailing Lists



All contacts from *The Training Manager's Yearbook*, PLUS many more key decision-makers are available as highly accurate business mailing lists.

Select from over 120,000 named business contacts:

- HR Professionals
- Training Professionals
- Marketing Professionals
- Sales Professionals
- IT Professionals
- Business Development Professionals

All data can be selected by:

- Job title
- Industry sector or SIC code
- Geographical region or postcode
- Company size or turnover
- Number of employees

No minimum charge

We guarantee to refund treble the cost of any gone-aways*

*Excludes email addresses and mailings sent after 28 days from receipt of data

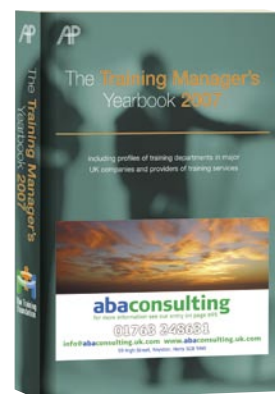
To discuss your mailing list requirements and for a free count, simply contact our Data Sales Team today by:

Tel: 020-8349 9988 Fax: 020-8349 9797 Email: data@apinfo.co.uk

Get even more business from the training sector by purchasing the current edition of *The Training Manager's Yearbook*

The 8th edition of *The Training Manager's Yearbook* is available now!

- We have listed over **12,900 training contacts** from over **8,600 major UK companies**. This means that from this one book, you can source potential new business leads of top training professionals from across the UK
- The directory also lists over **4,400 suppliers and advisers to the UK training sector**. This allows you to research your peers and monitor the latest trends, helping to keep your business one step ahead of your competitors
- *The Training Manager's Yearbook* also provides other company information including training budgets, number of training employees and types of training undertaken. The comprehensive nature of every listing allows you to source the right clients for your business



"A very good book – used regularly. *The Training Manager's Yearbook* is a comprehensive source that has proved to be an invaluable tool for us"

Simon Mugglestone, Manager, Phoenix Leisure.

The 2007 edition of *The Training Manager's Yearbook* is available now for just £117 + p&p. To order your copy, simply complete and return the Priority Order Form below.

You can also order quickly and easily online by visiting our website

www.trainingmanagers.info

Priority Order Form

Name (Mr/Mrs/Ms): _____	
Company: _____	Position/Dept: _____
Address: _____	
Postcode: _____	
Tel: _____	Fax: _____
Email: _____	

When ordering by phone or fax please quote ref:

TMY08MP

COMPLETELY RISK FREE

If you are not 100% satisfied with your purchase simply return it to us within 14 days for a full refund
No questions asked!

Please send me copy/ies of *The Training Manager's Yearbook 2007* (available now) @ £117 + p&p

Please send me copy/ies of *The Training Manager's Yearbook 2008* (available October 2007) @ £137 + p&p
(includes free access to read only online version of *The Training Manager's Yearbook 2008*)

UK Postage & Packing 5-7 business days - £7.50 2 business days - £10 Next business day - £12

International Postage & Packaging Europe - £15 Rest of the World - £20

Please invoice me - (I understand that if I am NOT an existing customer I will be sent a pro-forma invoice which must be paid before my book(s) are despatched)

I enclose a cheque payable to AP Information Services Ltd. for £

Please debit my Visa/MasterCard/Switch/Eurocard no: Expiry Date: Security Code:* Start Date: Issue No:
(Switch only) (Switch only)

Please note we do not accept American Express

Name and address of cardholder (if different from above): _____
Postcode: _____

Signature: _____ Date: _____

Data Protection Notice

The personal information you give on this form will be held on a database by AP Information Services Ltd. in the UK. Your contact details may be used by us to contact you from time to time with offers on similar products and services. Please tick if you do NOT wish to receive these by: Mail Fax Email Telephone

From time to time, we may pass your details on to carefully selected external companies approved by us to contact you. Please tick if you do NOT wish to receive these by: Mail Fax Telephone



Information Services Ltd

SEND YOUR ORDER TO:

AP Information Services Ltd.
Marlborough House
298 Regents Park Road
London N3 2UU

Tel: 020-8349 9988

Fax: 020-8349 9797

Email: orders@apinfo.co.uk

Web: www.apinfo.co.uk

Registered in England No.: 4248226

*In order to process your credit/debit card we require the last 3 digits found on the signature strip of your credit/debit card.

