



PresentationXpert  
WorkforceXpert  
Xpert Thinking

# 2017 Media Guide

NEWSLETTERS ▪ WEBSITES ▪ WEBINARS ▪ EMAIL MARKETING

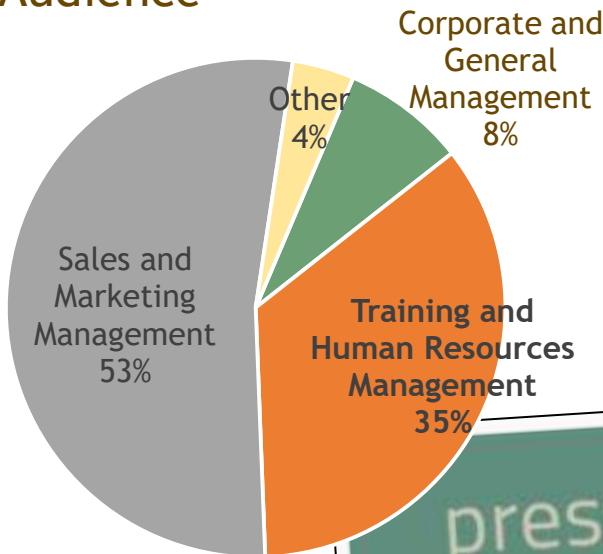
For more information,  
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# Reach 150,000+ Sales & Marketing/Presentation Professionals with PresentationXpert

- ▶ Published monthly, *PresentationXpert* e-newsletter delivers key presentation trends, tips, and techniques to 150,000+ qualified readers. (Publisher's own data.)
- ▶ [www.PresentationXpert.com](http://www.PresentationXpert.com)

PUBLISHING DATES 2017		
Jan 12	May 11	Sep 7
Feb 9	Jun 8	Oct 12
Mar 9	Jul 13	Nov 9
Apr 6	Aug 10	Dec 7

## PX Audience



Just a small sample of companies in the PX audience:  
 3M • Aetna • AstraZeneca  
 Pharmaceuticals • BNY Mellon •  
 Canon • Four Seasons Hotels and  
 Resorts • General Motors • IBM •  
 John Deere • KPMG • Marriott  
 International • Microsoft •  
 Paychex • Roche • Toyota •  
 UnitedHealth Group • Verizon •  
 Wells Fargo

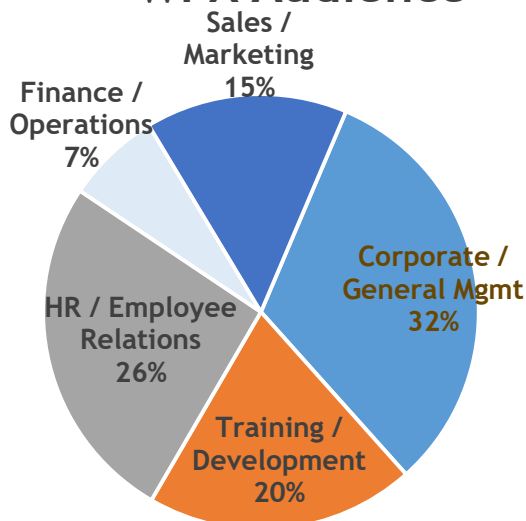


# Reach 100,000+ Corporate HR and Training Professionals with WorkforceXpert

- ▶ Published monthly, *WorkforceXpert* e-newsletter delivers management ideas, insights, and information to 100,000+ qualified readers. (Publisher's own data.)
- ▶ [www.WorkforceXpert.com](http://www.WorkforceXpert.com)

- 83% at businesses with 5,000+ employees
- 83% c-suite/director
- 53% male - 47% female
- All U.S. businesses

## WFX Audience



JOB TITLE	PERCENT
President / CEO / Owner	6%
Vice President	6%
Director	71%
Manager	10%
Trainer	3%
Instruc Designer / Other	4%

## PUBLISHING DATES 2016

Jan 26	May 18	Sep 21
Feb 16	Jun 22	Oct 19
Mar 23	Jul 20	Nov 16
Apr 20	Aug 24	Dec 14

**workforcexpert** X

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February 2016

Dear Readers,

FEATURED LINKS

... of the Future

... However, generational

# XpertThinking Webinars

## Sponsorship Opportunities

*Promote Your Brand Via PresentationXpert or WorkforceXpert*

### Each month, you can reach our *XpertThinking* audience via interactive editorial Webinars

- ▶ Editorial topics are chosen in advance. As a sponsor, you can choose the Webinar topic that best aligns with your business - *or create a custom webinar!*
- ▶ After the event, you receive the full list of registrations.
- ▶ Our Webinars avg. 800-1,000 registrants.
- ▶ **We manage everything:** pre- and post-event marketing, webinar setup, and production.
- ▶ **You get all the visibility and leads!**



### Sponsorship Includes Value-Added Exposure

- ▶ Website promotions with your logo as named sponsor
- ▶ eNewsletter ads (468 x 60 pixels)
- ▶ Top leaderboard banner ads (728 x 90 pixels)
- ▶ Email promotions of the webinar with your logo
- ▶ Webinar video posted on YouTube for continued exposure

### Other Website and Email Marketing Options Available

- ▶ List rental, sidebar and text ads, native advertising, white papers - *we work with you to accomplish your goals!*

### Master Presenters. Relevant Topics. Reach Large Targeted Audience. Maximize Your ROI.

- ▶ For more information, contact: Paul Kolars  
pkolars@trimaxdirect.com or 651-292-0165