



Training & Development

# Advertising Kit

2026-2027

aitd.



## About AITD

The Australian Institute of Training and Development (AITD) is the leading peak industry organisation for learning and development professionals in Australia. Established in 1971, AITD is a member-owned not-for-profit association that supports a diverse sector across government, defence, corporate, consultancy, and business enterprises of all sizes. We have strong partnership links with New Zealand and other international groups.

Our purpose is to drive excellence in learning and development for a better future. We are dedicated to fostering continuous learning and professional development to create a thriving and adaptable workforce. Through our professional development opportunities, networking events, and knowledge-sharing platforms, we equip L&D professionals with the essential skills to succeed in their roles.

# Advertising in Training & Development

Training & Development magazine is distributed to AITD and NZATD members and a broad subscriber base of training, learning, and HR professionals across various industries, both domestically and internationally. With a circulation of around 2,000 and higher readership numbers, subscribers are influential decision-makers responsible for L&D spending.

## Benefits of Advertising

|  |  |  |
|--|--|--|
| <b>Reach a Targeted Audience</b>                         | <b>Build Brand Awareness</b>                                   | <b>Expand Your Reach</b>   |
| <p>Our readers are at the forefront of the industry.</p> | <p>Align your brand with a reputable industry association.</p> | <p>Engage with professionals across Australia, NZ, and overseas.</p> |

## Advertising rate

AITD & NZATD members receive a 25% discount on all advertising rates.  
**All rates are exclusive of GST.**

| Ad Type      |                         | Casual  | 2x      | 3x      | 4x Prepaid |
|--------------|-------------------------|---------|---------|---------|------------|
| Full Page    | Internal                | \$2,394 | \$2,274 | \$2,154 | \$2,034    |
| Half Page    | Internal                | \$1,440 | \$1,368 | \$1,296 | \$1,224    |
| Quarter Page | Internal                | \$1,008 | \$957   | \$907   | \$856      |
| Full Page    | Outside Back Cover      | \$2,832 | \$2,690 | \$2,548 | \$2,407    |
| Full Page    | Inside Front/Back Cover | \$2,676 | \$2,542 | \$2,408 | \$2,274    |



## Artwork specifications

|                    |   |                     |
|--------------------|---|---------------------|
| <b>Size:</b>       | <b>Full page ad:</b>                              | 210mm W x 275mm H   |
|                    | <b>Half page ad:</b>                              | 210mm W x 137.5mm H |
|                    | <b>Quarter page ad:</b>                           | 105mm W x 137.5mm H |
|                    | All advertisements must be supplied at 100% size. |                     |
| <b>Type area:</b>  | 10mm margins for safe print area are recommended. |                     |
| <b>Bleed area:</b> | Full and half-page adverts require a 5mm bleed.   |                     |
| <b>Format:</b>     | Artwork should be provided as a CMYK PDF file.    |                     |
| <b>Resolution:</b> | Minimum of 300dpi at actual size.                 |                     |

## Artwork deadlines

| Issue  | Artwork deadline | Published/on sale |
|--------|------------------|-------------------|
| Winter | 24 April 2026    | June 2026         |
| Spring | 24 July 2026     | September 2026    |
| Summer | 30 October 2026  | December 2026     |
| Autumn | 22 January 2027  | March 2027        |

## Other advertising opportunities

AITD has a vibrant LinkedIn community of over 12,000 people and an email correspondence list of over 5,000 offering unparalleled access to decision-makers and influencers in the industry.

Advertising with AITD is a strategic business investment and growth opportunity. With our extensive reach and targeted audience, your organisation will increase its visibility and engagement within the learning and development sector. For other opportunities to advertise to our network, please contact us.

## Contact

For more information, please contact:

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### Advertising Code

- AITD does not endorse any products, services, or techniques presented in advertisements.
- Advertisers must ensure their material complies with relevant laws and does not breach any legislation.
- Advertisers indemnify AITD against any loss or damage resulting from a breach of this warranty.
- Cancellations must be in writing prior to the material deadline. Late cancellations may incur charges.
- Artwork must be supplied correctly to avoid additional fees or rejection.