

2021 MEDIA KIT

Transforming Education Through Technology

THE Journal is the premier resource for senior-level decision-makers in education technology at the school, district and state level.

ABOUT THE JOURNAL

THE Journal covers all aspects of the massive and ever-expanding K-12 education technology sector; readers include senior-level district and school administrators, IT administration and instructional technologists who make decisions and influence technology purchases for their districts, schools and classrooms.

THE Journal is the premier resource for insights into best practices for technology implementations, research into technology practices, in-depth feature articles, guidance on the latest ed tech trends and careful analysis of policy issues. Through our extensive portfolio of digital media, tens of thousands of influential ed tech leaders stay informed on the critical topics of the day.

89%

of readers are
involved in purchasing
technology



PODCAST



ONLINE



NEWSLETTERS



MOBILE/TABLET

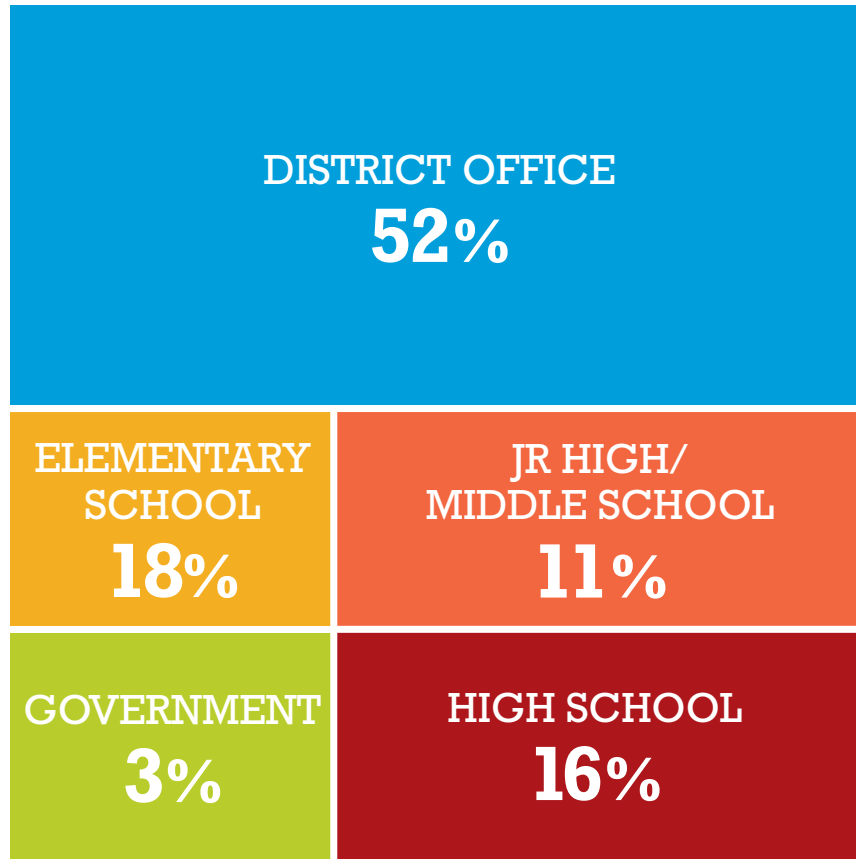


EVENTS

AUDIENCE PROFILE

TARGET MARKET:

K-12 Education Technology Decision Makers



JOB FUNCTIONS*

| | |
|------------------------------------|-----|
| Superintendent/Asst Superintendent | 13% |
| Information Technology | 24% |
| Principal/Assistant Principal | 30% |
| Program/Curriculum Dir/Manager | 12% |
| Technology-using Educator | 18% |
| Librarian/Media Specialist | 3% |

THEJournal.com Monthly
Page Views**

360,000

**Source: Google Analytics

ENEWSLETTERS




| Newsletter | Frequency | Distribution | Demographics |
|---|-----------|--------------|---|
| THE Journal News Update K-12 education technology news you need to know now | 2x/week | 45,000 | District & School Level Admin 41% Information Technology (IT) 16% Instructional Tech 43% |
| THE IT Trends Strategies and insights for information technology leaders in K-12 | 2x/month | 50,000 | District & School Level Admin 40% Information Technology (IT) 33% Instructional Tech 27% |
| K-12 Grant Alert Funding, competitions and award opportunities for educators | 1x/month | 45,000 | District & School Level Admin 40% Information Technology (IT) 33% Instructional Tech 27% |
| THE Journal Insider Critical insights for K-12 education technology pros | 1x/month | 57,000 | District & School Level Admin 41% Information Technology (IT) 16% Instructional Tech 43% |
| THE Journal Remote Learning Environments Strategies for supporting education beyond the traditional classroom | 1x/month | 45,000 | District & School Level Admin 40% Information Technology (IT) 40% Instructional Tech 20% |



728 x 90, 160 x 600, or 300 x 250 sponsorship available

ENEWSLETTERS



| Newsletter | Frequency | Distribution | Demographics |
|--|-----------|--------------|---|
|  <p>The weekly go-to resource for STEM and STEAM education events, grants, news, strategies and resources.</p> | 2x/month | 65,000 | District & School Level Admin 32% Information Technology (IT) 33% Instructional Tech 35% |
| <p>Robotics Insider</p> <p>Keeps educators in the loop on robotics and computer science in the context of STEAM education (science, technology, engineering, the arts and mathematics). Each month we bring you news, best practices, funding opportunities, research and more to help you integrate robotics and coding into the curriculum.</p> | 1x/month | 62,000 | District & School Level Admin 32% Information Technology (IT) 33% Instructional Tech 35% |



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SERVICES & PROGRAMS

BRANDING

Banner Ads

Catch the eye of a targeted K-12 audience and drive them to your website with a ROS or High-Impact Banner Ad.

Contextual Banner Ads

Opportunity to run a banner campaign aligned with content on a specific topic or technology area.

Focus eNewsletters

Engage readers with a sole-sponsored custom message co-branded with *THE Journal* highlighting your brand's value through a direct marketing approach.

eNewsletters

Target K-12 Technology decision makers and stakeholders with sponsorship opportunities in our weekly and monthly eNewsletters.

Topic Specific Editorial eNewsletters

Provide valuable insight to key K-12 IT decision makers through a dedicated editorial eNewsletter featuring editorial articles based on your preferred topic, sole sponsored banner coverage, and unique header creative.

INNOVATIVE INSIGHTS*

Snapshot Strategic Report

Target K-12 IT decision makers through 4-5 unique editorial articles based on the strategic topic of your choice. Report to be featured alongside sponsor-narrated content on a custom created microsite, promoted for guaranteed marketing impressions and showcased in an issue of *THE Journal*.

Viewpoint

Engage K-12 IT decision-makers through a unique, creatively designed Q&A asset and sole-sponsored podcast

GameChanger

Sponsor a 3-page print and digital report highlighting game-changing technology within *THE Journal*.

Industry Perspective

Showcase one of your key executives as a thought leader in K-12 education technology.

Tech Tips

Increase your presence as a K-12 thought leader through a helpful, easy to digest asset- 5 Do's and 5 Don'ts on your specific topic.

Custom Whitepaper or Case Study

Strengthen your competitive position by developing a custom asset highlighting a customer success story or an innovative product/solution.

Custom eBook

Utilize our highly regarded editorial content to assemble a portfolio of targeted articles to create a sole-sponsored resource guide.

For more information, contact:

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*All Innovative Insights programs include a lead generation component

SERVICES & PROGRAMS

WEBCASTS

Editorial Webcast

THE Journal will host an editorial webcast presentation based on the topic of your choice. *THE Journal's* editorial team will acquire the speaker(s) and drive the content of the presentation.

Partner Webcast

Choose a topic to represent your brand and create a customized webcast that includes an editorial moderator from *THE Journal*, a customer and a representative from your company.

Digital Dialogue

Extend the life and reach of your webcast with an exclusive event summary of the presentation.

CONTENT SYNDICATION

Editorial Hub

Deliver the resources K-12 IT decision-makers need. The Custom Editorial Hub combines our highly regarded editorial content, your informative education assets, and exclusive insights from one of your key subject matter experts to create a targeted, sole-sponsored custom microsite.

Education Resource Center (Microsite)

Position your company as an industry leader through a custom, sole-sponsored solution center.

Content Syndication

Present your company as a leading subject matter expert when you post your whitepapers, relevant articles, webcasts and more in a topic-specific asset library.

ADDITIONAL SERVICES

- Custom Research
- Content Creation
- Custom Projects on Spec

EVENT

Virtual Event

THE Journal Virtual Summits are one-day virtual events offering a wealth of ideas, best practices and unbiased case studies focused on current tech trends in K-12 education, such as distance learning, data analytics, IT strategy and more. Sessions are moderated by our editorial team and feature presentations by educators, IT leaders and experts in the field. All at no charge to the attendee!

For more information, contact:

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