

**2022 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



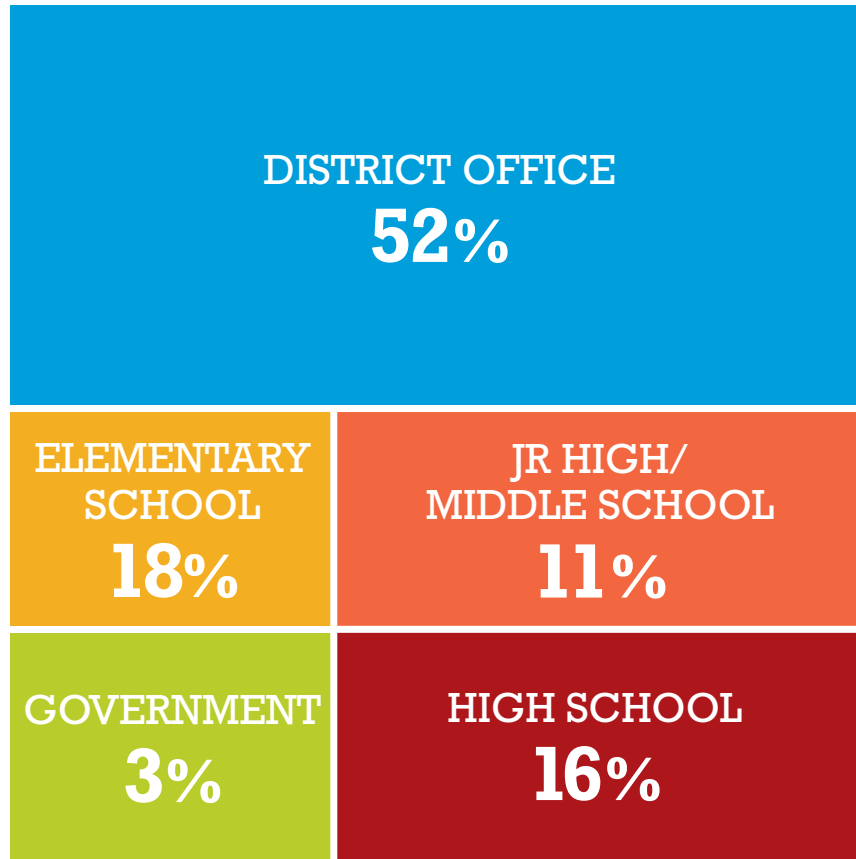
PODCAST • ONLINE • ENEWSLETTERS • MOBILE/TABLET • EVENTS



# AUDIENCE PROFILE

## TARGET MARKET:

K-12 Education Technology Decision Makers



## JOB FUNCTIONS\*

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

THEJournal.com Monthly  
Page Views\*\*

**360,000**

\*\*Source: Google Analytics


# ENEWSLETTERS

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



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 <b>32%</b> Information Technology (IT) <b>33%</b> Instructional Tech <b>35%</b>
<p><b>Robotics Insider</b></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 <b>32%</b> Information Technology (IT) <b>33%</b> Instructional Tech <b>35%</b>



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# SERVICES & PROGRAMS

## 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 and promoted for guaranteed marketing impressions.

### Viewpoint

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

### GameChanger

Sponsor a 4-page print and digital report highlighting game-changing technology within *THE Journal*.

### Industry Perspective/Industry Speaks Q&A

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

### Tech Tactics

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 Editorial eBook

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

### Strategic Spotlight Series

Take K-12 decision-makers on a 90-day informational journey through an important trend, evolving challenge, or other topic of your choice with this 3-part custom whitepaper series.

### Gamechanging Viewpoint

Draw K-12 education decision-makers in with this unique multimedia program. 4 pages of insightful, editorial content set the stage for an informative Q&A style podcast with your industry expert on the trend, technology, or topic of your choice.

## EVENT

### Virtual Event

THE Journal Technology Leadership 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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\*All Innovative Insights programs include a lead generation component

# 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.

### 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 IT decision-makers and stakeholders with sponsorship opportunities in our weekly and monthly eNewsletters.

## ADDITIONAL SERVICES

- Custom Research
- Content Creation
- Custom Projects on Spec

## 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

### 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.

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