



Transforming K-12 Education Through Technology

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

2023 **Media Kit**



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 leaders, 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.

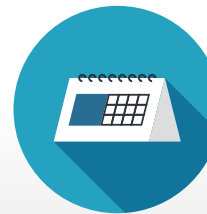
89%
of readers
are involved
in purchasing
technology



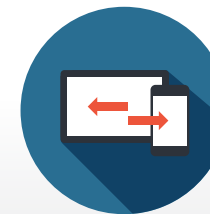
Online



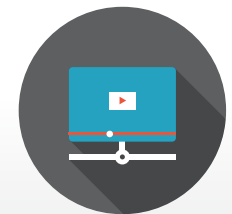
eNewsletters



Events



Mobile/Tablet



Podcast

Target Market

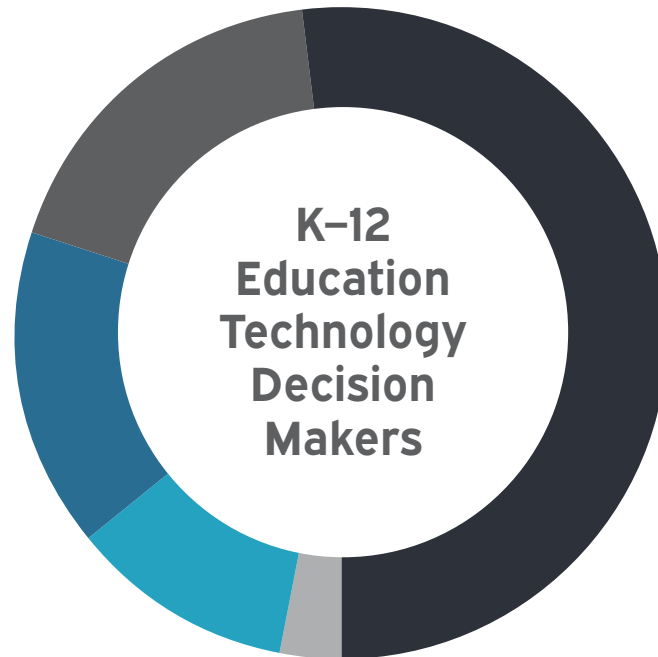
52% - District Office

18% - Elementary School

16% - High School

11% - JR High/
Middle School

3% - Government



Job Functions

13% Superintendent/Asst Superintendent

24% Information Technology

30% Principal/Assistant Principal

12% Program/Curriculum Dir/Manager

18% Technology-using Educator

3% Librarian/Media Specialist



THEJournal.com Monthly Page Views

360,000

eNewsletters

THE Journal's eNewsletters are content-rich information sources that are delivered directly to the inboxes of K-12 decision makers. All recipients have opted-in to receive these weekly or monthly updates that include the most recent news, trends, research, insights and discussions related to technologies impacting the districts, institutions and classrooms.

Sponsorships:
728x90, 300x250, 160x600

eNewsletter	Frequency	Distribution	Demographics		
			District & School Level Admin	Information Technology (IT)	Instructional Tech
THE News Update K-12 education technology news you need to know.	2x/week	42,000	41%	16%	43%
K-12 Tech Tactics Strategies and insights for information technology leaders in K-12.	2x/month *Periodic bonus distribution	50,000	40%	33%	27%
K-12 Grant Alert Funding, competitions and award opportunities for educators.	1x/month	45,000	40%	33%	27%
THE Insider Critical insights for K-12 education technology pros.	1x/month	60,000	41%	16%	43%
THE Remote Learning Environments Strategies for supporting education in the classroom and beyond.	1x/month	45,000	40%	40%	20%
STEAM Universe The weekly go-to resource for STEM and STEAM education events, grants, news, strategies and resources.	2x/month	65,000	32%	33%	35%

Custom Idea Board

Tech Horizons Special Report

Directly address the challenges and opportunities facing K-12 in this in-depth PDF asset with 7–8 pages focused on the topic of your choice. First our editorial team will capture the attention of IT decision makers by discussing the unique K-12 market and the paramount need for schools/districts to evolve to meet mission critical tasks (specifically targeted to your topic). Then the asset will dive into the solutions required to meet the need by spotlighting TWO SME/executive interviews in an easy-to-read Q&A format and recorded podcasts.

Strategic Spotlight Series

Boost your competitive edge through a topic based strategic 3-part series. These three unique assets launched at 30-day intervals are designed to take the K-12 audience on a 90-day informational journey addressing an important trend or challenge facing the K-12 technology landscape.

Executive Voice and Podcast

A member of our editorial team will highlight TWO Subject Matter Experts/Executives about how a major innovation or evolution of a market trend or challenge has changed how the K-12 market views your product set, in this exclusive two-article custom asset totaling 5 to 6 pages.

Insider Toolkit

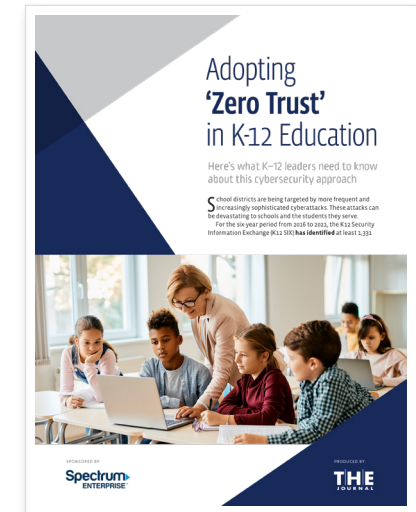
Leverage our expert K-12 voice through five unique editorial articles based on the strategic topic of your choice. Although all five articles are strictly editorial, our talented writers will interview your SME to influence the content. The Snapshot report allows sponsors to captivate K-12 IT decision makers through the powerful content they trust. The final report will be featured alongside sponsor-narrated content on a custom-created microsite.

Market Pulse Survey & Executive Summary

Gain valuable insight from an engaged audience of K-12 technology professionals to determine attitudes and reactions, measure customer satisfaction, or gauge opinions about current initiatives. Following the survey, our team will provide a deeper dive into the data by creating a 4-page Executive Summary.

Tech Tactics

Engage K-12 IT decision-makers with one of our most popular formats, an easy-to-digest Top 5 Do's and Top 5 Don'ts list on your desired topic. Our expert editorial team will set the stage with a brief market introduction to the topic selected followed by an expertly crafted list of top 5 recommendations every ITDM should consider as well as the top 5 pitfalls they should be sure to avoid.



GameChanger

Highlight your emerging and game-changing technologies in a complete three-article asset based on the topic of your choice. The first two articles expertly set the stage as strictly editorial, non-sponsored content framing the story for your topic. The final article closes the asset by emphasizing how your technology is a true game-changer in K-12 education. The Game-Changer is a great tool to capture the attention of K-12 IT decision-makers with the perfect combination of trusted editorial content and solutions-oriented sponsored content.

Industry Perspective

Showcase one of your key executives as an industry thought leader in this custom 2-3 page report. A member of THE Journal's editorial staff will interview your key Subject Matter Expert or Executive about how your unique strategies and initiatives are driving innovation in ed tech. With the constantly evolving demands on K-12 education this report will highlight your organization at the forefront of the evolution.

Groundbreaker Q&A

Elevate your SME through an easy-to-digest Q&A asset. Through a unique conversation with our expert editorial team, we will craft a targeted asset spotlighting your SME or Executive as a groundbreaking leader in edtech by addressing the challenges and opportunities in K-12.

Custom Whitepaper or Case Study

Strengthen your competitive position by developing a custom asset highlighting a customer success story, an innovative product/solution, or a simple "How To" guide to a particular technology set. Our expert editorial team will craft a compelling story perfectly targeting the K-12 market based on your unique goals and objectives.

** All Idea Board programs include a lead generation component

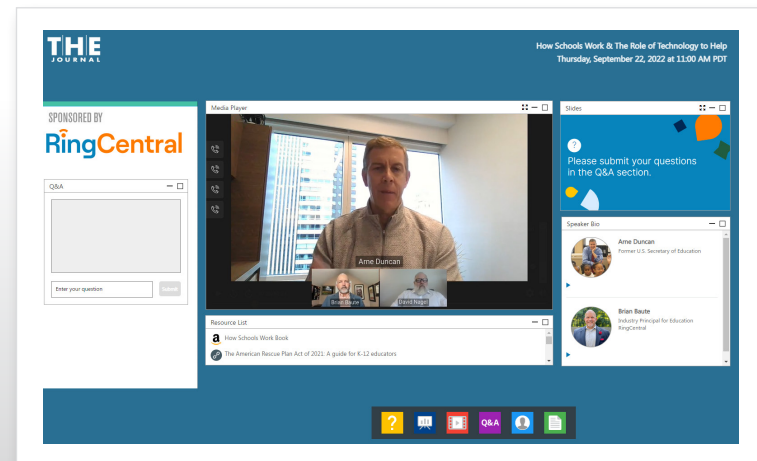
Virtual Events

Market Pulse Research-Based Webcast Series

Highlight your company as a thought leader with your finger on the pulse of the industry in our Market Pulse Webcast Series. Sponsor this quarterly 3-part webcast series featuring exclusive research from 3 unique Pulse Surveys. Each survey will "take the pulse" of our audience regarding a specific topic. Once a month for the quarter, our editorial team will present the findings in addition to current trends and insight for a complete 30-minute webcast event. Sponsor has the opportunity to speak for 5-10 minutes following the editorial presentation.

Industry Speaks Fireside Chat and Industry Speaks Custom Asset

Leverage the expertise of our K-12 education experts in a virtual (on camera) one-on-one chat with a member of our editorial team and your subject matter expert to discuss high-level challenges and market evolutions facing K-12. Our **THE Journal** expert will work with your executive in advance of the webcast to script what topics, solutions, and questions will be discussed.



Trailblazers in EdTech

Editorial Discussions with the Frontrunners of the Technology Evolution in Education

THE Journal's editorial team will host an editorial webcast presentation based on the selected topic. This editorially led discussion will highlight current trends, challenges and/or best practices unique to the K-12 market. This turnkey editorial webcast will immediately position YOU as a thought leader in K-12 education while offering the audience an opportunity to educate themselves and get a free cup of coffee (on us)!

Partner Webcast

The **THE Journal Partner Webcast** program gives you the power to share your messaging, product, technology, and/or solution directly with our engaged audience in a live-webcast format. This webcast offers you complete control of content and messaging while we handle the rest: event logistics, marketing and promotion.

Custom Half-Day Virtual Summit

Our half-day virtual summits, brought to you by our editorial experts, give our sponsors the opportunity to align their messaging with some of the hottest trends in K-12 education. These turnkey virtual summits combine industry- expert content discussing relevant challenges and trends with the opportunity for a brief sponsor presentation to showcase your product/solution.

Your Custom Half-Day Virtual Summit will include three unique hour-long sessions. The first two sessions will be editorial led and driven by the topic selected, setting the stage for the third session featuring the sponsor's presentation.

Vendor Spotlight Podcast

The vendor spotlight podcast is a great way to showcase your organization as a thought leader. This 30-minute interview podcast will position our well-known editorial alongside your subject matter expert for a thoughtful and informative discussion on the topic of your choice.

Editorial Podcast Sponsorship

The **THE Journal Insider Podcast** explores current ed tech trends and issues impacting K-12 educators, IT professionals, instructional technologists, education leaders, and ed tech providers. **THE Journal** Editor Kristal Kuykendall chats with ed tech experts, educators, and industry leaders about how they are 'meeting the moment' in the U.S. public education system.

Showcase your company as a thought leader in K-12 education through a dedicated sponsor highlight in an editorial podcast episode. Kristal Kuykendall will feature your company at the beginning and end of the podcast with an opportunity for a 30-second ad copy to be read in the middle of the podcast.



Branding

Display Banner Ads

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

eNewsletter Sponsorships

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

Focus eNewsletters

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

Lead Gen

Content Syndication

Fill your sales pipeline with highly qualified K-12 education IT decision makers through **THE Journal's** content syndication programs. **THE Journal's** specialized audience marketing team will create a strategic promotional campaign to garner qualified leads interested in your product/solution.

Partner Microsite

Position your company as an industry leader through a custom, sole-sponsored solution center. A custom microsite allows K-12 technology decision makers to download several of your organization's assets from one place at one time—extending their knowledge of your solutions and capabilities.

Additional Services

- + Custom Research - Packages built on spec based on your unique needs
- + Content Creation - Utilize our education experts to create targeted content
- + Custom Projects - Brainstorm with our team to create unique projects on spec

Help us Erase E-Waste for a chance to win big!

Dell Technologies and Microsoft are inviting K12, Colleges, Universities and Local Governments to follow 3 simple steps to participate in the **2022 Erase E-Waste Sweepstakes** for a chance to win \$50,000 in technology.

Dell Technologies is advancing sustainability. Our Progress Made Real goals share how we will create a positive and lasting social impact on humankind and the planet. Since 2007, we've recovered more than 2.5 billion pounds of used electronics and the Erase E-waste Sweepstakes is helping make the **Advancing Sustainability Goal** a reality.

E-waste is the fastest growing global waste stream with over 53 million tons generated every year. Currently, only 17% of electronics are recycled responsibly, and when not recycled, they typically end up in landfills, where they can leach toxins like lead, mercury and cadmium into the soil and groundwater.

Since 2020, the Erase E-waste Sweepstakes has provided \$180,000 in prizes to support schools across the U.S. This year, the Erase E-Waste Sweepstakes winners will each have their choice between two **learning setups** valued at \$50,000 to be awarded to their school or school in their area.

Winners will have their choice between an **Anytime Anywhere Learning Setup**, which will enable smarter, faster learning experiences wherever learning happens with flexible technology solutions, or an **Esports and Maker's Learning Setup**, which will help students develop skills for competition, production, and game design.

Participating in the Erase E-Waste Sweepstakes is easy:

Step 1 - Register: To participate <https://delltechnologies.com/EraseEwaste2022> and receive a digital sustainability kit with resources to help make recycling easier

Step 2 - Collect: Safely host a drive to collect and recycle used consumer electronics. Check out [past winner's experience](#)

Step 3 - Share: Post a photo or video of your recycling drive on Twitter, Facebook or Instagram using #EraseEwasteSweepstakes and tag @DellTech for official entry

REGISTER NOW

Dell Technologies Dell Marketing, L.P.
One Dell Way
Round Rock, TX 78682



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