



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.

2025 **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.

Critical Topics Covered

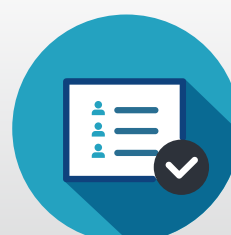
AI	Data Management/Analytics	Hybrid Learning	Professional Development
Cloud Services	Digital Infrastructure	Next-Gen Learning Spaces	Strategic Planning/Leadership
Cybersecurity	Enterprise Systems	Policy/Funding	Tools for Student Engagement/ Success



Custom Content
& Research



Virtual Events
& Webcasts

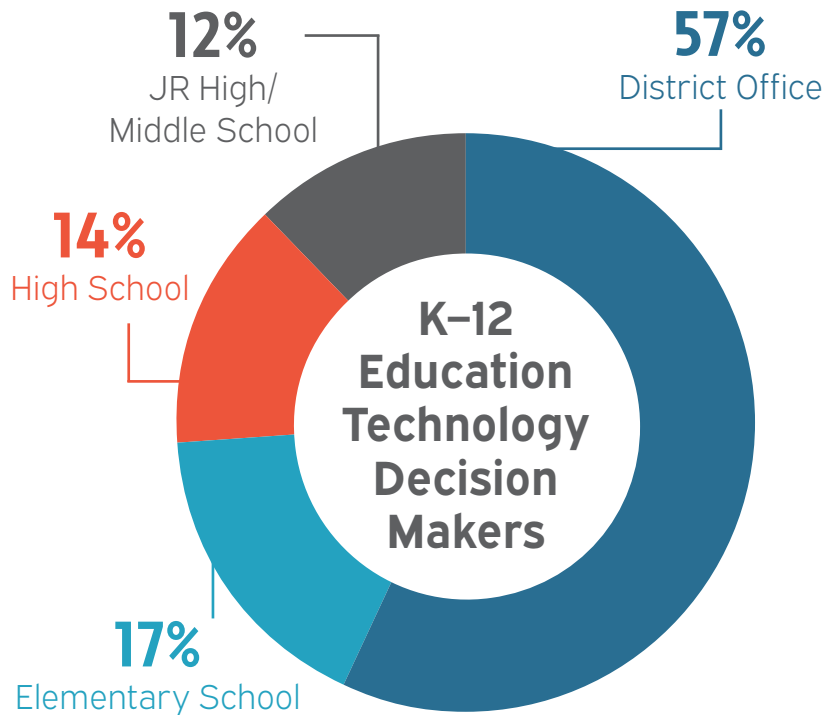


Lead Generation



Branding
& Awareness

Target Market



89%
of readers are involved
in purchasing technology

Job Functions

13% District Level

Titles include: Superintendent, Assistant superintendent, Bus/Finance/Purchasing Director, Technology Director, E-Rate Administrator, Chief Information Officer, Chief Information Security Officer, Director of Security & Network Services, Technology Services Director, Student Information Services Director, Grant Writer/Partnerships

51% Information Technology

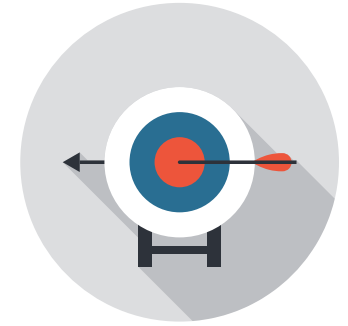
Titles Include: Chief Technology Officer, IT Director, IT Manager, IT Security Manager, Network Administrator, Database Administrator, Web Architect, Network Manager, Systems Engineer, Technology Coordinator/Specialist

29% Principal/Assistant Principal

Titles Include: Principal, Assistant Principals, Head of School, Headmaster, Dean of Students, Provosts, Chancellors, Admissions Director

7% Curriculum & Academic Technology

Titles Include: Chief Academic Officer, STEAM Director, Digital Learning Director, Tech Curriculum Director, Instructional Technologists, Department Directors, College/Career Readiness Director, Library Media Director/Specialist



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:

728 x 90 - 300 x 250 - 160 x 600

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

Custom Idea Board

Leverage Our Editorial Expertise

Insider Toolkit

Leverage our K-12 education expertise with five editorial articles on a strategic topic of your choice. While each article maintains the trusted editorial voice our audience relies on, our skilled writers will interview your SME to subtly shape the content. The final Insider Toolkit report, showcased on a custom microsite, captivates decision-makers with compelling and trusted insights.

GameChanger

Spotlight your innovative technology with a powerful three-article asset. The first two articles provide editorial context, while the final article showcases your solution as a game-changer in K-12. It's the perfect mix of credibility and impact to engage decision-makers.

Empower IT Leaders

New! Buyer's Guide

Empower potential buyers, specifically tailored to showcase your K-12 education solutions. Crafted in collaboration with your experts, this guide delivers essential insights and guidance, enabling IT decision-makers to make well-informed purchasing decisions.

New! Playbook

The Playbook delivers practical strategies and expert insights tailored to the unique needs and challenges facing schools and districts. This concise, four-page guide provides actionable steps and proven methods to help districts and schools achieve their goals around your selected topic.

Deliver Top Lists

Emerging Tech Checklist

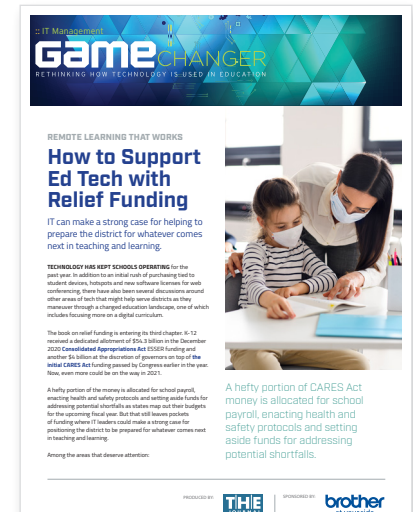
Stay ahead with the Emerging Tech Checklist, a must-have resource for K-12 leaders. This guide helps IT leaders navigate the constant influx of new technologies, understand their impact, and gain insights on best practices for integration into their district or school.

Tech Tactics

Engage K-12 IT leaders with a concise Top 5 Do's and Don'ts guide. This format offers actionable insights on your chosen topic, starting with a brief market overview, followed by strategies for success and key pitfalls to avoid.

New! Quick Wins: Strategies for Immediate Ed Tech Impact

Empower IT leaders with fast, actionable strategies that deliver quick results in educational technology. This two-page guide provides a list of high-impact strategies designed for immediate implementation, perfect for decision-makers seeking swift improvements.





Highlight Your Executive

Executive Voice

In this exclusive two-article asset, your brand can showcase two in-depth SME interviews, demonstrating your strategic market insight and breakthrough technology that increase operational efficiencies ultimately improving student success.

Industry Perspective

Highlight your executive as a thought leader. THE Journal's editorial team will interview your expert to showcase how your strategies are driving ed tech innovation and positioning your brand at the forefront of K-12 education.

Delve Into Research

Market Pulse Survey & Executive Summary

Gain critical insights from K-12 technology leaders. Our Market Pulse Survey explores industry trends and institutional priorities on your desired topic, culminating in a 4-page Executive Summary that showcases the results and amplifies your brand to our audience.

Education Outlook

Showcase your expertise in K-12 with the Education Outlook program. We'll conduct a survey on the topic of your choice, capturing valuable insights from education technology leaders. Our editorial team will then present these findings in a dynamic webcast, concluding with a short presentation from your expert. This program not only highlights key industry trends but also positions your brand at the center of the conversation.

Build a Customized Experience

Custom White Paper or Case Study

Enhance your market position with a custom asset that tells your story. Whether it's a customer success story, an innovative product highlight, or a practical guide, our expert editorial team will craft a compelling narrative tailored to the K-12 market and your goals.

Custom Projects

Transform your vision into reality with customized solutions crafted to meet your specific needs. Collaborate with our education experts to develop impactful content and innovative projects. From brainstorming to execution, we partner with you to create a tailored experience that drives success.



Virtual Events

Industry Speaks Fireside Chat

Connect with K-12 technology leaders through a virtual fireside chat that pairs your expert with a THE Journal editor. Together, they'll explore the pressing challenges and emerging trends that matter most to the education technology community. We'll work closely with your executive to shape a conversation that addresses the unique needs of K-12 education, positioning your brand as a key player in driving innovation and thought leadership in the field.

Trailblazers in Ed Tech *Editorial Discussions with the Frontrunners of the Technology Evolution in Education*

Position your brand as a thought leader in K-12 by aligning with our Trailblazers in Ed Tech, an editorial webcast that brings together the foremost voices in K-12 technology. Hosted by THE Journal's editorial team, this event delves into the trends and challenges shaping the future of education, aligning your brand with the pioneers shaping the next generation of technology.

Partner Webcast

Take the reins with our THE Journal Partner Webcast, where you can directly engage with a targeted audience of K-12 technology professionals. This program puts you in control of the content and messaging, allowing you to highlight your products, technologies, and solutions. Meanwhile, our team handles all the logistics, marketing, and promotion, ensuring a smooth and successful live webcast.

Tech Tune-Up

Capture the attention of busy K-12 leaders with the Tech Tune-Up Webcast, a fast-paced, high-impact session designed to make your message shine. In 30 minutes, you'll have 25 minutes to share your most important insights, strategies, or solutions, followed by an interactive 5-minute Q&A. This streamlined format allows you to present powerful, actionable content that resonates with decision-makers seeking effective solutions.

Lead Gen

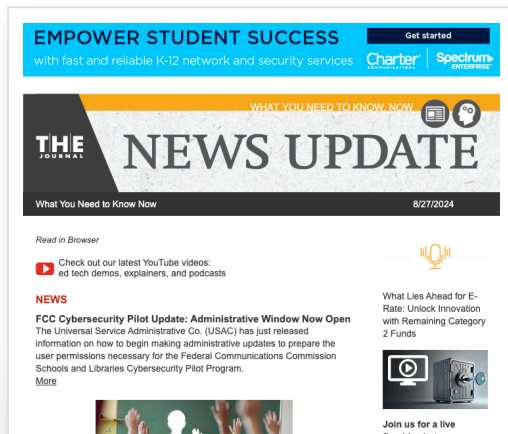
Content Syndication

Boost your sales pipeline with THE Journal's content syndication, tailored to attract highly qualified K-12 IT decision-makers. We'll create a strategic campaign to generate leads based on your specific needs.

Partner Microsite

Showcase your leadership in the education sector with a custom microsite designed to captivate K-12 technology decision-makers. This centralized hub allows visitors to easily access and download your organization's valuable assets—all in one place. Enhance your brand's visibility and provide a seamless experience that amplifies your solutions and drives engagement.





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.

Product Showcase

Our product/demo showcase library allows you to highlight your ungated video in both our YouTube channel and Video Library on **THEJournal.com**. This offers an exclusive designation, granting your organization the opportunity to direct customers to a trusted third-party site. By leveraging this trusted designation, you can supercharge customer engagement, drive higher conversions, and maximize brand exposure.

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.



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