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
The Journal.com Monthly Page Views

360,000

*Source: Google Analytics

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

K–12 Education Technology Decision Makers
# 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.

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

**Sponsorships:**

728x90, 300x250, 160x600
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.

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.

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.

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.

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**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.

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**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.

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**All Idea Board programs include a lead generation component**
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 webinar 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

FOR MORE INFORMATION, CONTACT:

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