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

Transforming Education Through Technology

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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
AUDIENCE PROFILE

TARGET MARKET:
K-12 Education Technology Decision Makers

<table>
<thead>
<tr>
<th>DISTRICT OFFICE</th>
<th>ELEMENTARY SCHOOL</th>
<th>JR HIGH/MIDDLE SCHOOL</th>
<th>GOVERNMENT</th>
<th>HIGH SCHOOL</th>
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</thead>
<tbody>
<tr>
<td>52%</td>
<td>18%</td>
<td>11%</td>
<td>3%</td>
<td>16%</td>
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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
<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Frequency</th>
<th>Distribution</th>
<th>Demographics</th>
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</table>
| **THE Journal News Update**                    | 2x/week   | 45,000       | District & School Level Admin 41%  
Information Technology (IT) 16%  
Instructional Tech 43% |
| K-12 education technology news you need to know now |           |              |                           |
| **THE IT Trends**                              | 2x/month  | 50,000       | District & School Level Admin 40%  
Information Technology (IT) 33%  
Instructional Tech 27% |
| Strategies and insights for information technology leaders in K-12 |           |              |                           |
| **K-12 Grant Alert**                           | 1x/month  | 45,000       | District & School Level Admin 40%  
Information Technology (IT) 33%  
Instructional Tech 27% |
| Funding, competitions and award opportunities for educators |           |              |                           |
| **THE Journal Insider**                        | 1x/month  | 57,000       | District & School Level Admin 41%  
Information Technology (IT) 16%  
Instructional Tech 43% |
| Critical insights for K-12 education technology pros |           |              |                           |
| **THE Journal Remote Learning Environments**   | 1x/month  | 45,000       | District & School Level Admin 40%  
Information Technology (IT) 40%  
Instructional Tech 20% |
| Strategies for supporting education beyond the traditional classroom |           |              |                           |
## Newsletters

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<th>Newsletter</th>
<th>Frequency</th>
<th>Distribution</th>
<th>Demographics</th>
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</thead>
<tbody>
<tr>
<td><strong>STEAM Universe</strong></td>
<td>2x/month</td>
<td>65,000</td>
<td>District &amp; School Level Admin: 32%</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Information Technology (IT): 33%</td>
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<td></td>
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<td></td>
<td>Instructional Tech: 35%</td>
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<tr>
<td><strong>Robotics Insider</strong></td>
<td>1x/month</td>
<td>62,000</td>
<td>District &amp; School Level Admin: 32%</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Information Technology (IT): 33%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Instructional Tech: 35%</td>
</tr>
</tbody>
</table>

**STEAM Universe**
The weekly go-to resource for STEM and STEAM education events, grants, news, strategies and resources.

**Robotics Insider**
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.
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:

David Tucker
Associate Publisher
612.333.2238
dtucker@1105media.com

Jean Dellarobba
Senior Sales Account Executive
949.265.1568
jdellarobba@1105media.com

*All Innovative Insights programs include a lead generation component
**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!

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