The power of students engaged in STEAM subjects is undeniable, but with the ever-changing technology landscape, education IT professionals turn to STEAM Universe to make the best decisions for their school or university.
STEAM Universe offers STEM and STEAM professionals news, features, tips, interviews with thought leaders, expert advice and more. These readers are decision makers who specify and recommend software and services, including: makerspaces; gaming; virtual reality; computer science/coding curriculum; robotics kits; Chromebooks and tablets; lab equipment and sensors; tools for hands-on learning; and more!
TARGET MARKET:
K-12 Education Demographics

AUDIENCE PROFILE

District Office
53.5%

Elementary School
17.8%

High School

Jr. High/Middle School

Government Organization
3.1%

Job Functions

Superintendent/Assistant Superintendent
10.2%

Principal/Assistant Principal
35.2%

Information Technology
18.4%

Program/Curriculum Dir/Manager
13.8%

Technology Using Educator
16.2%

Librarian/Media Specialist
6.2%
TARGET MARKET:
Higher Education Demographics

AUDIENCE PROFILE

2-year College
78.3%

3%
4-year College/University
14.9%

6%
Vocational/Technical College
3.8%

3%
Government Organization

6%
Other Allied to Field

3.8%

Job Functions

Administration/Policy/Top Level Executives & Management
27.4%

IT Director/Management
30.3%

Institutes/Research Programs/Associations
18.5%

Campus Services
23.8%
## ENewsletters

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Frequency</th>
<th>Distribution</th>
<th>Demographics</th>
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<td>STEAM Universe</td>
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The weekly go-to resource for STEM and STEAM education events, grants, news, strategies, and resources.

Keeps educators in the loop on robotics and computer science in the context of STEAM education. Each month we bring you news, best practices, funding opportunities, research and more to help you integrate robotics and coding into the curriculum.

728 x 90, 160 x 600, or 300 x 250 sponsorship available
SERVICES & PROGRAMS

BRANDING

Focus eNewsletters
Engage readers with a sole-sponsored custom message co-branded with STEAM Universe highlighting your brand’s value through a direct marketing approach.

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

INNOVATIVE INSIGHTS

Snapshot Strategic Report
Target K-12 and higher ed 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.

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

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Sponsor a 3-page print and digital report highlighting game-changing technology within STEAM Universe.

Industry Perspective
Showcase one of your key executives as a thought leader in K-12 and higher education.

Industry Survey, Infographic, & Executive Summary
Capture insightful research from a highly engaged audience and communicate the results through a visually compelling custom infographic.

Custom White Paper 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.

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*All Innovative Insights programs include a lead generation component
SERVICES & PROGRAMS

WEBCASTS

Editorial Webcast
STEAM Universe will host an editorial webcast presentation based on the topic of your choice. STEAM Universe’s 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 STEAM Universe, a customer, and a representative from your company.

Digital Dialogue
Extend the life and reach of your webcast with an exclusive event summary of your 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.

EVENT

Virtual Event
STEAM Universe 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 and Higher 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!

ADDITIONAL SERVICES

• Custom Research
• Content Creation
• Custom Projects on Spec

For more information, contact:

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