



**STEAM
UNIVERSE**

2021 MEDIA KIT

THE WAY FORWARD FOR EDUCATION

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.

ABOUT STEAM UNIVERSE

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!



ONLINE



NEWSLETTERS



MOBILE/TABLET



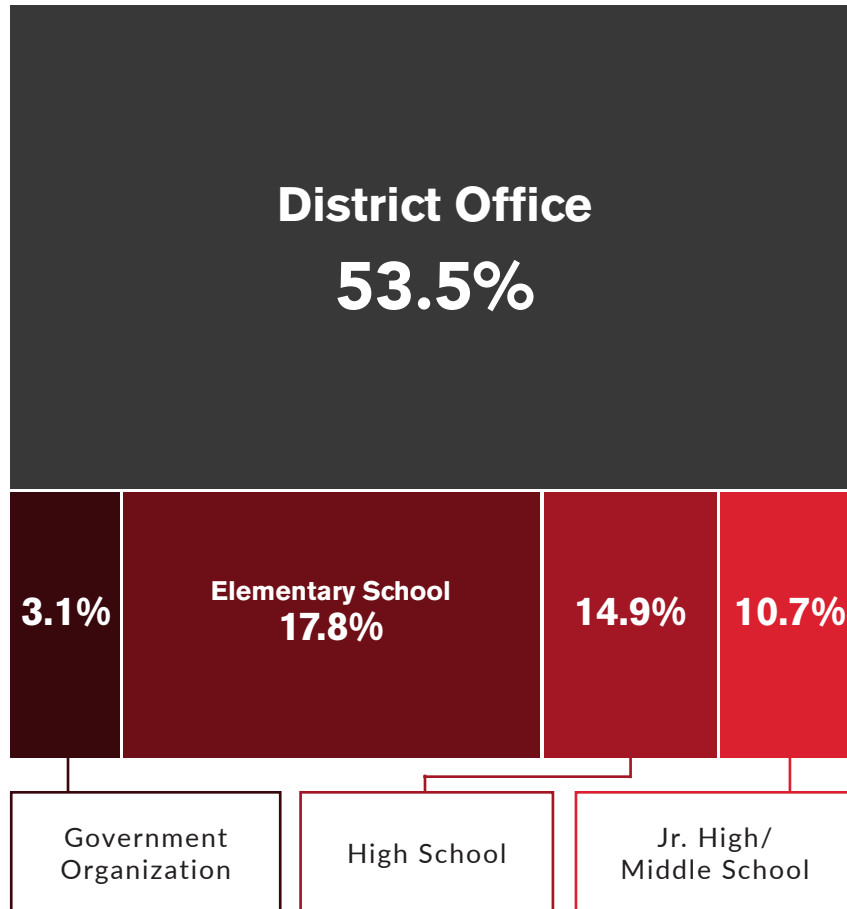
EVENTS



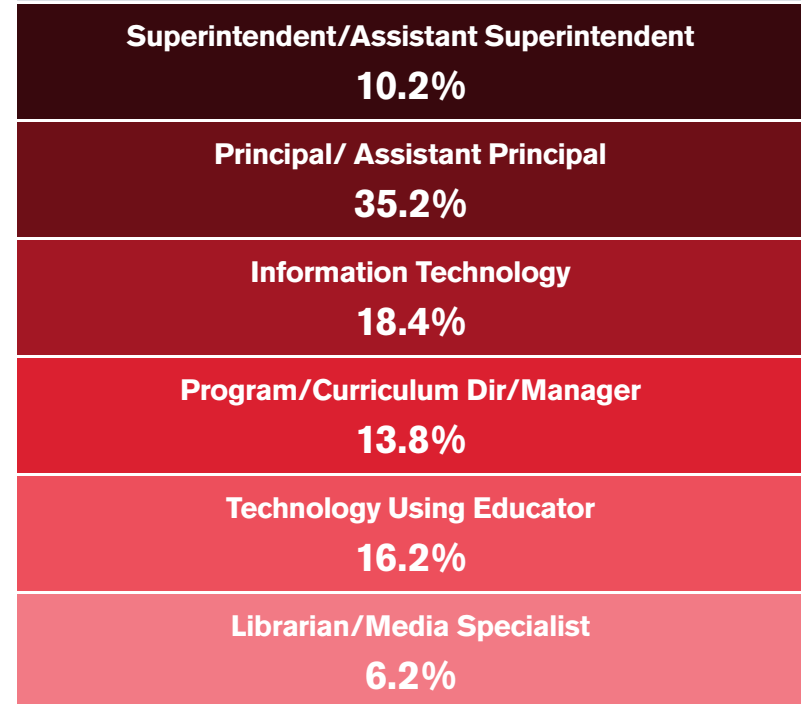
AUDIENCE PROFILE

TARGET MARKET:

K-12 Education Demographics



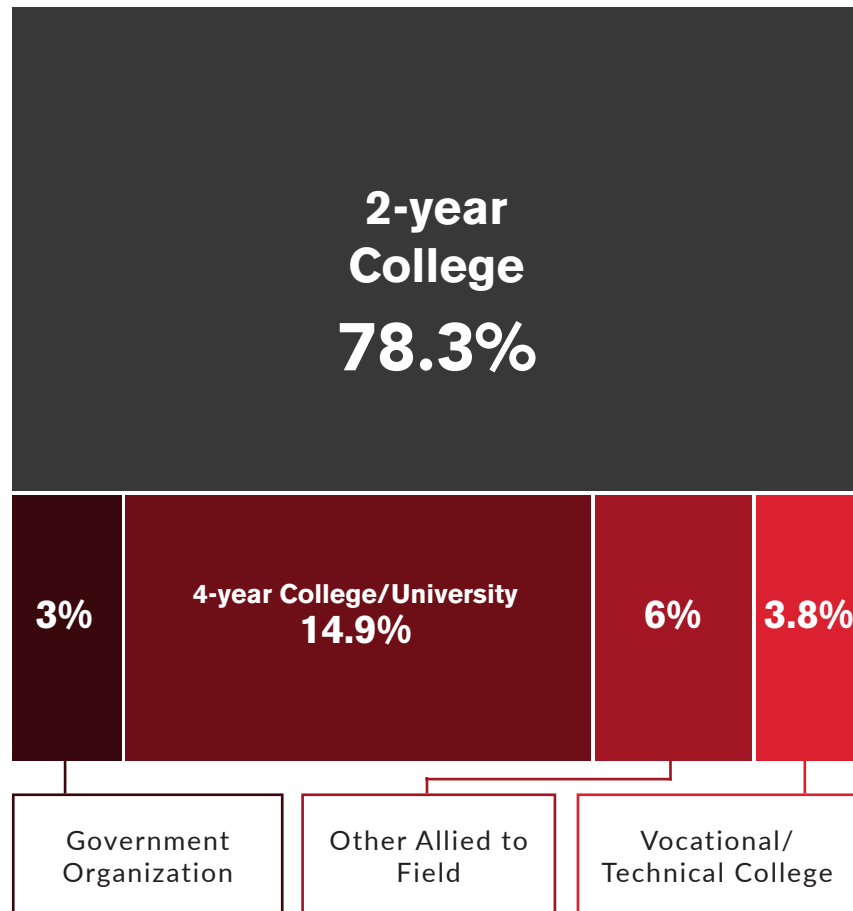
Job functions



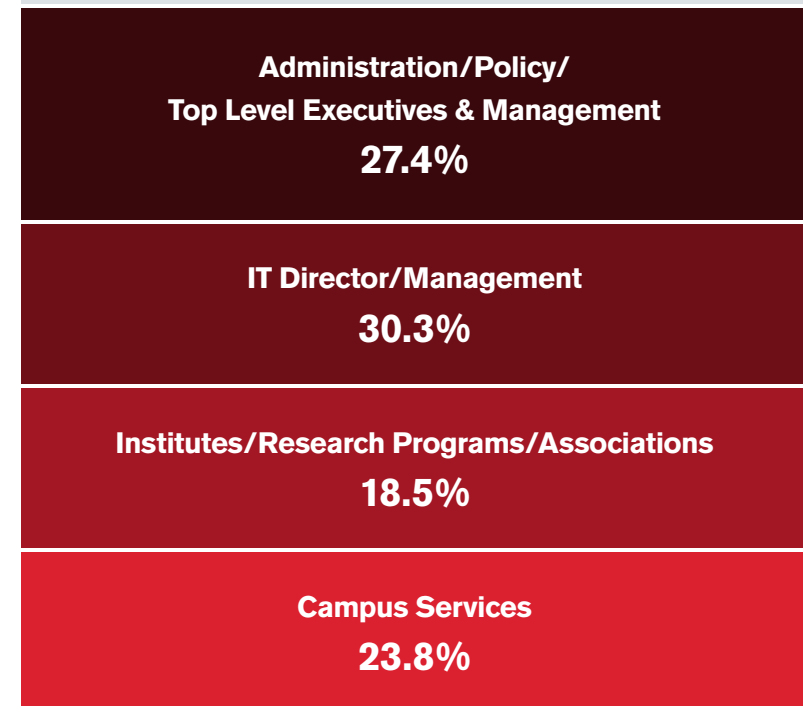
AUDIENCE PROFILE

TARGET MARKET:

Higher Education Demographics




Job Functions



NEWSLETTERS



Newsletter	Frequency	Distribution	Demographics
 <p>The weekly go-to resource for STEM and STEAM education events, grants, news, strategies, and resources.</p>	1x/week	65,000	District & School Level Admin 32% Information Technology (IT) 33% Instructional Tech 35%
<p>Robotics Insider</p> <p>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.</p>	1x/month	62,000	District & School Level Admin 32% Information Technology (IT) 33% Instructional Tech 35%



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.

GameChanger

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.

For more information, contact:

David Tucker

Associate Publisher
612.333.2238
dtucker@1105media.com

Jean Dellarobba

Senior Sales Account Executive
949.235.1714
jdellarobba@1105media.com



*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

Editorial Hub

Deliver the resources K-12 and higher ed 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.

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:

David Tucker

Associate Publisher
612.333.2238
dtucker@1105media.com

Jean Dellarobba

Senior Sales Account Executive
949.235.1714
jdellarobba@1105media.com

