

Competitive Analysis

How eSchool News Keeps Your Marketing on Target

100% Editorial Focus on Education Technology

Circulation Reach and Page Rate: **Most Efficient in the Field**

Cost Per Thousand: **Most Efficient in the Field**

The potent blend of large circulation and small out-of-pocket costs makes **eSchool News** the best marketing combination available to ed-tech providers and their agencies.

Publication	Circulation	7" x 10", 1x Rate, gross
eSchool News	103,915* / BPA Dec 2009	\$8,600
Campus Technology	50,168 / BPA Dec 2008	\$8,740
Scholastic Administrator	85,038 / BPA June 2008	\$9,031
T.H.E. Journal	90,252 / BPA June 2008	\$9,520
District Administration	73,555 / BPA June 2009	\$10,616
Technology & Learning	100,000 / ABC Dec 2008	\$11,150

*BPA circulation as of Dec 2009, audit pending.

Conclusion: Why is **eSchool News** America's No. 1 ed-tech media buy? Simple: You reach the K-20 buying elite while they're specifically focused on education technology. You pay the lowest out-of-pocket cost and the lowest CPM in the field. And you showcase your marketing message amid the critically important news and information K-20 decision makers can't do without. It's a winning combination that serves your client or company well and keeps your marketing program right on target!



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