


Results of 2010 Online Readership Survey*

eSCHOOL NEWS
2010 ONLINE Advertising

92% of the education leaders who read eSN Online are involved in buying ed-tech products and services:

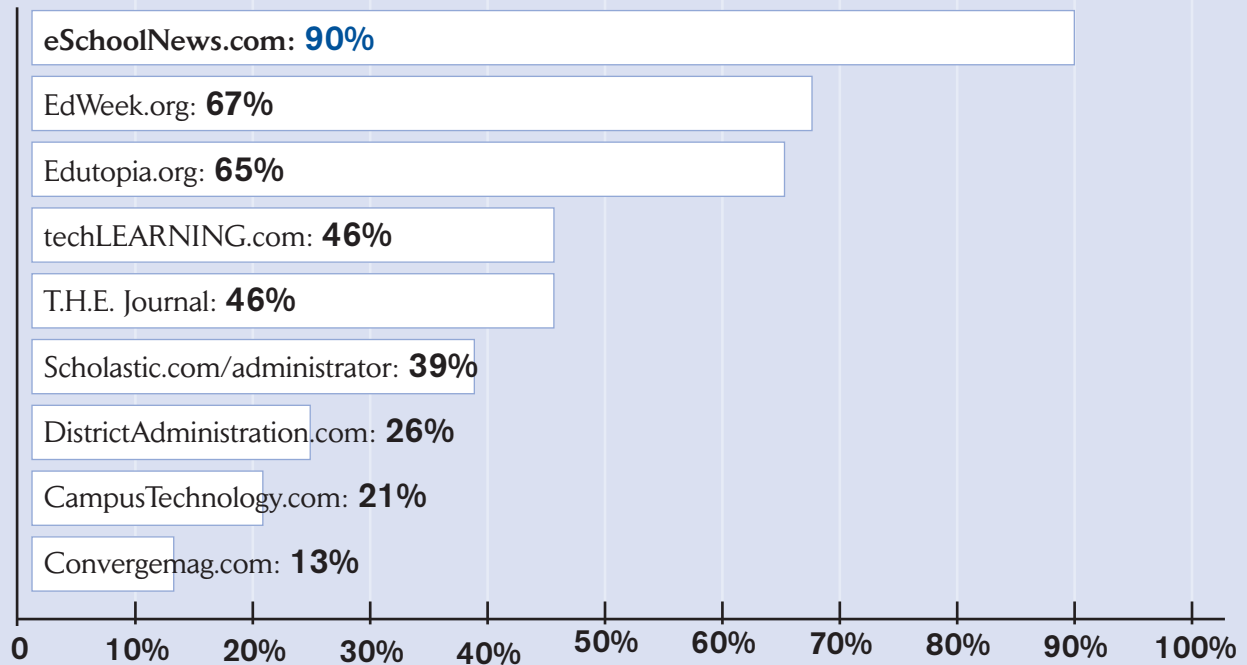
46% have taken direct action as a result of an ad they've seen at eSN Online within the last 12 months.



**92% involved in
buying ed-tech
products and services**

99% of the education leaders who read eSN Online say it's valuable to their work

Which web sites do K-20 decision makers find useful?



Excerpted from a 2009 study by McDonald Research Group



EAST- Barbara Schrader
bschrader@eschoolnews.com
1-800-394-0115 x 163

MIDWEST- Patty Voltz
pvoltz@eschoolnews.com
1-813-991-4099

WEST- Paul Turchetta
prturchett@aol.com
1-310-540-3344

PUBLISHER- Gregg W. Downey
gdowney@eschoolnews.com
1-800-394-0115 x 107