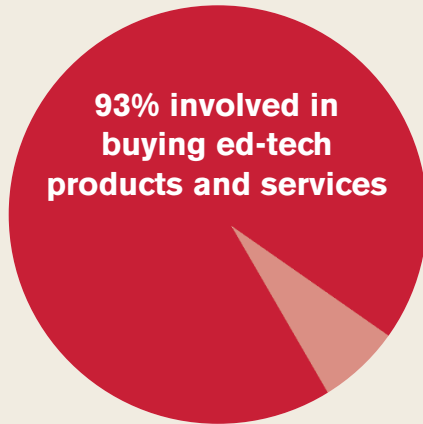


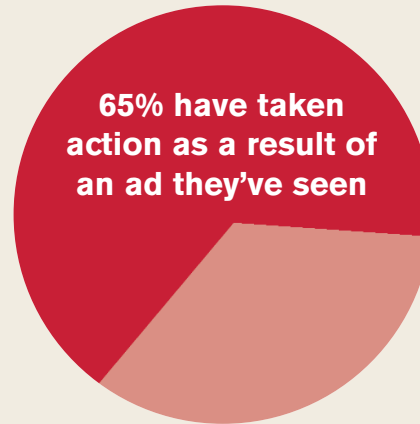
Results of 2010 eSN Subscriber Survey*

eSCHOOL NEWS
2010 PRINT Advertising

93% of the education leaders who read *eSchool News* are involved in buying ed-tech products and services:



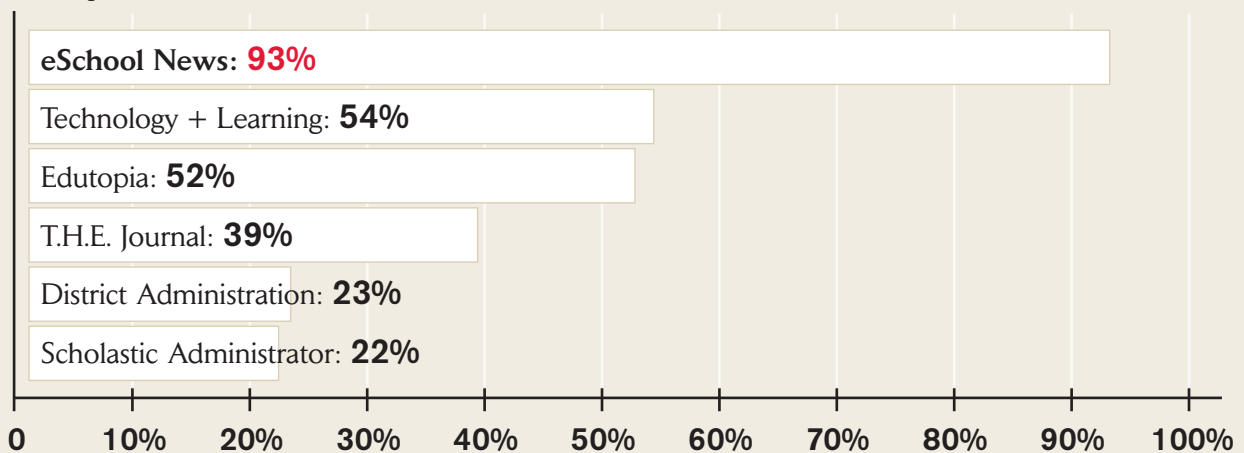
65% have taken action as a result of an ad they've seen in eSN within the last 12 months:



95% of readers say eSN is valuable to their work

98% of readers say eSN is "credible"; **99%** say it's "informative"; **96%** say it's "useful"; and **92%** say it's "authoritative"

Which publications 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