

eSN Online Readership Survey*

How eSchool News Online Keeps Your Marketing on Target

82% of eSN Online readers are involved in buying ed-tech products and services:

63% recommend or approve products for purchase

51% determine needs

35% specify products or services

33% set goals, directions, standards

44% have taken direct action as a result of an ad they've seen at eSN Online within last 12 months:

31% have visited an advertiser's web site

29% have clicked on a banner ad

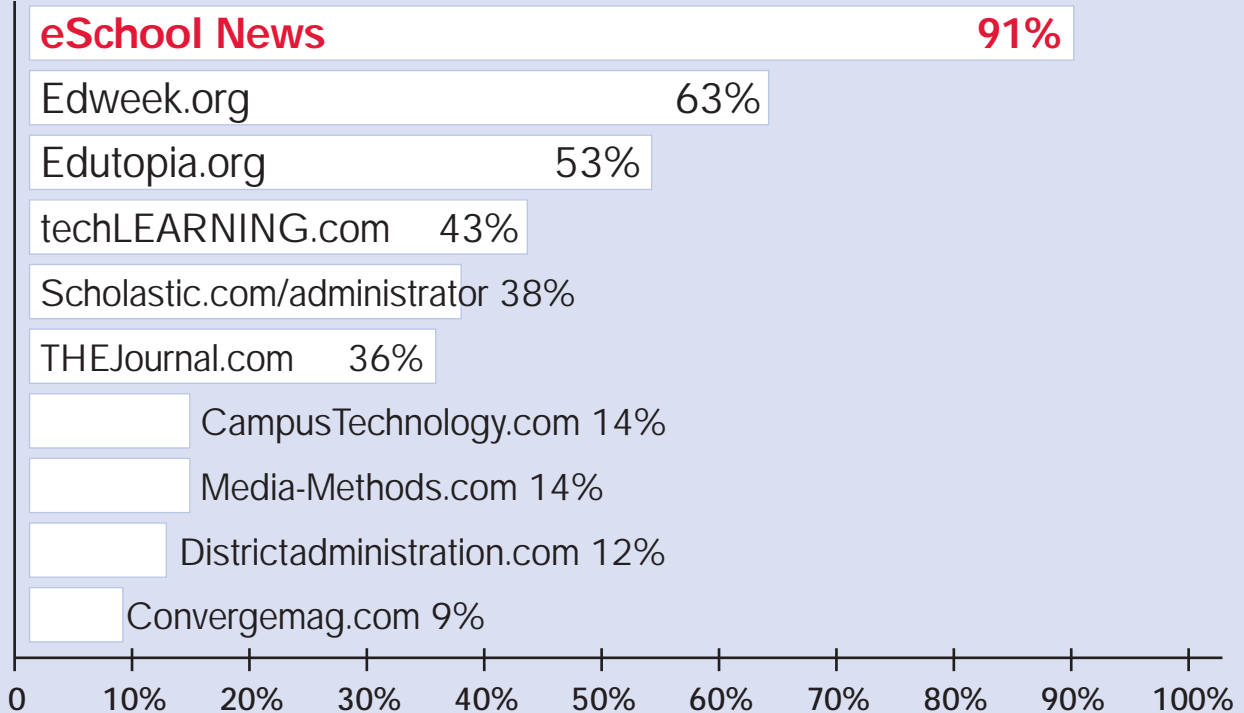
10% have recommended a product or service

99% of readers say eSN Online is valuable to their work

*Excerpted from a study by McDonald Research Group.

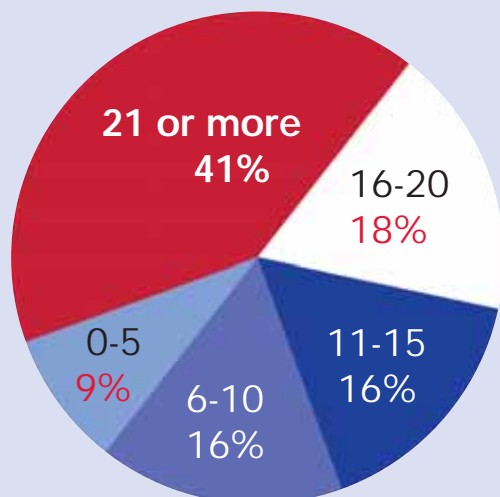
eSN Online Readership Survey* con't...

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

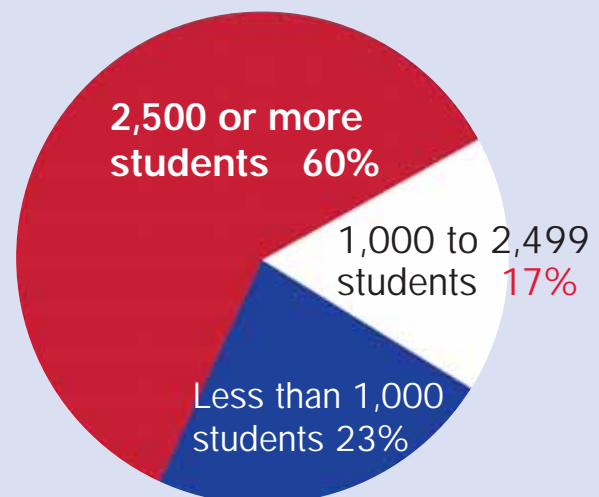


Key demographics of eSN Online readers—
most are experienced educators from large schools or districts:

Years in education



Size of district



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FOR MORE INFORMATION

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Plans to Purchase

Percentage of readers who plan to buy these technology services within the next year:

Category	eSchool News	eSN Online
Special-ed software	53%	44%
Administrative software	49%	39%
Communications technologies	50%	43%
Computers & peripherals	86%	79%
Curriculum software	68%	67%
Furniture	51%	44%
Facilities/infrastructure	39%	32%
Food service software	33%	30%
Presentation systems	66%	57%
Professional development	74%	69%
Safety/security technologies	56%	48%
Transportation software	25%	21%

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