

eSN Print Readership Survey*

How eSchool News Keeps Your Marketing on Target

89% of eSN readers are involved in buying ed-tech products and services:

68% recommend or approve products for purchase

59% determine needs

32% evaluate specifications

26% give final authorization

70% have taken action as a result of an ad they've seen in eSN within the last 12 months:

53% have visited advertisers' web sites

35% have discussed ads with others

23% have recommended an advertiser's product or service

96% of readers say eSN is valuable to their work

99% of readers say eSN is "credible"; 99% say it's "informative"; 97 % say it's "useful"; and 91 percent say it's "authoritative"

*Excerpted from a study by McDonald Research Group.

FOR MORE INFORMATION

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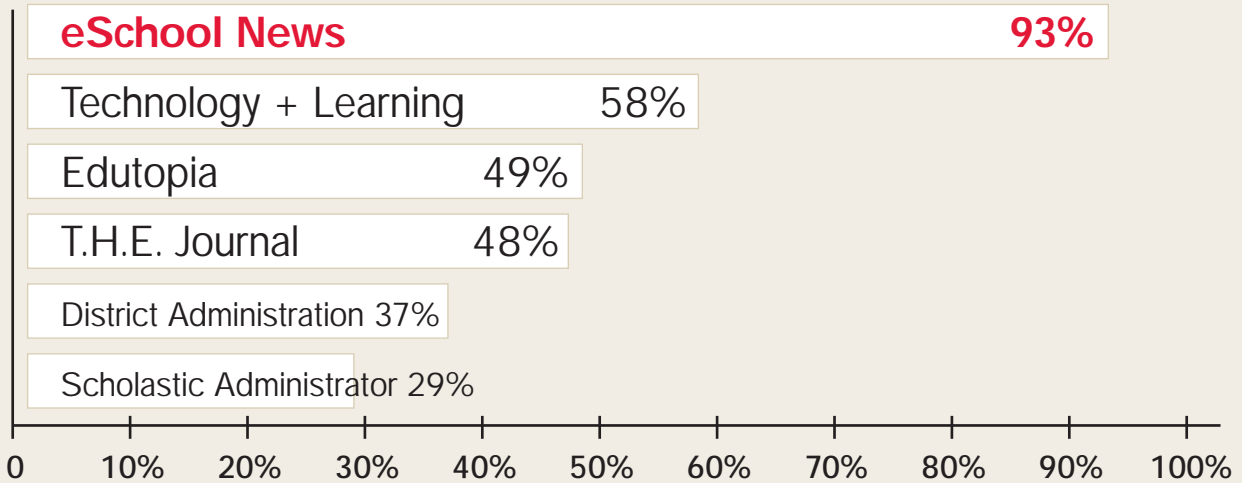
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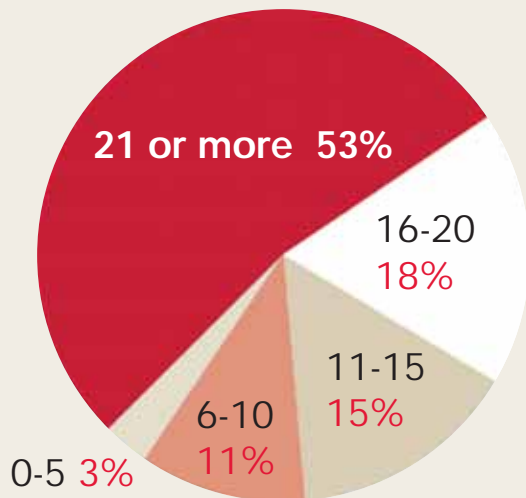
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Which publications do K-20 decision makers find useful?

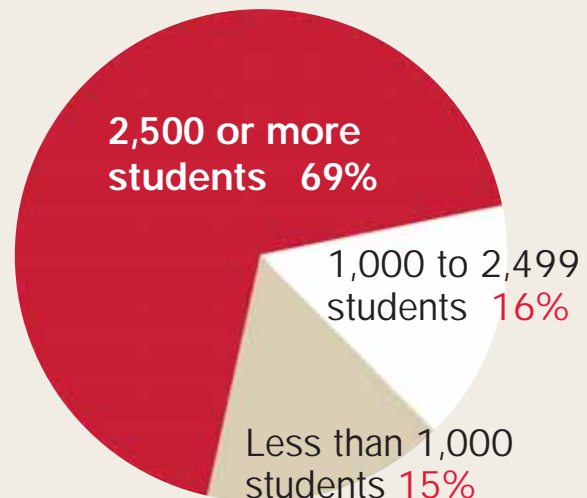


Key demographics of eSN readers—
 most are experienced educators from large schools or districts:

Years in education



Size of district



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