

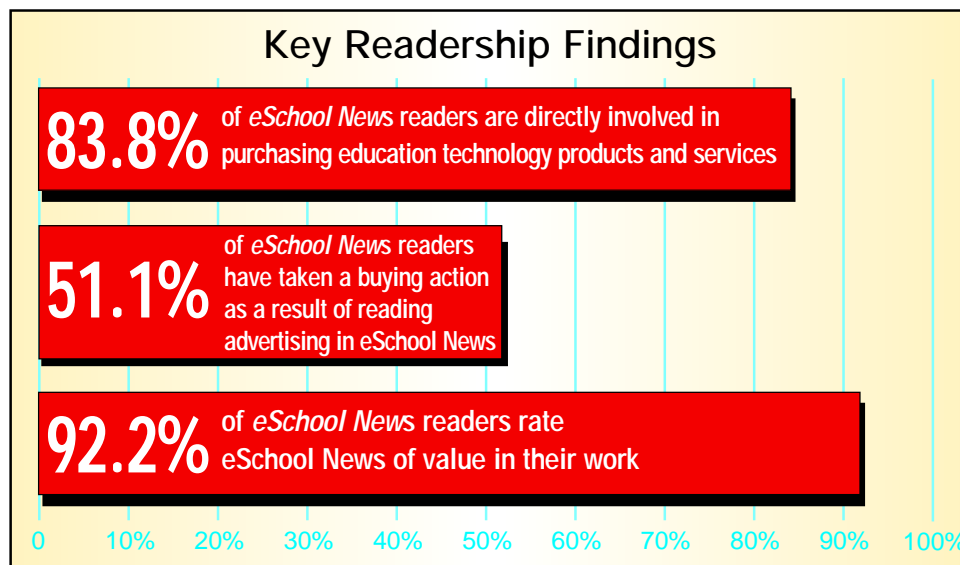
# George Mason University

*Educational Leadership Program in the Graduate School of Education*

*Here is an Executive Summary of a 2007 study conducted under the direction of Jane McDonald, Ed.D., associate professor, Educational Leadership Program in the Graduate School of Education*

*eSchool News* is a print newspaper covering education technology. It is circulated internationally but primarily in North America to more than 87,000 K-20 educators.

The prototypical *eSchool News* reader is a white, female school administrator over 50 years of age working in a U.S. school district with an enrollment of more than 2,500 students. She has been in education for 20 years or more, and, in the last 12 months, she has taken a specific action to purchase technology for her district as the result of reading an advertisement in *eSchool News*.

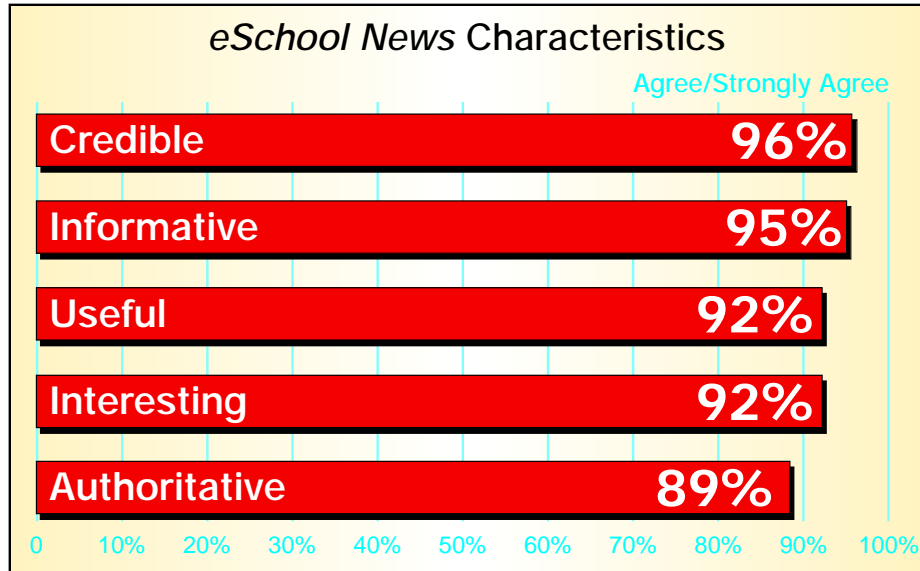


When it comes to the purchasing process, 83.8 percent of *eSchool News* readers report being directly involved. Their roles span the range of purchasing actions from determining needs and approving technology budgets to specifying products and services and selecting specific vendors and brands.

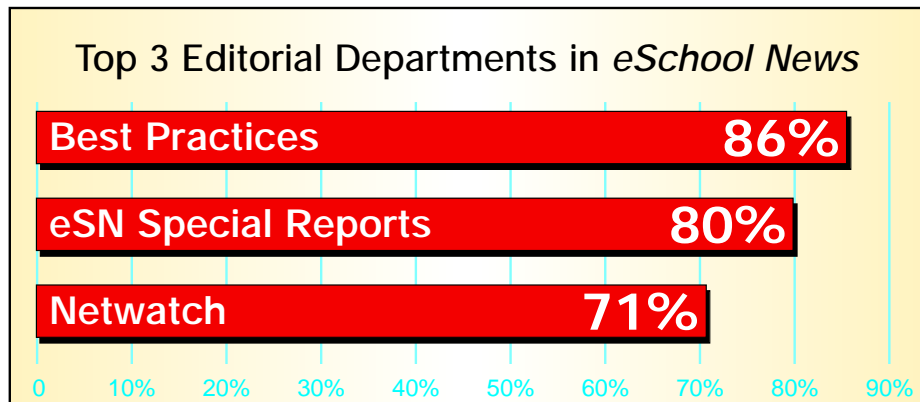
In the last 12 months, 51.1 percent of *eSchool News* readers report having taken a buying action as a result of reading an advertisement in *eSchool News*. Nearly 20 percent (19.9%) have actually purchased or recommended for purchase a product or service they've seen advertised in *eSchool News*. More than 25 percent have followed up on seeing an ad this year by contacting the advertiser, dealer, supplier, or reseller.

According to this study, 92.2 percent of the respondents reported that *eSchool News* was of definite value to them in their work.

When the researchers probed deeper to determine why K-20 decision makers assigned value to *eSchool News*, they were able to assess the degree to which respondents associated the newspaper with admirable characteristics. When five such characteristics were mentioned, respondents agreed or strongly agreed that these were traits representative of *eSchool News*.

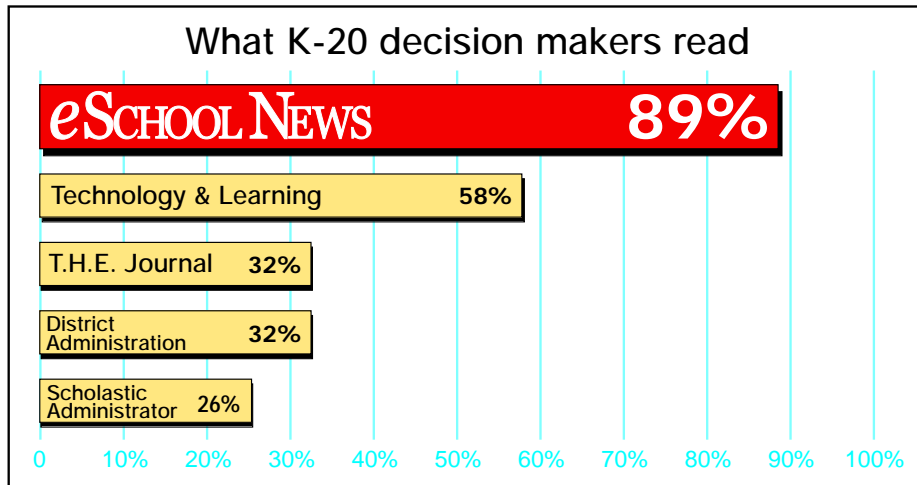


Asked to describe their levels of interest in a range of regular elements in the print edition of *eSchool News*, respondents reported being “very interested” or “somewhat interested” in a variety of editorial offerings, and here are the top three:



## COMPETITIVE READERSHIP FINDINGS

These senior school executives rely on information in *eSchool News*, and their readership behavior reflects their opinions of this publication compared to magazines in the same market niche. The following bar graph illustrates how the K-20 decision makers responding to this survey identified the publications they read:



Not surprisingly, the ranking these ed-tech decision makers gave the publications largely mirrors their opinion about the usefulness of those publications.

