

eSchool News Print Readership Profile

319,056 total readership* among K-20 Decision Makers

83,962 total copies served to BPA-audited qualified buyers**

Management/Leadership – 58%

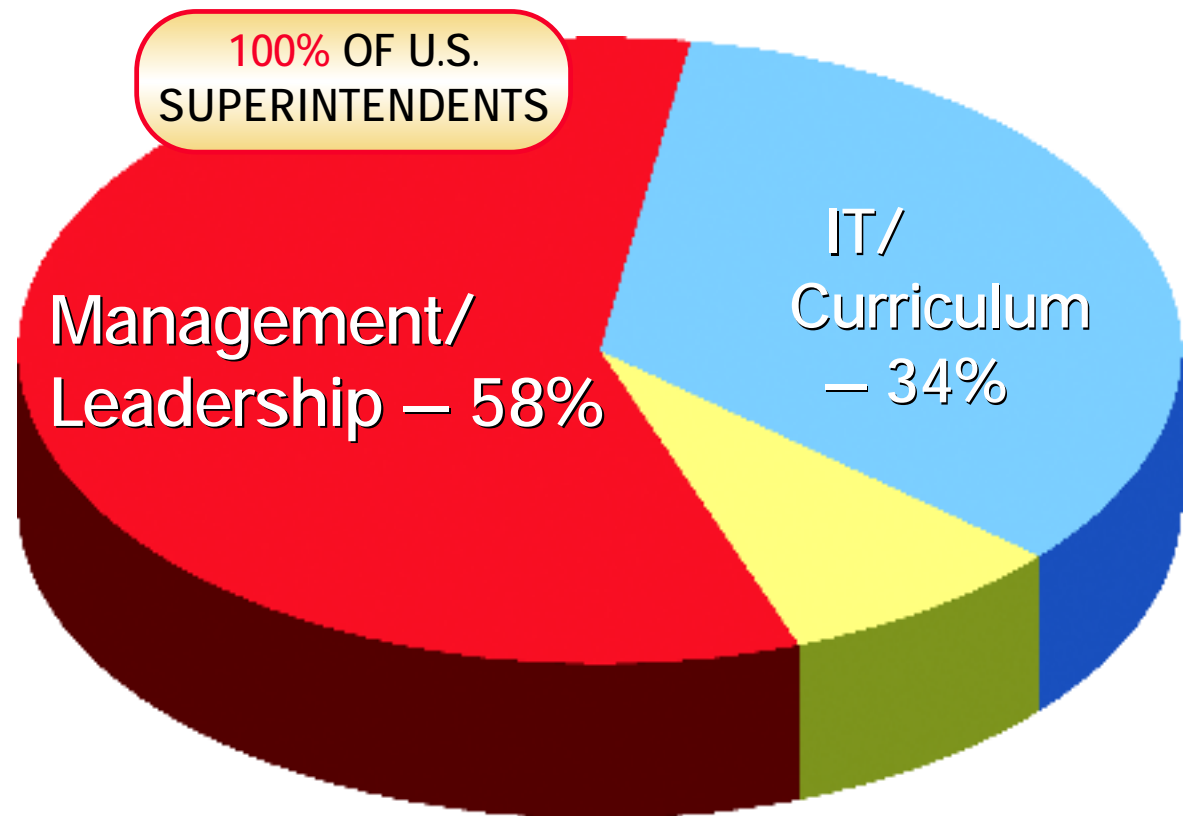
Includes titles such as: Superintendent, Chief State School Officer, State Education Technology Director, Deputy/Assistant/Area Superintendent, Principal/Assist Principal, Business Manager/Purchasing Agent, Federal/State Program Director, Human Resource Director, Safety/Security Director, Special Education Director, Governors Office Staff, Legislative Staff Member, School Board Member, College/University Official/ Professor

IT/Curriculum – 34%

Includes titles such as: CIO/MIS/IT Director, Curriculum Director, Instructional Technology Specialist, Technology Coordinator, Technology Advocate

Library/Media – 8%

Includes titles such as: Librarian, Library Services Director, Media/Audiovisual Director, Media Center Director



* 3.8 readers per copy, counting pass-along readership of 319,056

**Average BPA-audited circulation, as per audit for June 2007