

# *the* Network Teachers Trust



Reach loyal, influential preschool and grade school teachers through digital advertising on TheMailbox.com.



Generate more leads through online and offline programs in our elementary teacher resource guide.

## Custom Solutions

Engage teachers, students, and parents with strategic marketing programs that blend creativity and content to build awareness and ROI.

We are The Education Center Media Group, a leading education media and marketing company that brings influential teachers and organizations together. Thanks to our network with over 40 years of built-in brand loyalty, TECMG is uniquely positioned to help your company, nonprofit, or association reach a committed, engaged, and responsive audience.

You won't find any one-size-fits-all thinking here. Our integrated media and content solutions are individually designed to reach teachers—and, through them, students and parents. With print and digital advertising, sweepstakes and contests, and inventive content created by our expert team of teacher editors, you'll soon see why our partners realize better results from us than any other marketing program.

Over 750,000 of today's teachers trust us to help them be their best. Trust us to make your message relevant for them.



# Learning Magazine

The most influential teachers turn to *Learning* magazine for the latest products, downloads, promotions, special offers, contests, and professional development opportunities—and share it with other teachers.

*Learning* is packed with freebies and giveaways that we also feature online, so you get offline and online exposure. Our advertisers call it the top response-generating magazine in the market. We just call it a resource guide.

Circulation

150,000

preschool & grade school teachers

Pass-Along Readership

450,000

preschool & grade school teachers

Get all eyes on your message.  
Ask us about renting our mailing list for your direct mail campaign.

TECMediaGroup.com

Learning readers spend



more than the average teacher.

75%

of our readers have responded to an advertisement in *Learning*.



of our readers attend conferences and conventions.



of our readers report they will enroll in an advanced degree program in 1–3 years.

Learning partners generated over

275,000

leads in the 2013–2014 school year.



# Editorial Calendar

We hit all the high points. *Learning* magazine is published in January, April, August, and October each year, reaching teachers during peak planning and purchasing periods.

## Sections

### FOR YOUR INFORMATION

A quick rundown of freebies, great deals, contests, and must-see websites.

### RESOURCES FOR SUCCESSFUL TEACHING

Helpful and timely new products and services for teachers across all curriculum areas.

### CHILDREN'S LITERATURE FEATURES

The newest children's literature titles that are just right for the classroom.

### HOLIDAY FEATURES

Exciting resources that turn holidays into super celebrations.

### TEACHERS' CHOICE<sup>SM</sup> AWARDS FOR THE CLASSROOM & CHILDREN'S BOOKS (JANUARY)

Award-winning products, websites, books, and more—tested and approved by teachers in the classroom.

### TEACHERS' CHOICE<sup>SM</sup> AWARDS FOR THE FAMILY & PROFESSIONAL DEVELOPMENT (SPRING)

The best of the best products that teachers recommend for at-home learning as well as peer-reviewed Professional Development products.

## 2015 Close Dates

| Issue               | Editorial Deadline | Space   | Materials | Mail Date |
|---------------------|--------------------|---------|-----------|-----------|
| Spring 2015         | 11/12/14           | 2/6/15  | 2/13/15   | 3/24/15   |
| Back-to-School 2015 | 3/11/15            | 6/5/15  | 6/12/15   | 7/23/15   |
| Fall 2015           | 6/10/15            | 8/7/15  | 8/14/15   | 9/22/15   |
| Jan 2016            | 9/2/15             | 11/6/15 | 11/13/15  | 12/23/15  |

See page 15 for full ad specs.

For editorial consideration, call Phillip Moore at 336.851.8245 and have your information in by these dates.

# TheMailbox.com by the Numbers

For 40 years, teachers have looked to The Mailbox for the best teaching resources. Now, eager eyes are searching TheMailbox.com for new ideas to help them motivate students and meet state standards. Plus they can't wait to try the latest resources, like our Gold digital planning experience. Be seen with digital advertising that promotes awareness for your organization, drives in new leads, and boosts sales.

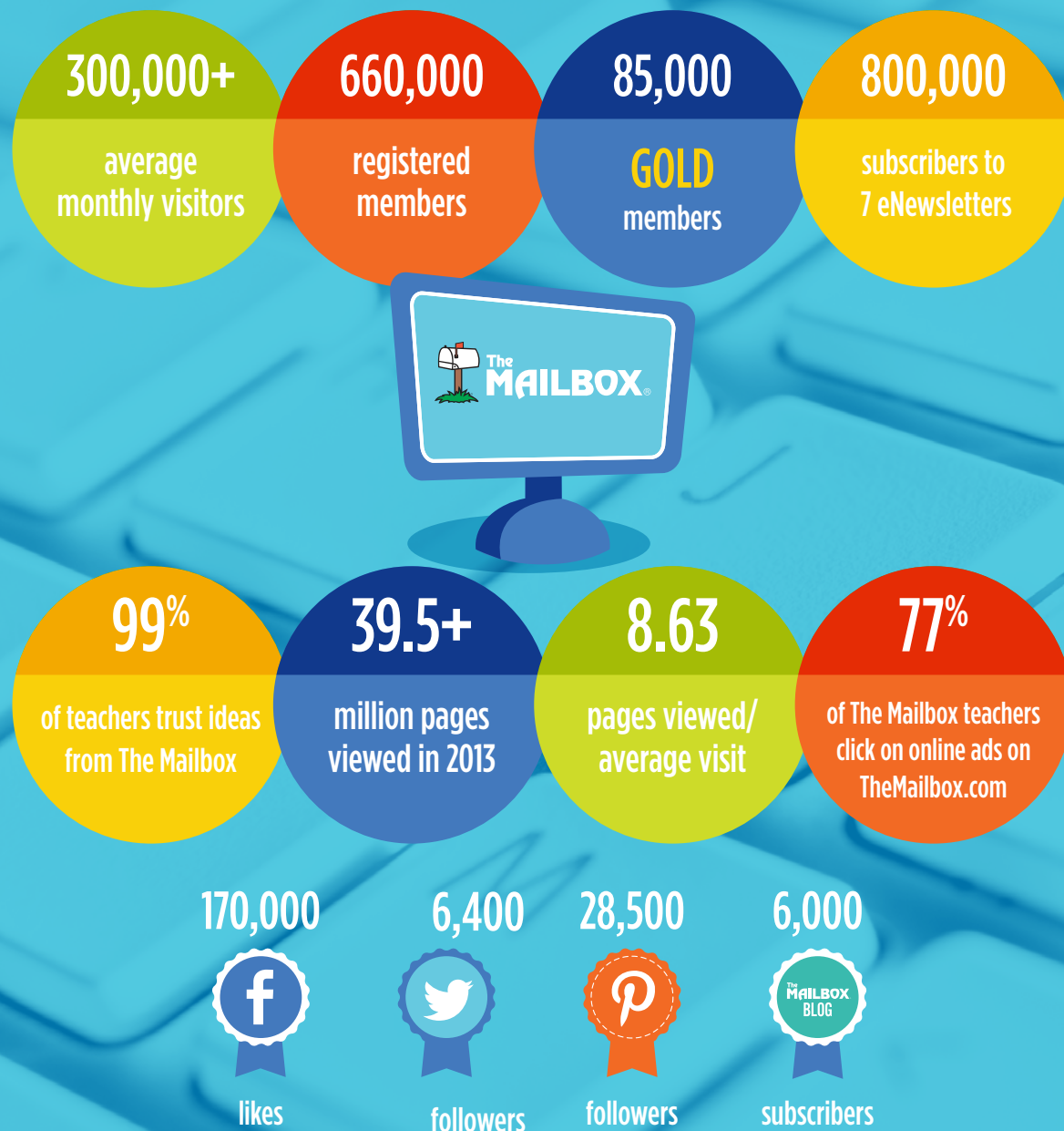
**DIGITAL DISPLAY ADS**

**ENEWSLETTERS**

**CONTEXTUAL ADS**

**SPONSORED CONTENT**

TECMediaGroup.com





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**WE'RE MAKING LIFE EASIER THAN EVER.**  
(Roll over to see how.)

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**SEARCH FOR IDEAS**

The Mailbox® creates teaching resources you can be confident using—  
search for monthly forms, themes, or skills. Look for anything.

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Want more planning tools? [Go Gold](#)

**FIND. COLLECT. PLAN.**

Gold gives you the tools you need to be confident in the classroom. Find free content or activities from your magazine subscription, build your own collections of great ideas, plan with your own interactive calendar, and print everything with a single click.

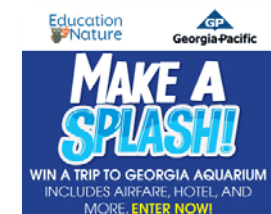
**GO GOLD**

See page 16 for full digital ad specs.

# Digital Display Ads

We know how to make an impression—  
TheMailbox.com delivers over 300,000  
unique views and 3.5 million total  
impressions *per month*.

Leaderboard  
728 x 90 and  
Box 300 x 250:  
\$20/M



# eNewsletter Advertising

We know what teachers love—new ideas and activities they can use now. So that's what we give them every week with our eNewsletters. Over half a million subscribers watch their inboxes for the latest from The Mailbox. So really, it's no surprise that our eNewsletter open rates are double the national average.

## eNewsletters

|                                |   | Circulation                                       | Cost<br>(net per ad) |
|--------------------------------|---|---|----------------------|
| Elementary Activities          | Quick activities across the curriculum.   | 137,000+ elementary school teachers               | \$2,500              |
| Preschool Activities           | Fun ideas designed specially for preschool.   | 95,000+ preschool directors, owners, and teachers | \$2,500              |
| Simple Centers & Games         | Easy-to-prepare games and learning centers—a staple in elementary classrooms.   | 100,000+ elementary school teachers               | \$2,500              |
| Arts & Crafts                  | Teachers get creative with these simple projects.   | 100,000+ PreK to grade 6 teachers                 | \$2,500              |
| Literature Links & Common Core | Two eNewsletters, one price. One has creative literature ideas, and the other offers ideas for teachers who follow Common Core. | 69,000+ elementary school teachers                | \$1,500              |

## Sponsored eBlasts

Our built-in brand loyalty plus your organization's content is a match made in marketing heaven. We'll send an eBlast featuring all content and messaging from you.

**\$200** per 1,000 names; 25,000 name minimum

See page 16 for full eNewsletter specs.

**FREE** Let Creative Play Soar at the PLAYMOBIL FunPark—Fun Is Included! Activities eNewsletter—Special Edition Sponsored by PLAYMOBIL

Dear Teacher,

There are no limits to where your students' imaginations will take them on a field trip to the PLAYMOBIL FunPark! Located in nearby Brookhaven Gardens, Florida, this indoor facility gives kids 13,000 square feet of opportunity to explore, unleash, creative play with PLAYMOBIL's extensive line of toys.

Every child attending as part of a school or classroom center field trip receives a free PLAYMOBIL, greenie bag filled with fun stuff. [Click here](#) to see the adventure map!

Trina Peterson Newsletter Editor

**PS:** Do you love PLAYMOBIL toys? Then be a 1, 2, 3—Learn With Mr. Teacher and order to win a \$250 PLAYMOBIL shopping spree! The lucky teachers will win, plus 100 teachers will each receive a PLAYMOBIL prize pack. Enter now at [TheMailbox.com/playmob133](#)

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