



Our Readers Make a Difference to Students and Advertisers Alike!

Educators are counted on to meet the needs of all students and to create strong public schools...and more than 2.8 million educators count on *NEA Today* to help them reach their goals for effective classroom practice, a satisfying career, and to connect with colleagues throughout the profession.

As the field of education evolves, one constant remains...*NEA Today* readers value the publication and read it regularly.

A CLOSER LOOK AT THE NUMBERS

In our most recent readership study, 89% of our readers stated that they usually learn “something new” from each issue. And here’s a critically important statistic:

NEA Today readership increases with years in the profession. In fact, 87% of our readers with 7 or more years of experience state they read the publication regularly.

That’s great insight for advertisers because NEA members with more experience are typically more influential in purchasing decisions and they have more personal purchasing power as well.

Our members are readers...67% spend at least a half hour or more with each issue of the magazine:

TIME SPENT READING EACH ISSUE

1 hour or more	16%
At least 30 minutes	42%
15 minutes	26%

AMOUNT OF EACH ISSUE READ

All	14%
About 75%	17%
About 50%	35%

Another key differentiator? Many of our readers tell us that they’re spending **more** time with the magazine than ever before...with 27% reporting that they now spend more time with each issue.





OUR READERS ARE YOUR BUYERS

In addition to taking an active role in the selection of their schools' and districts' education products, programs, and services, our readers are individual buyers as well.

- More than 88% reported that they spend their personal funds to buy school supplies and accessories.
- 42% personally spend up to \$249 each year for materials their institutions do not provide.
- 35% of our teacher-readers are involved in the purchase of instructional software.
- 72% have purchased school and personal items over the Internet.

OUR READERS ARE TECH AND MEDIA SAVVY TOO

Recent data show that our readers are taking an active role in their schools' purchase of a variety of technology products, including scanners, digital cameras, video equipment, projectors, and white boards. And they're regular users of media as well, with nearly half reporting they use informational and documentary programming as instructional resources to support lesson planning and student learning. And 37% of our readers use the NEA website at least once a month to search for information, and find resources for parents and classroom use.

A CLOSER LOOK AT OUR DEMOGRAPHICS

Average NEA Membership Tenure	13 years
Average Number of Years in the Profession.....	15 years
Mean Household Income	\$69,000
Average Age	46
Highest Degree Completed.....	44% hold Master's Degrees
Children Under 18 Living at Home.....	43%
Gender.....	18% Male // 82% Female

YOUR FIRST SOURCE FOR EDUCATORS WHO MAKE A DIFFERENCE? NEA TODAY!

Whether you're marketing instructional programs, school equipment, technology-related products, or the spectrum of consumer items, from travel to financial services, *NEA Today* is your first source for reaching the education community.

NEA Readership Survey 2007, conducted by FGI Inc., February 2007