As the CEOs of their schools, principals seek knowledge to make decisions that affect the bottom line. Principals are always looking for relevant and reliable information to help them run their schools more efficiently. As the No. 1 publication for elementary and middle school principals, *Principal* gives them just that.

*Principal*’s editorial platform covers the subjects that are uppermost in principals’ minds: using technology in learning; coping with tight budgets and aging facilities; and training staff. *Principal*’s departments cover perennial topics of interest such as school law, parent involvement, and the latest research.

*Principal*’s exposure and influence extend well beyond its circulation of 18,000, including teachers, superintendents, university professors, and school district officials. Let us work with you to implement a marketing program that can deliver the audience and results you need.

**Advertising Pays Off**

Our members report that *Principal* is an incredibly valuable resource:

- 52% purchased or recommended the purchase of an advertiser’s products/services after seeing it in *Principal*.
- 60% have visited an advertiser’s website after seeing its ad in *Principal*.
- 90% of readers share *Principal* with other principals, teachers, and administrators.
- Of those, 40% share *Principal* with 1-2 other educators, another 30% share *Principal* with 3 or more other educators.

**Principals Have the Purchasing Power**

Principals make the buying decisions for their schools, and this magazine can help you get your product or service into the hands of the people who are your prime targets. The results of our readership survey reveal that nearly 70% of principals make the final purchasing decisions for their school. Of the remaining respondents, almost 85% indicate they have “a great deal” or “quite a bit” of influence on purchasing decisions for their school.

In particular, our readers report purchasing or having influence in purchasing the following products and services:

- Professional development ........................................ 81%
- Professional books ................................................... 82%
- Classroom school supplies ........................................ 75%
- Computers and other technology items ................. 68%

Readers also report purchasing awards, certificates, and recognition services (66%), furniture (54%), audiovisual equipment (52%), computer software (52%), and curriculum programs (50%) in addition to whiteboards, textbooks, school safety programs and equipment, playground equipment, character education programs, and school photography.

**Changing Demographics**

A new breed of principals, who are earlier in their careers, are seeking solutions to address major issues affecting today’s schools. 40% of NAESP members have been with the Association less than 5 years. They are younger and are more technologically savvy.

**NAESP Members by Type of School**

<table>
<thead>
<tr>
<th>Grade Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-K-12</td>
<td>43%</td>
</tr>
<tr>
<td>Pre-K-3, Pre-K-4</td>
<td>19%</td>
</tr>
<tr>
<td>Pre-K-8</td>
<td>14%</td>
</tr>
<tr>
<td>5-8, 6-8, 7-8</td>
<td>10%</td>
</tr>
<tr>
<td>Other grade ranges (e.g., K-2, 3-5, etc.)</td>
<td>2%</td>
</tr>
</tbody>
</table>

In 2021, NAESP will be celebrating 100 years of service to the nation’s elementary and middle-level school leaders. All year long, NAESP will acknowledge its contributions to the field and the rich history that it has contributed to the education ecosystem.

In celebration of its 100-year anniversary, NAESP is redesigning its flagship publication, *Principal* magazine, and its website www.naesp.org. The new designs will provide more relevant and easier-to-access resources for school leaders and reflect the change in how today’s principals learn, grow, and lead.
**Principal Print Advertising Rates**

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<th>3x</th>
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</thead>
<tbody>
<tr>
<td><strong>Four-Color</strong></td>
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</tr>
<tr>
<td>Page</td>
<td>$7,300</td>
<td>$6,845</td>
<td>$6,575</td>
</tr>
<tr>
<td>2/3</td>
<td>$6,315</td>
<td>$5,925</td>
<td>$5,680</td>
</tr>
<tr>
<td>1/2</td>
<td>$5,400</td>
<td>$5,075</td>
<td>$4,860</td>
</tr>
<tr>
<td>1/3</td>
<td>$4,315</td>
<td>$4,055</td>
<td>$3,895</td>
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<td><strong>Black &amp; White</strong></td>
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<td>$4,745</td>
<td>$4,540</td>
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<td>$4,030</td>
<td>$3,780</td>
<td>$3,625</td>
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<td>1/2</td>
<td>$3,130</td>
<td>$2,945</td>
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<td>1/3</td>
<td>$2,110</td>
<td>$1,990</td>
<td>$1,910</td>
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<tbody>
<tr>
<td><strong>Covers</strong></td>
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</tr>
<tr>
<td>C2</td>
<td>$7,620</td>
<td>$7,320</td>
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</tr>
<tr>
<td>C3</td>
<td>$7,290</td>
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<td>$6,785</td>
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<tr>
<td>C4</td>
<td>$8,610</td>
<td>$8,015</td>
<td>$8,015</td>
</tr>
</tbody>
</table>

**Inserts:** Print/digital supplements, bind-in cards, stitched inserts, and polybagging are available. Call for prices.

**Commission:** 15% of the gross billing rate will be allowed to advertising agency.

**Digital Advertising Rates***

**E-newsletters**
NAESP’s e-newsletters are delivered to approximately 15,000 principals’ inboxes.

**Principal E-newsletter**
Open rate: 26%
Highlights from the print edition of Principal, sent to members’ inboxes. (Bi-Monthly, September – May)

**Ad Specs and Rates**
- Banner: 600 x 90 px $2,040 net
- Text Ad: 150 characters $1,215 net

**Communicator**
Open rate: 26%
Provides timely articles for principals to use for their own growth and share with their teachers. (Monthly)

**Ad Specs and Rates**
- Skyscraper: 160 x 600 px $1,755 net
- Banner: 400 x 72 px $1,285 net
- Half-Skyscraper: 160 x 300 px $925 net
- Button: 160 x 90 px $645 net

**Report to Parents**
Open rate: 26%
Monthly bulletin principals can share with parents to help them ensure their children succeed. (Monthly)

**Ad Specs and Rates**
- Banner: 400 x 72 px $1,285 net

**Principal Online**
Principal advertisers may also choose to place an ad on the magazine’s web page, one of the most frequently visited pages on NAESP’s website.

**Principal Web Page Metrics**
Average pageviews per month: 7,333

**Ad Specs and Rates**
- Skyscraper: 160 x 600 px $2,210 net
- Half-Skyscraper: 160 x 300 px $1,600 net
- Button: 160 x 90 px $925 net

**Principals’ Buyers Guide**
Purchasing a listing in this online directory ensures that your company’s brand and message are delivered directly to those who matter most to your business.

[www.principalsbuyersguide.com](http://www.principalsbuyersguide.com)

**Complete web-enabled listing:** $395/year
**Contact:** naesp@multiview.com

**Mail List**
NAESP rents its list of members to qualified mailers, postal addresses only. All mailing pieces are subject to advance approval by NAESP.

**Contact:** rjongella@rickard2.com
No agency commissions.

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*Please send all digital (*not print*) ad materials to publications@naesp.org. For more information on placements and deadlines, consult separate NAESP Digital Advertising Rate Card.
September/October 2020
Adapting to Change With Special Focus on Equity
How can principals lead through today’s changing circumstances while ensuring educational equity for all students?

Space Reservation: July 8, 2020
Materials Due: July 15, 2020
Mail Date: September 3, 2020

November/December 2020
Literacy Instruction
This issue focuses on leading literacy programs, ensuring reading proficiency, and how parents can help.

Space Reservation: August 24, 2020
Materials Due: August 31, 2020
Mail Date: October 29, 2020

January/February 2021
Leadership Teams
Principals need to know how to ask for help in order to lead effectively, and share leadership tasks with their staff.

Space Reservation: October 22, 2020
Materials Due: October 29, 2020
Mail Date: January 4, 2021

March/April 2021
A Gender Lens
Gender has a major impact in schools, including teaching, learning, and leadership styles; discipline & bias; and creating a welcoming environment for LGBTQ students.

Space Reservation: December 18, 2020
Materials Due: January 5, 2021
Mail Date: March 1, 2021

May/June 2021
Brain Research & Social-Emotional Learning
Healthy brain development depends upon social relationships, emotional experiences and cognitive opportunities, and if a learning environment supplies all three stimuli at opportune moments, children will thrive.

Space Reservation: February 23, 2021
Materials Due: March 2, 2021
Mail Date: April 29, 2021
Bonus Distribution: NAESP Annual Conference (July)

All editorial coverage and distribution is subject to change. Contact Principal ad sales representative for the most current schedule.