Reach the school decision-makers
principal (n.) the chief executive officer of an educational institution.

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 five years. They are younger and are more technologically savvy.
## Principal Print Advertising Rates

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

## Digital Advertising Rates*

### E-newsletters

NAESP’s e-newsletters are delivered to approximately 15,800 principals’ inboxes.

**Principal e-newsletter**  
Open rate: 37%

Highlights from the print edition of *Principal*, sent to members’ inboxes. (Bi-Monthly, Sept. – May)

- **Banner:** 600 x 90 px  
  $2,355 net
- **Text Ad:** 150 characters  
  $1,405 net

**Communicator**  
Open rate: 40%

Provides timely articles for principals to use for their own growth and share with their teachers. (Monthly)

- **Skyscraper:** 160 x 600 px  
  $2,030 net
- **Banner:** 600 x 90 px  
  $1,900 net
- **Half-Skyscraper:** 160 x 300 px  
  $1,070 net
- **Button:** 160 x 90 px  
  $745 net

**Report to Parents**  
Open rate: 40%

Monthly bulletin principals can share with parents to help them ensure their children succeed. (Monthly)

- **Banner:** 600 x 90 px  
  $1,490 net
- **Half-Skyscraper:** 160 x 300 px  
  $1,240 net

**Professional Learning Playbook**  
Open rate: 37%

Highlights professional learning opportunities and resources for NAESP members. (Twice-monthly)

- **Banner:** 600 x 90 px  
  $1,490 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

- **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:** jricket@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.
Student Leadership, Student Voice. A focus on improving student feedback, engagement, and motivation; strengthening student leadership in classrooms, student councils, and out-of-school time; and best practices in leveraging surveys and focus groups.

Space Reservation: June 29, 2023
Materials Due: July 14, 2023
Mail Date: September 14, 2023

Ethical Principal Leadership. This issue touches on professional standards related to teaching, leading, and learning, as well as moral reasoning and equity-based decision-making.

Space Reservation: August 10, 2023
Materials Due: August 24, 2023
Mail Date: October 26, 2023

Data-Driven Decision-Making. Covers topics such as collecting data and conducting data talks, raising school-wide assessment literacy, explaining student achievement data to parents, and working with teachers on data privacy.

Space Reservation: October 12, 2023
Materials Due: October 26, 2023
Mail Date: January 2, 2024

Math Instruction. This issue will cover the principal's role in math instruction, including aligned math experiences, designing innovative lessons, strategic technology use, and recruiting and retaining math instructors.

Space Reservation: December 11, 2023
Materials Due: December 21, 2023
Mail Date: March 1, 2024

Impactful Professional Learning. This issue focuses on best practices utilizing communities of practice, strengthening instructional feedback, and leveraging federal funding for targeted professional learning supports.

Space Reservation: February 14, 2024
Materials Due: February 27, 2024
Mail Date: April 26, 2024

Editorial coverage and distribution subject to change. Contact Principal ad sales representative for most current schedule.

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