Reach the school decision-makers
prin-ci-pal (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.

Advertiseing 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.
*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.

**Principal Print Advertising Rates**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$8,455</td>
<td>$7,920</td>
<td>$7,615</td>
</tr>
<tr>
<td>2/3</td>
<td>$7,310</td>
<td>$6,855</td>
<td>$6,580</td>
</tr>
<tr>
<td>1/2</td>
<td>$6,255</td>
<td>$5,875</td>
<td>$5,630</td>
</tr>
<tr>
<td>1/3</td>
<td>$4,995</td>
<td>$4,700</td>
<td>$4,510</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$5,850</td>
<td>$5,490</td>
<td>$5,255</td>
</tr>
<tr>
<td>2/3</td>
<td>$4,660</td>
<td>$4,380</td>
<td>$3,195</td>
</tr>
<tr>
<td>1/2</td>
<td>$3,625</td>
<td>$3,405</td>
<td>$3,270</td>
</tr>
<tr>
<td>1/3</td>
<td>$2,440</td>
<td>$2,305</td>
<td>$2,210</td>
</tr>
</tbody>
</table>

**Black & One Color**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$6,215</td>
<td>$5,855</td>
<td>$5,600</td>
</tr>
<tr>
<td>2/3</td>
<td>$4,965</td>
<td>$4,655</td>
<td>$4,475</td>
</tr>
<tr>
<td>1/2</td>
<td>$3,865</td>
<td>$3,625</td>
<td>$3,485</td>
</tr>
<tr>
<td>1/3</td>
<td>$2,600</td>
<td>$2,440</td>
<td>$2,340</td>
</tr>
</tbody>
</table>

**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  
  $1,405 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

**Covers**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>C2</td>
<td>$8,820</td>
<td>$8,475</td>
<td>$8,205</td>
</tr>
<tr>
<td>C3</td>
<td>$8,440</td>
<td>$8,095</td>
<td>$7,855</td>
</tr>
<tr>
<td>C4</td>
<td>$9,965</td>
<td>$9,585</td>
<td>$9,275</td>
</tr>
</tbody>
</table>

**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.

- Skyscraper: 160 x 600 px  
  $2,555 net
- Half-Skyscraper: 160 x 300 px  
  $1,855 net
- Button: 160 x 90 px  
  $1,020 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: rtognella@rickard2.com
- No agency commissions.

* 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 2023**

**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

**November/December 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

**January/February 2024**

**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

**March/April 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

**May/June 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.*

*Deviation from these standard guidelines might require additional time or cost, and/or sacrifice reproduction predictability. NAESP reserves the right to refuse any advertisement. Only the publication of an advertisement shall constitute final acceptance. Advertising terms and conditions are detailed online at [www.naesp.org/advertising](http://www.naesp.org/advertising).*