

Publication: *Administr@tor*

The essential magazine for education leaders, *Scholastic Administr@tor* presents key thinkers from education and technology in every issue, and showcases best practices from large and small districts across the country. *Administr@tor*'s hands-on advice offers step-by-step help to implement new technologies effectively. An award-winning magazine, *Administr@tor* covers a wide range of critical and timely issues – including assessment, funding, special needs, RTI, and professional development.

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Administr@tor Facts

- **75,000** total qualified, audited circulation
- **195,000** readership
- Published **6 times** a year
- **6,300** digital subscribers

Administr@tor Audience

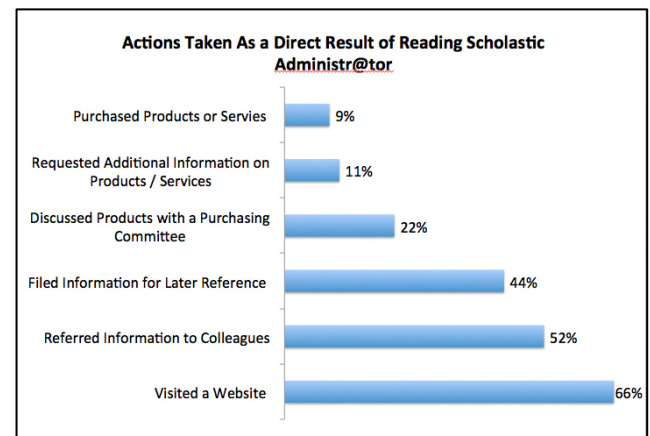
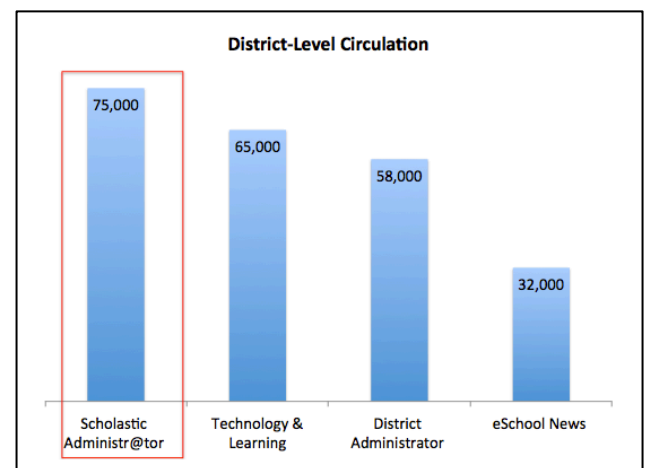
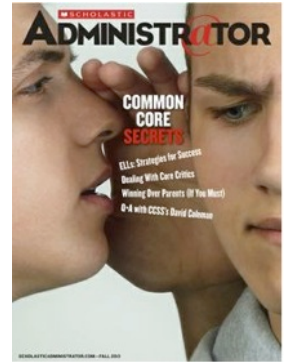
- Superintendents / Assistant Superintendents
- Tech Directors, IT Directors
- Curriculum Directors (Includes: Tech Directors, ESL, Special Needs)
- Media Specialists / AV Directors
- Principals
- Business Managers / Purchasing Agents
- Title 1 / Federal Program Directors

The *Administr@tor* Reader's Profile

Engaged: 66% of readers spend up to an hour reading the *Administr@tor* ¹

Involved in Purchasing: 94% of readers have taken action as a direct result of reading *Administr@tor* ²

Professionally Active: 83% of readers attend a webinar once every 2-5 months or more ³



^{1,2,3} ReadEx *Administr@tor* Reader Survey, Fall 2013

