

Opportunities to advertise
with Learning Forward

Learning Forward

Media Guide

learningforward 

THE PROFESSIONAL LEARNING ASSOCIATION



Our readers are education leaders



Learning Forward is the only association devoted to improving student results through advocacy and support for high-quality professional learning. Our readers and website visitors are education leaders – superintendents, central office leaders, principals, instructional coaches, and state and regional leaders.

More than 70,000 readers come to our publications and website to find the answers they need to solve learning challenges for both staff and students. Our bimonthly professional magazine, *The Learning Professional*, is their source to learn more about critical issues in the field. *Connect*, our monthly e-newsletter keeps them up to date with our organization, and *Professional Learning News*, our weekly news brief, ensures they stay connected to what is happening across the nation and around the world.

“Learning Forward is real time PD. I can read *JSD* [Now *The Learning Professional*] over a quick lunch and be ready with multiple strategies and ideas for my afternoon staff meeting.”

– Mike Ford

Superintendent, Phelps-Clifton Springs, Central School District,
Clifton Springs, N.Y.

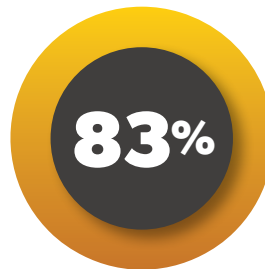
We know these leaders. They're our members.

You need to **connect with leaders** at the state, district, and school level who make decisions about school improvement and professional learning.

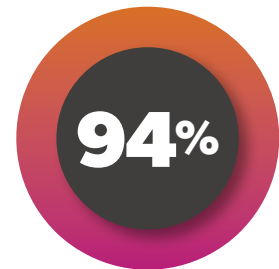
WHO ARE OUR READERS?*



ARE RESPONSIBLE FOR THE PROFESSIONAL DEVELOPMENT OF OTHERS.



HAVE BEEN IN THE EDUCATION FIELD FOR MORE THAN 15 YEARS.



MASTER'S DEGREE OR HIGHER

AREAS OF INFLUENCE



- 45% SUPERINTENDENTS | CENTRAL OFFICE | ADMINISTRATORS
- 22% TECHNICAL PROVIDERS
- 17% PRINCIPALS
- 16% TEACHERS

*Source: 2018 annual Learning Leaders survey.

THE LEARNING PROFESSIONAL

THE LEARNING FORWARD JOURNAL

helps you reach your target audience

The Learning Professional, Connect, and our annual conference program aren't just publications. They are tools that Learning Forward members actively use to make decisions. Our vision is Equity and excellence in teaching and learning. Let our readers know that you share this vision.

84%

More than 80% of our readers agree that Learning Forward's Journal is insightful, spurs new thinking, and is a significant member benefit.

84%

of readers directly attribute Learning Forward's Journal to helping them do their job better!

Conference sponsorships



Network directly with more than **3,000 potential customers** and clients. Your support will be acknowledged in conference materials and throughout the conference in a variety of ways.

Who attends?

- Superintendents
- Directors of learning
- Curriculum and instruction directors
- State/regional/provincial education personnel
- Directors of professional development
- Principals
- Central office administrators
- Teachers
- Educational consultants

97%

RECOMMEND, MAKE, OR
APPROVE PURCHASES.

Visit conference.learningforward.org/sponsors to learn more.

To take advantage of these sponsorship opportunities, please contact Carrie Freundlich by email: carrie.freundlich@learningforward.org.

Newsletter advertising opportunities

Advertisement

SUPERCHARGE
Professional Learning

Supercharge Your Professional Learning: 40 Concrete Strategies that Improve Adult Learning

[Learn More](#)

CAST

Upcoming webinars

Announcing our spring webinar schedule

After taking a few weeks off for the holidays, we are happy to resume our popular Thursday afternoon webinar series starting next week. Registration is now available for all spring webinars. Can't make the live webinar? Register anyway to receive the webinar recording, presentation slides, and accompanying resources.

Sustaining your wellness for the long haul

Coaching and mentoring in a virtual world: What to keep and what to change

Transforming teaching through curriculum-based professional learning

January 14, 2021

PROFESSIONAL LEARNING NEWS learningforward.org

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IN THE NEWS

New learning model success starts with principals' support

Education Dive
Schools often use peer-based learning networks, usually within grade levels, where educators work together to make sure students are reaching set milestones before they graduate. But a formal professional learning community can bring more structure to these groups, and even give educators more of a voice in how curriculum is designed for students. In fact, leaders of Learning Forward have urged schools to make curriculum the primary focus of teachers' work in a PLC.

Solution Tree Be a champion of student learning Free Request Form 02/24

Top 10 Learning Forward tweets of 2018

Learning Forward
To bring in the new year, we collected the top 10 most-liked tweets and reposted them during the weeks leading up to New Year's Day. This list gives you insight into what topics our followers were interested in the most in 2018. Follow #Top10tweets2018 to view the tweets on Twitter.

Strategies that get results

Investing in teacher professional development benefits all

Let's Change Our Future
Each personal classroom experience brings a sense of purpose to the teacher. A teacher's passion for education can be reignited by precious moments: lending a listening ear to students, receiving encouraging words from a colleague, and helping a student develop a better understanding about a personal problem or lesson. Besides these moments, how can teachers keep their passion alive? Professional development is one answer.

SPONSORED CONTENT

Benchmark Education
New PD Essentials Books from Adria Klein
• **Classroom professional books** featuring accessible formats and proven techniques accelerate the use of best practices.

Connect e-newsletter

Connect is a monthly e-newsletter to more than 70,000 subscribers. Sponsorships include a **600 pixels wide x 250 pixels high** ad in a prominent position.

SPONSORSHIP RATES

\$1,260 per issue

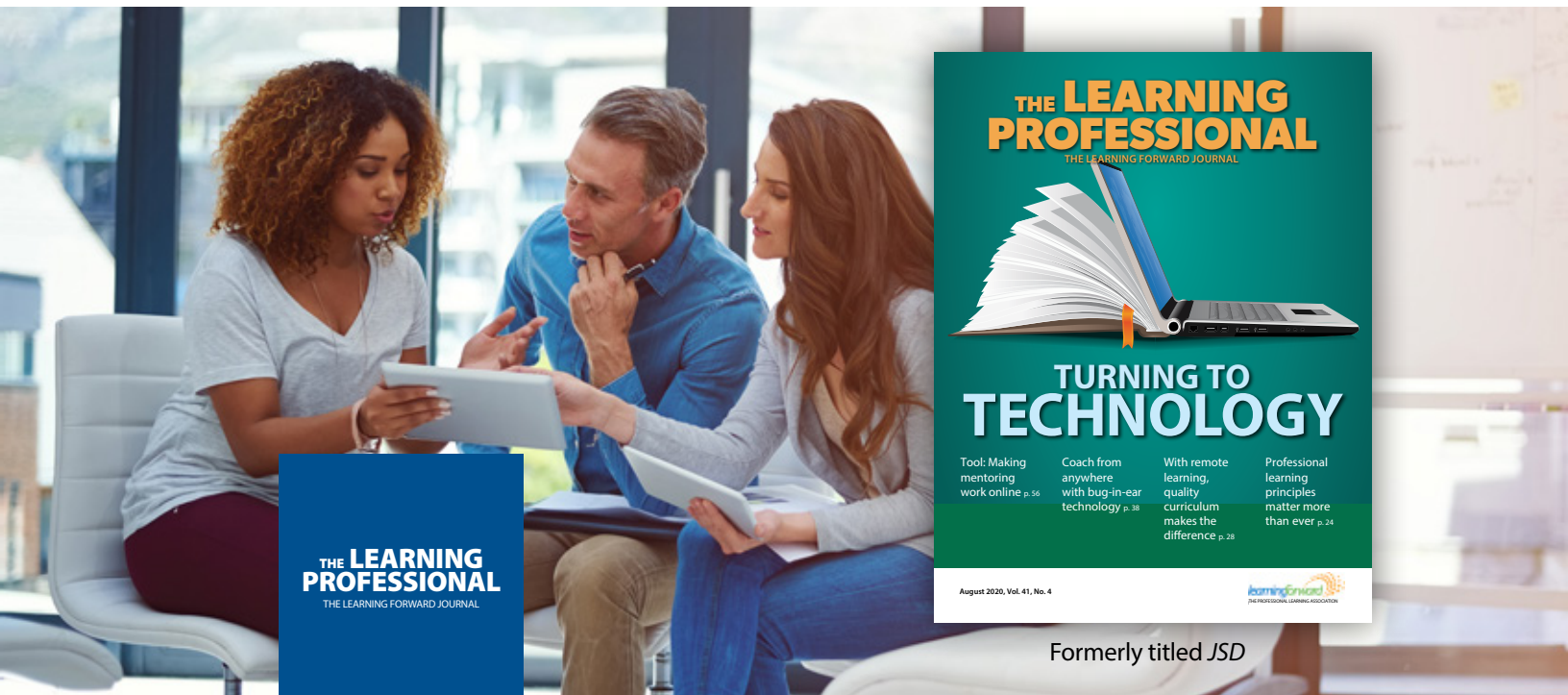
\$1,050 per issue for 3 or more issues

Contact **Renee Taylor-Johnson** at 513-523-6029, or renee@learningforward.org for details and space reservation.

Professional Learning News

Learning Forward's weekly email with news headlines has 50,000 subscribers. Digital advertising opportunities are available at 972-402-7070, or email salesinquiries@multiview.com.

The magazine for thought leaders in the field of educator learning



***The Learning Professional* is THE publication for those who make their institutions' professional development buying decisions and is an important part of their decision-making process.**

Learning Forward's flagship publication, *The Learning Professional*, is the authority on professional learning for educators, and includes the most trusted and current information available on high-quality professional learning.

The Learning Professional reaches more than 12,000 principals, superintendents, teachers, coaches, curriculum and instruction administrators, human resource professionals, and state and regional leaders in school improvement planning.

“Learning Forward has helped us be smarter about how we organize for improvement, use data, and support professional learning, from the central-office level to individual teachers.”

– **Jill Baker** Assistant
Superintendent, Long Beach
Unified School District, Long
Beach, Calif.

2025 Advertising calendar

ISSUE	THEME	SUBMISSION DEADLINE
February 2025	Learning designs There is no one-size-fits-all approach to growing educators' skills. Great professional learning is customized to educators' needs and systems' goals. So how do you design professional learning that is aligned with both local goals and best practices and research? Grounded in the Learning Designs standard from the Standards for Professional Learning, this issue will examine the "how" of professional learning. Articles might cover effective facilitation strategies that engage educators and build their buy-in; how to build on adult learners' existing knowledge; how to integrate expectations for collaboration; equity considerations; and how to make the most of educators' time.	December 1, 2024
April 2025	Navigating new roles Getting a new position is exciting, but what happens afterward? And what do educators need to stay and thrive in these new roles? This issue will dig into how to support new-to-the-role professionals at all points along the career continuum, including teachers, coaches, support staff, and leaders at all levels. Topics might include mentoring for novice teachers, helping coaches understand their role and navigate common challenges, leadership coaching, and learning communities for new teacher leaders.	January 1, 2025
June 2025	Measuring learning Research shows that high-quality professional learning makes a difference for student outcomes. But how do you measure the progress of specific professional learning initiatives? How do you collect, analyze, and make meaning of multiple forms of data? Grounded in our commitment to evaluation and our readers' requests for more information on conducting it, this issue will home in on measuring the results where they matter most—for students. It will feature how educators, professional learning designers, evaluators, and other practitioners measure the implementation and impact of professional learning and use the findings to improve initiatives and tell stories of success.	March 1, 2025

2025 Advertising calendar

ISSUE	THEME	SUBMISSION DEADLINE
August 2025	Professional learning resources Supporting the professional growth and expertise of teachers requires resources, including funding, time, technology, curriculum, and more. How do you secure and sustain those resources, document their use, and make sure you're getting the most out of them? At a time when Covid relief funds are winding down and many budgets are tightening, how can you do more with less? This issue will feature ways educators are finding, getting creative with, and maintaining the resources that enable high-quality professional learning and improvement for students. It will also share strategies and stories about Title II-A, the U.S. Department of Education's funds allocated for educator professional learning.	May 1, 2025
October 2025	Learning communities for leaders Leadership can feel like a lonely endeavor, but it shouldn't be. Just like teachers, leaders learn and grow to be their best in community. This often requires going beyond the barriers of school buildings and district offices to connect across organizational boundaries. This issue will explore models of leadership development and support grounded in collaboration. Articles might address topics such as: how to create safe and encouraging spaces to connect with role-alike professionals, strategies to facilitate collaborative professional learning both within and outside of school walls, leadership communities of practice, and innovative career pathways in leadership.	July 1, 2025
December 2025	Meeting the needs of today's learners Today's students have to manage a lot on top of learning: cell phones and social media distract from learning while anxiety and chronic absenteeism are on the rise. How can educators teach students who are not fully ready to learn? Some of the solutions to making schools more welcoming, engaging, and effective for today's learners lie in professional learning. What are schools doing that's working, and what data do they have to show it? Topics of interest include: supporting positive and productive school cultures, building students' self-regulation and readiness to learn, improving social and emotional outcomes as part of academic improvement, and restorative practices or initiatives that have increased student safety, student belonging, and connection.	September 1, 2025

Ad sizes

Ad sizes (width x height). | Please indicate your space purchase by alphabet letter.

A
1/3 page vertical
2.153" x 9.875"

B
1/3 page horizontal
7.373" x 2.153"

C
2/3 page horizontal
7.373" x 6.643"

D
2/3 page vertical
5.012" x 9.875"

E
1/2 page horizontal
7.373" x 4.625"

F
Full page no bleed
7.373" x 9.875"

G
Full page bleed
8.889" x 11.386"

H
Outside back cover
8.889" x 8.586"

THE LEARNING PROFESSIONAL
THE LEARNING FORWARD JOURNAL

Rate table

4-COLOR	1X-3X	4X SAVE 10%	5X SAVE 15%	6X SAVE 20%
Inside front/ back cover	\$2,430	\$2,187	\$2,065	\$1,944
Full page	\$2,112	\$1,901	\$1,795	\$1,690
1/3 page	\$1,160	\$1,044	\$986	\$928
1/2 page	\$1,541	\$1,387	\$1,310	\$1,233
2/3 page	\$1,668	\$1,501	\$1,418	\$1,334
Back cover	\$3,176	\$2,858	\$2,700	\$2,541
BLACK & WHITE	1X-3X	4X SAVE 10%	5X SAVE 15%	6X SAVE 20%
Full page	\$1,588	\$1,429	\$1,350	\$1,270
1/3 page	\$635	\$572	\$540	\$508
1/2 page	\$1,016	\$914	\$864	\$813
2/3 page	\$1,143	\$1,029	\$972	\$914

Ad mechanical requirements

Specifications

Paper: High-quality matte finish

Trim: 8.375" x 10.875"

Live area: 7.375" x 9.875"

Binding: Saddle-stitched

Press: Sheet-fed cover, web-offset text

Materials: Press-ready PDF files should be 300 dpi and CMYK.

Use the Insertion Order at the end of this media guide to place an order.

Corrections: Advertisers are responsible for ensuring the accuracy of their advertisements, including spelling. *The Learning Professional* staff will read ads and ask advertisers to send new files when corrections are required. The advertiser will be charged \$50 for each correction.

Terms: Full payment upon submission of final advertisement.

Agency commission: A 15 percent discount is given to recognized, independent advertising agencies only.

Multiple ad discount: A discount is offered when a contract for four or more consecutive advertisements is submitted with the first ad. Refer to the rate chart above.

How to send materials.

Submit files by e-mail to renee@learningforward.org.

Advertising insertion order

Advertiser information

Company Name:	Contact:
Address:	Phone:
City/State:	Fax:
Zip Code:	E-mail:

Insertion information

INSERTION DATE	ARTWORK DUE	AD SIZE	TYPE	PUBLICATION	COST	TOTAL
TOTAL \$						

Comments

Please sign and return this insertion order by faxing to: 513-523-0638

Approved and accepted by advertiser

Received and accepted by Learning Forward

Questions? Please contact Renee Taylor-Johnson
at 513-523-6029 or renee@learningforward.org.

Ads not received by the due date may lose their space in the publication while the advertiser is responsible for the bill. Learning Forward reserves the right to edit or reject any advertising for any reason. Space is not guaranteed until confirmed by Renee Taylor-Johnson.

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