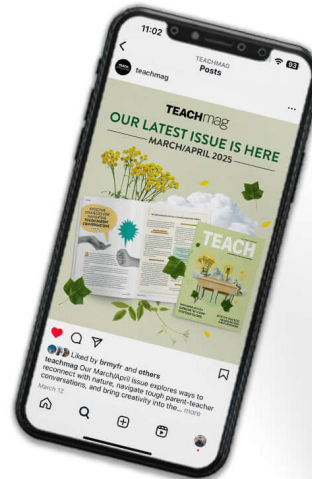
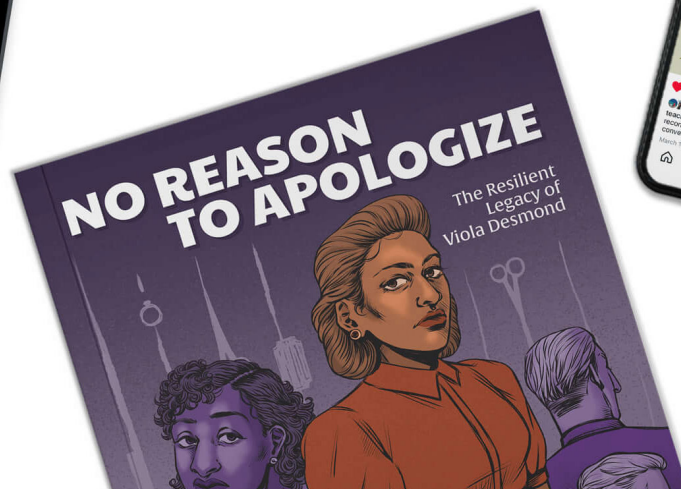
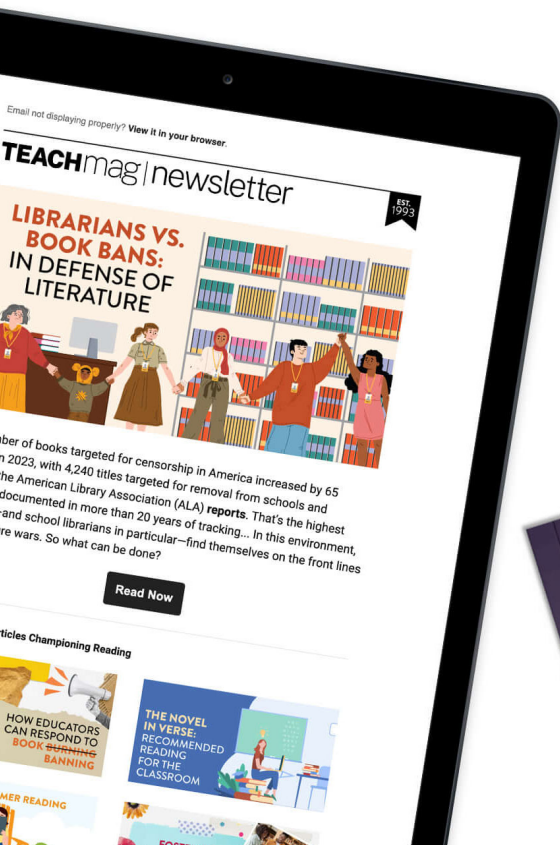


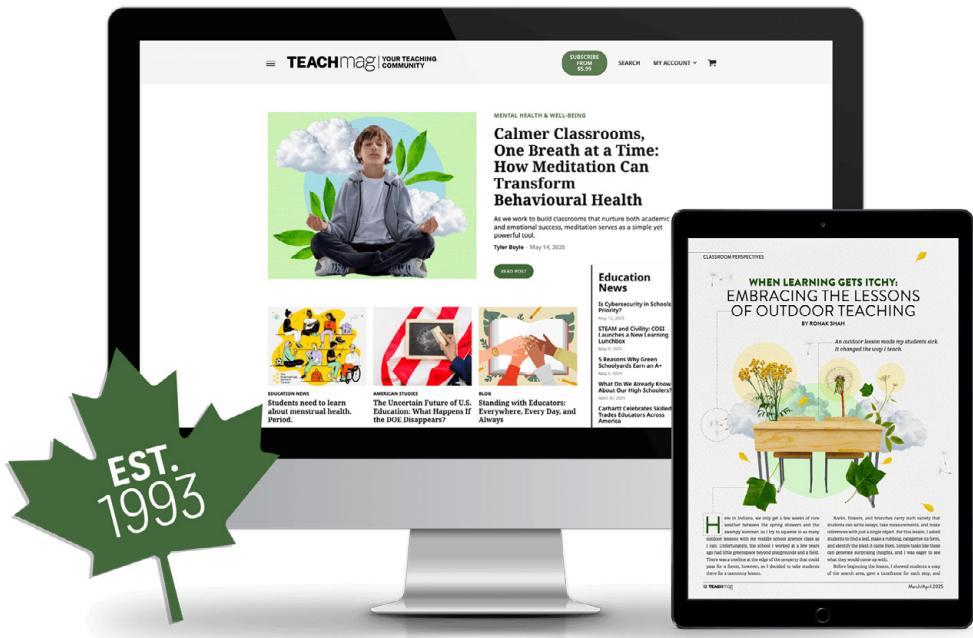
MEDIA
KIT
2026



TEACHmag

YOUR TEACHING COMMUNITY





Editor's Message:

Welcome to TEACH. We connect advertisers to a passionate and impactful audience: K-12 teachers. They influence young minds, shape future generations, and spend thousands annually on classroom tools, resources, and personal essentials. Teachers value products that empower their mission, and they trust partners who understand their needs. We know how to reach them authentically, building connections that resonate and inspire.

About TEACHmag

Established in 1993, TEACHMag is the leading educational publication for K-12 public school teachers worldwide. Editorial content is pragmatic, hands-on, and useful to today's teachers. Topics covered in each issue are of interest to any K-12 educator, from reading and books to technology, professional development, and more.

Our Audience

Total Digital Reach: 100K+

Digital Magazine: 40K Reach per issue

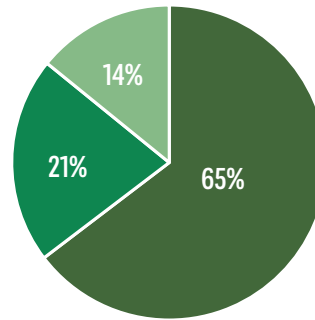
Website: 40K Reach per month

Newsletter: 10K Subscribers
Average open rate of 30%

Social: 15K Followers

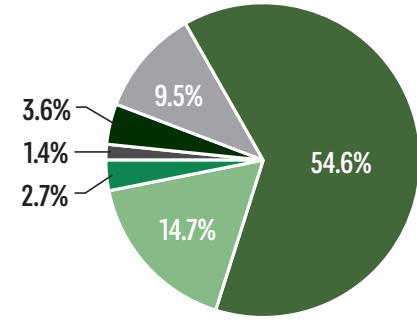
Source: Google Analytics, 12-Month Average (Jan-Dec 2024)

GENDER



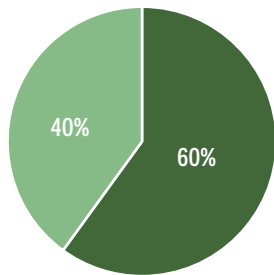
Female Male Unspecific

AGE RANGE

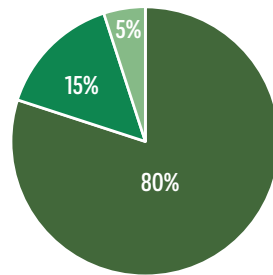


18-24 25-34 35-44
45-54 55-64 65+

DEMOGRAPHIC PROFILE



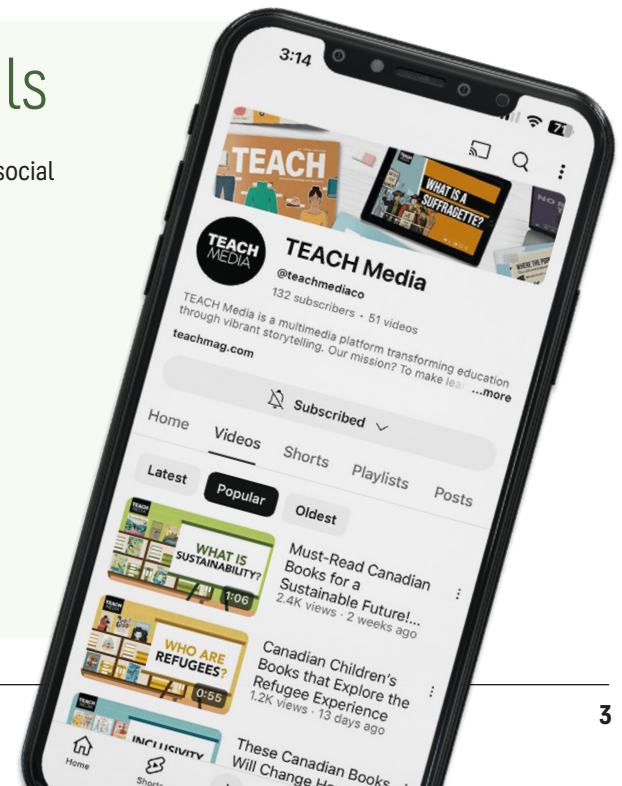
JK-8
Grades 9-12



Teachers
Librarians
Administrators

Our Socials

- @teachmag.bsky.social
- @teachmag
- @teachmediaco
- /teachmag
- @teachmag
- /teachmag
- @teachmag



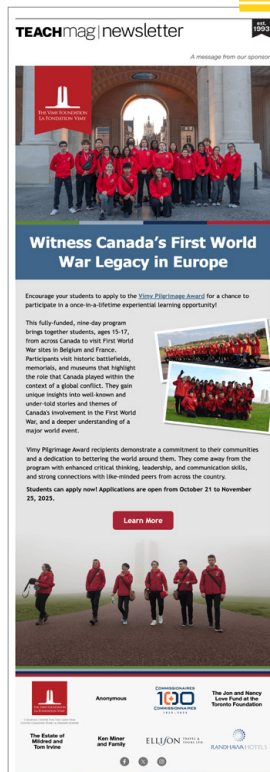
Our Newsletters

Our editorial and custom-designed sponsored newsletters offer advertisers a powerful way to engage educators and deliver impactful messaging directly to their inboxes.

- Published monthly | Average open rate of 30%
- Reaches 10K readers per newsletter
- Best for advertisers with finalized content and fixed deadlines. No flexibility with materials.



Editorial Newsletter Ad



Custom-Designed Sponsored Newsletter

RATES

PLACEMENT

RATE PER NEWSLETTER

Editorial Newsletter Ad

\$1,300.00

- Your content appears alongside other content
- Ad includes short text, banner ad, and link(s)
- This placement integrates with our editorial and helps drive traffic to your website
- Complimentary copy review
- Bonus: your logo is featured on our advertiser's page
- Placement is available on a first-come, first-served basis; to guarantee top position, a 20% fee applies

Custom-Designed Sponsored Newsletter

\$2,600.00

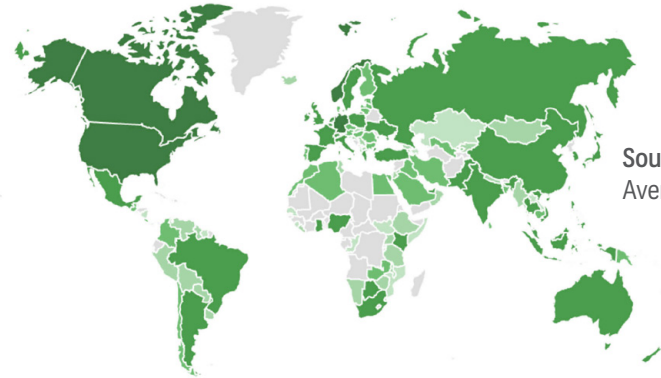
- Your content appears exclusively
- Materials includes longer text, multiple images, and link(s)
- This premium placement guarantees immediate visibility and helps drive traffic to your website
- The custom design reinforces your brand identity for maximum impact
- Complimentary copy review
- Bonus: your logo is featured on our advertiser's page
- Content is subject to editorial approval

*All rates listed are Net.

Our Website

Our website connects educators worldwide, offering resources, tools, and insights to enhance teaching and foster continuous learning.

- New content published weekly
- Reaches 40K readers monthly
- Ideal for advertisers looking for flexibility around deadlines



Source: Google Analytics, 12-Month Average (Jan-Dec 2024)

RATES

PLACEMENT

RATE PER MONTH

Banner Ads

\$500.00

- Leaderboard + Big Box
- 35K Impressions + High Resolution
- Placement is exclusive and never shared
- Simple, cost-efficient way to help boost visibility and drive traffic to your site
- Bonus: your logo is featured on our advertiser's page

Homepage Advertorial Sponsorship

\$1,000.00

- Your article has premium placement on our homepage
- Inform readers without it feeling like an ad
- Integrate with our editorial for a smooth reading experience
- SEO options to help increase reach
- Complimentary copy review
- Bonus: your logo is featured on our advertiser's page

*All rates listed are Net.

Banner Ad Placements

Homepage Advertorial Sponsorship

Our Recent Clients





TEACHmag

To advertise, contact:

Raenu Sarathy, Associate Editor
rsarathy@teachmag.com

www.teachmag.com

