

WeAreTeachers MEDIA KIT

AND MARKETING SERVICES

WE ARE
TEACHERS

2022-2023

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WHAT WE DO

The Media Brand

WeAreTeachers is the voice of educators—a powerful media brand that teachers trust and appreciate. With an average of over 5 million pageviews every month, WeAreTeachers publishes education stories, innovative classroom ideas, learning-packed student printables, special offers, giveaways, and valuable sponsored content from brands like yours.

The Creative Agency

WeAreTeachers is home to a full-service creative marketing agency focused on the school channel. Want to reach the next generation? We are experts at engaging educators, students, and families. Want to activate teachers? We will help you reach this influential audience through compelling content, social media, and print and email campaigns. And we'll do it by telling powerful stories and creating authentic conversations.

The Education Data

Nearly 160 million Americans*—almost half of the U.S. population—are connected to a pre-K–12 school community. Dun & Bradstreet data solutions give you direct access to this U.S. educator market. Best-in-class data combined with our agency prowess gives you unsurpassed reach into the school channel and delivers results you'll be proud to put up on the board.

*Source: [Statista.com](https://www.statista.com)



“Teachers are at the hearts of their communities, working to support not only their students but their families as well.”

—Hannah Hudson
Editor-in-Chief, WeAreTeachers

3 OUT OF 4
TEACHERS COUNT ON
PRODUCT RECOMMENDATIONS
FROM OTHER TEACHERS



THE POWER OF TEACHERS

Educators Are Incredible Influencers

Teachers make a difference in the lives of thousands of students and students' families over the course of their careers. Educators are active. On average, educators spend more time traveling, volunteering, and using social media than most Americans. They are more likely to belong to churches or synagogues, community organizations, arts organizations, and book clubs. Teachers help bind communities together.



80%
OF TEACHERS PREFER BRANDS
THAT SUPPORT SCHOOLS & KIDS

Teachers Are Unique Consumers

K-12 education is one of the largest and most influential college-educated professions in the U.S. On average, teachers spend more than \$500 per year on products for their classrooms. They influence school-wide purchases for their schools and regularly make recommendations of brands, products, and resources to students and their families.

- ▶ Educator Average Household Income \$142,700
- ▶ Percent of Educators With Graduate Degrees 64%
- ▶ Average Teacher Classroom Spending \$500



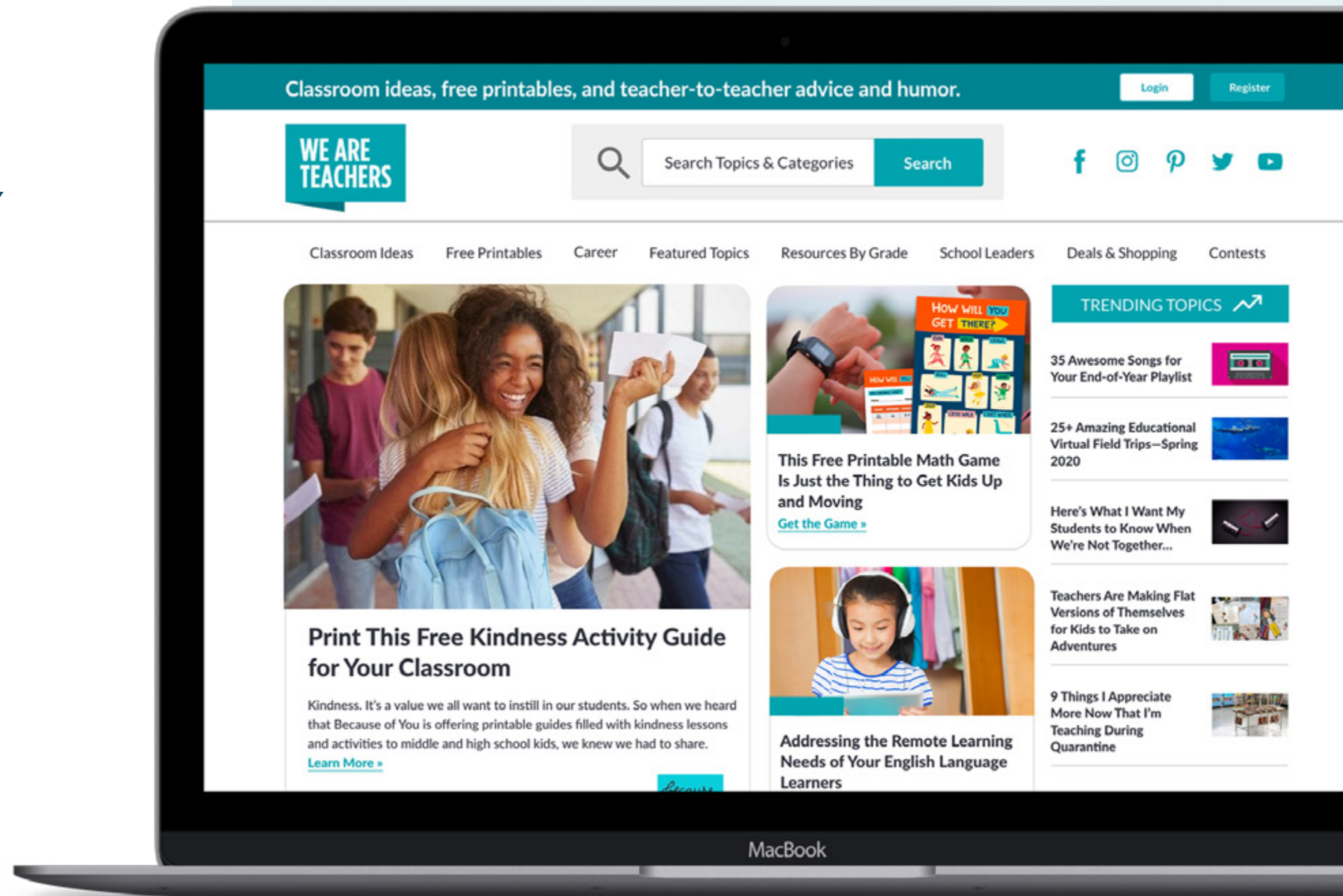
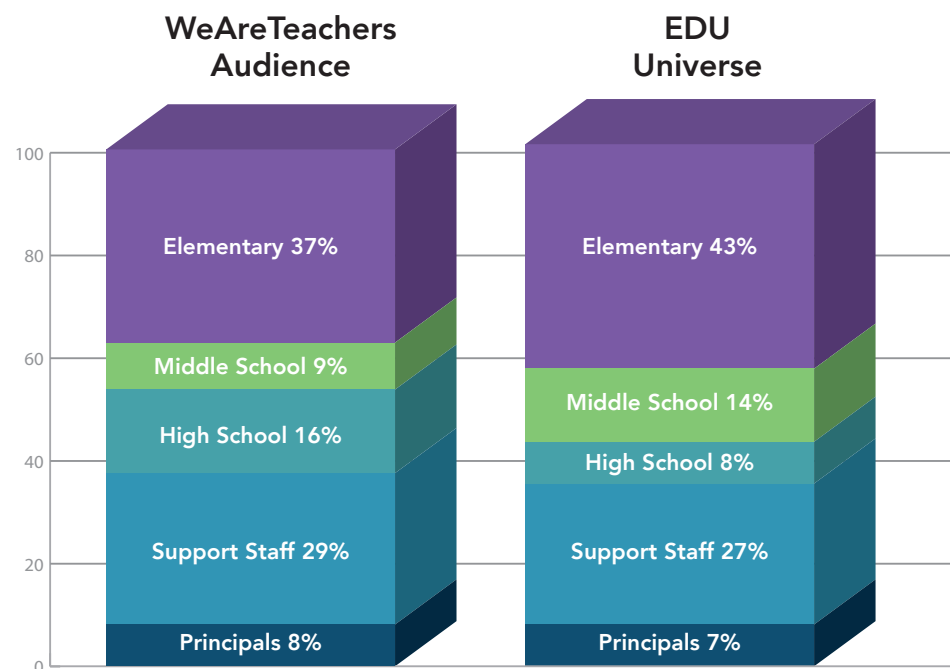
THE AVERAGE TEACHER
INFLUENCES OVER
1,000
STUDENTS AND FAMILIES OVER
THE COURSE OF THEIR CAREER

Statistics above and left: [MDR's Teachers as Consumers: Background, Interests, Buying Patterns, and Media Uses](#)

OUR COMMUNITY

The Strength of WeAreTeachers.com

Every month, millions of educators discover resources, helpful tips and ideas, and must-read stories on WeAreTeachers.com. We publish new content daily, such as articles, printables, videos, and giveaways, with one goal in mind: to help teachers better serve their students. With sponsored content and advertising on WeAreTeachers, your message will reach the heart of this audience.



Diverse Schools, Diverse Voices

At WeAreTeachers.com, our readers find stories that reflect their own experiences, resources they can use right away, and ideas that challenge them to think in new ways. We're proud to work with a network of more than 500 teacher contributors to help showcase the incredibly diverse and amazing learning happening in schools every day.

OUR SOCIAL PRESENCE

WeAreTeachers is one of the largest social media communities on the web. With over 3.4 million followers on social media and well over 250,000 clicks, likes, shares, and comments every day, WeAreTeachers is a resource educators count on for useful content and materials developed by us and by our partners.



1.8M

Facebook Followers

3.5M

Average Monthly Engagement



535K

Instagram Followers

100K

Average Monthly Engagement



612K

Twitter Followers

96K

Average Monthly Engagement



520K

Pinterest Followers

1.6M

Average Monthly Engagement

TEACHER SUPERPOWERS

- Starting an orange peel
- Getting coat zippers unstuck
- Opening dried up glue bottles
- Poking the straw in a Capri Sun
- Putting tiny fingers into gloves

@weareteachers

it's cool to be **KIND**

WORLD KINDNESS DAY

@weareteachers

Every year teachers carefully construct a little family.

And every single year, they have to say goodbye.

WE ARE TEACHERS

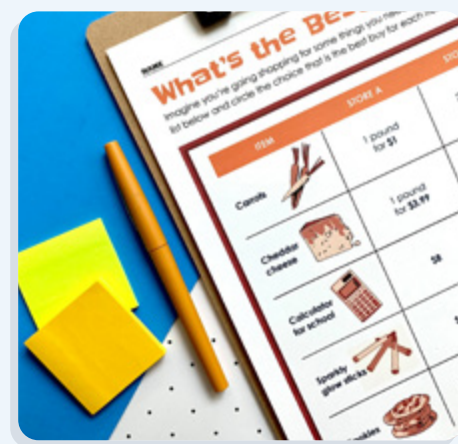


CURB CLASSROOM CHATTER

TIPS FOR HOW TO DEAL WITH A TALKATIVE CLASS

- CONSIDER THE "WHYS":** What reasons might help explain why students are so chatty?
- RESTART AND REDEFINE:** Open the topic up for class discussion. What does "too talkative" look like?
- MODEL AND PRACTICE:** Give your class time to practice, make mistakes, and try again!
- RETEACH CONSISTENTLY:** Enforce the consequences you all agree to follow. Be consistent so they know you mean it!
- TALK LESS:** Give instructions verbally once, then refer students to written directions.
- USE CHATTER THAT MATTERS:** Build relationships and a caring classroom culture by getting to know your students.

@weareteachers



WeAreTeachers OFFERINGS

“Our future rests on the next generation of kids—on what is happening in classrooms right now.”

—Kimberley Gorelik
Director of Strategy, WeAreTeachers

Partner With Experts in the School Channel

We focus on what we do best: reaching educators, students, and parents. Over the years, we’ve collaborated with hundreds of clients to create memorable content marketing campaigns. We create fresh, new ideas to help clients reach their target market in the education space. Exciting social media campaigns, brand-new curricula, innovative virtual field trips, custom videos, and more assist our clients in meeting their goals.

Harness Unsurpassed Education Data

The WeAreTeachers media brand combined with Dun & Bradstreet education data capabilities allow you to reach your targeted educator audience on the web and through email and print. With placement on WeAreTeachers.com or posts on our popular social media channels, we can share your content with millions of loyal teacher followers.

Award-Winning Campaigns



Best Instagram Marketing Campaign, PRNews Social Media Awards, 2019



Best Custom Content Marketing Campaign, Folio Eddie Award, 2018

Best Online Community and Web Site, Folio Eddie Award, 2018



ADVERTISE WITH US

Targeted Display Advertising

Your targeted digital ads will appear throughout WeAreTeachers.com on the most relevant content pages. Our full-service offering includes advertising strategy, copy, creative design, animation, and optimization. Our ad team will provide you with post-campaign analysis and a final report.

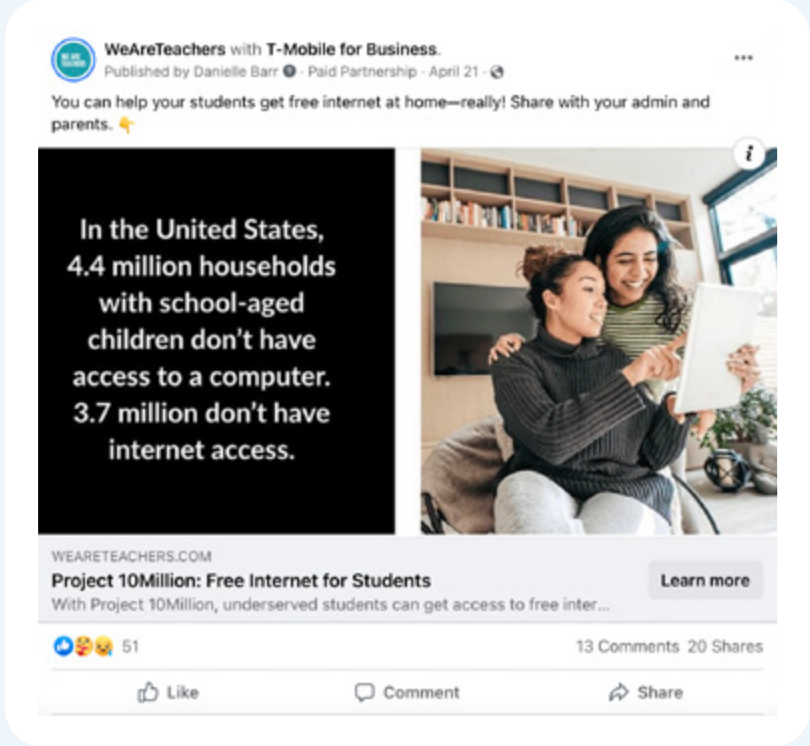
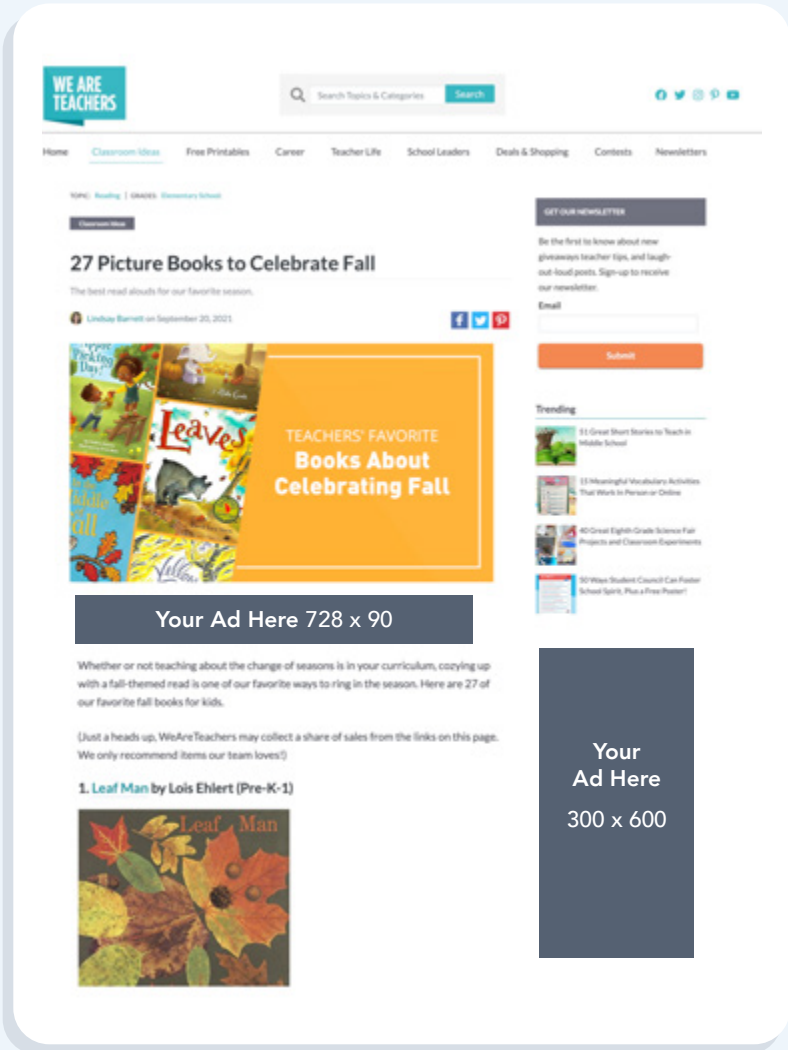
Target Your Digital Ads by:

- Geographical Location
- Topic and Categories
- Teacher vs. Admin
- Grade Level

5M+
Monthly Website
Pageviews*

1.27M
Opt-in Email
Subscribers*

* Source: WeAreTeachers.com Google Analytics



Social Advertising

Reach one of the most engaged social audiences in education. Social advertising under the WeAreTeachers Facebook, Instagram, or Twitter channel, with a client partner tag, will give your content a prime spot in front of a warm WeAreTeachers audience who has engaged with us in the past. Social ads can drive to a landing page on your website or to your sponsored content on WeAreTeachers.com.



E-Newsletter Placement

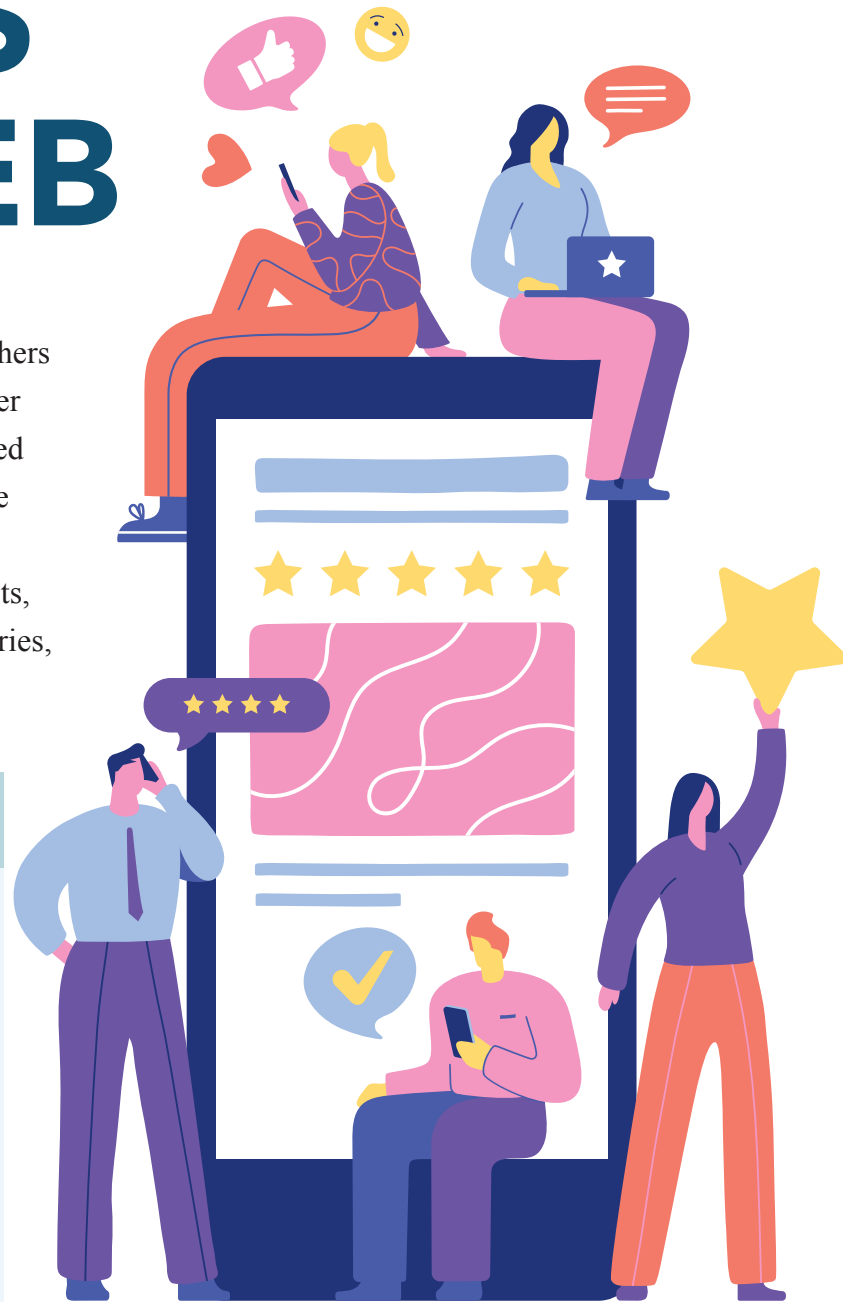
What's a great way to reach over a million engaged educators? Advertising in the WeAreTeachers opt-in newsletters. Every week, you can reach the loyal WeAreTeachers audience that engages most deeply with our brand and our partners through email newsletters. Choose from a range of e-newsletters that span grade levels and subject areas.

TARGET EDUCATORS ACROSS THE WEB

Extend your reach beyond the WeAreTeachers channel with social ads or display ads under your own channels. Using the MDR verified educator database, we can target a universe of over 7.5 million verified educators at more than 257,000 K–12 schools & districts, Higher Education Institutions, public libraries, and day-care centers.

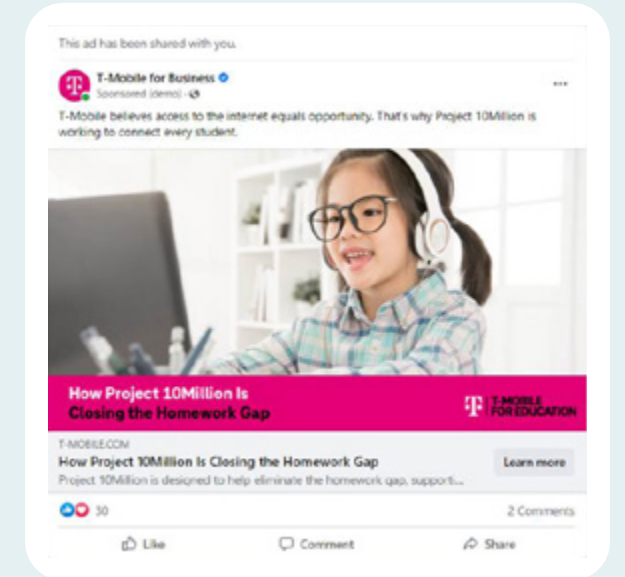
Targeting selects include:

- ✓ Geography
- ✓ School Type
- ✓ Grade Level
- ✓ Job Title
- ✓ Income Level



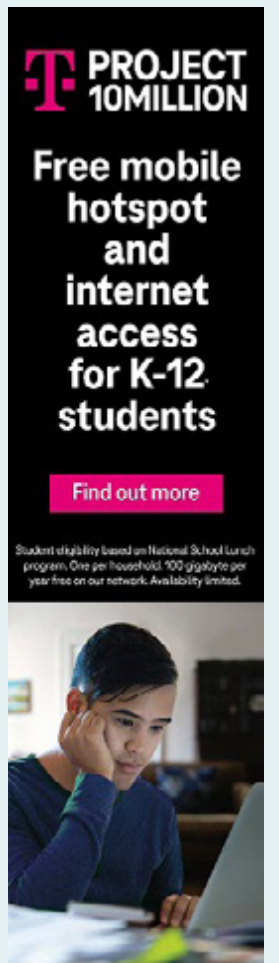
Social Advertising Under Your Brand

Reach a dedicated teacher audience with your brand front and center. Social advertising under your Facebook or Instagram channel to our verified teacher audiences is a great way for your product or service to show up in active education feeds. You can provide the creative, or our full-service agency team can provide strategy, copy, and creative design.



Display Advertising Under Your Brand

Reach your target audience through display advertising on websites that educators frequent daily instead of competing for limited ad space on websites that don't attract teachers. We only display ads to your audience on the websites while they are actively visiting them.

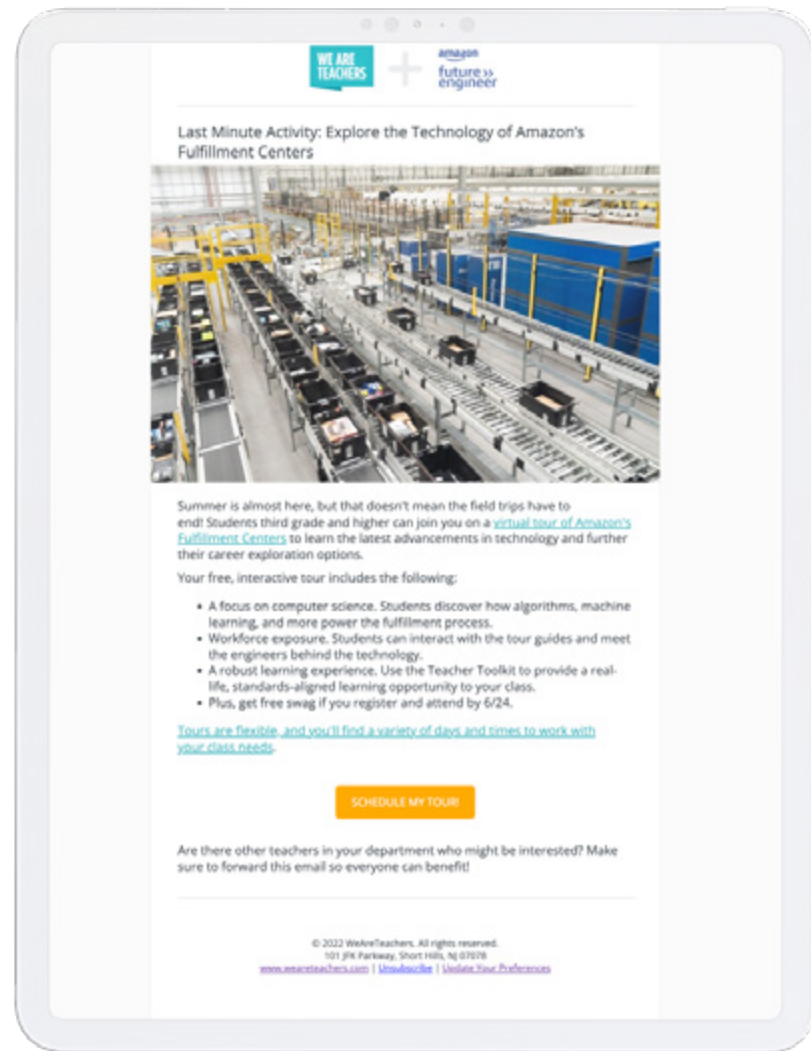


Your brand safety is our top priority and is always protected. We only run your ad on a network of trusted sites and next to appropriate content.

COMPELLING EMAIL CAMPAIGNS

Reach Educators With WeAreTeachers Email

Send a customized, co-branded email to our tuned-in educator audience. Tailored to target the educators you want to reach most, each email is written in the WeAreTeachers voice to build trust and engagement with your brand.



Email package includes:

- ✓ Creative and design
- ✓ Subject line and pre-header assessment
- ✓ Audience development
- ✓ Reporting

We can segment email by:

- Job title
- Location
- School type

MARKET RESEARCH SOLUTIONS

Gain Insight Into Your Customers, Market, and Competition

Our full suite of research tools can help you get answers to critical questions, improve your business, develop relevant products, and market with confidence. Our research solutions include quantitative surveys, focus groups, one-on-one interviews, and custom research programs.



Research package includes:

- ✓ Program management and consultation
- ✓ Survey and program design
- ✓ Analysis and reporting

Use cases for our research solutions:

- Brand awareness
- Product testing and development
- Customer satisfaction
- Market potential analysis
- Competitive assessment

BECOME A WeAreTeachers SPONSOR

Reach educators on WeAreTeachers.com with sponsorship options that drive valuable educator pageviews for your brand. Integrated links and strong calls to action will drive traffic to your website. Sponsorship opportunities include co-sponsored emails and a robust social and digital ad promotional mix.

Add Your Brand to WeAreTeachers Content

Want to see your brand featured in a WeAreTeachers article? Add your brand, product, or event to an existing WeAreTeachers article with established SEO to drive educators to interact with your brand.

Sponsor Relevant Resources

Get exclusive sponsorship and an editorial mention on a trending WeAreTeachers article or downloadable that is garnering pageviews every week. A custom sponsor message puts your brand name on an enriching resource originally created by the WeAreTeachers team. For downloadables, receive lead information through our lead capture form and contacts who opted-in for emails from your brand.

Editorial Collection Premier Sponsorship

Align your brand with a robust collection of content around a relevant topic with a custom sponsorship message on a dedicated editorial microsite. The package includes three content placements driving to your site through prominent links.



The Best In-Person and Virtual First Grade Field Trips

Know a Middle Grade Reader Who Needs a Great New Book?

We're loving these new releases from Random House Children's Books.

WeAreTeachers Staff on April 9, 2020



READ A LITTLE BIT OF EVERYTHING. READ IN THE MIDDLE OF IT ALL

Books for the middle grade reader in all of us

Brought to you by Random House Children's Books. Find tons of free resources for teaching favorite children's books for kids of all ages, including discussion questions, activities, and more. [Go now >>](#)

5 Reasons Why Schools Are Opting for Interactive Projectors

Flexibility rules.

Samantha Cleaver on February 25, 2020



EPSON EXCEED YOUR VISION

Brought to you by Epson. Epson's high performance, network-ready BrightLink® interactive projectors are transforming today's classrooms. [Get more info >>](#)

The Ultimate Idea List for Using LEGO® Education StoryStarter in the Classroom

Just add a little ingenuity!

Erin Macpherson on February 1, 2016




LEGO education

Brought to you by LEGO® Education. For over 30 years, LEGO® Education has been working with educators to provide solutions that are used in the classroom to bring subjects to life and make learning fun. LEGO® Education strives to encourage students to think creatively, reason systematically and release their potential to shape their own future. Visit [LEGOeducation.us](#) to learn more.

Why We Need to Teach All Our Students About Artificial Intelligence—Starting Now

Their success in a future career depends on it.

WeAreTeachers Staff on July 31, 2020



IBM **maxspark**

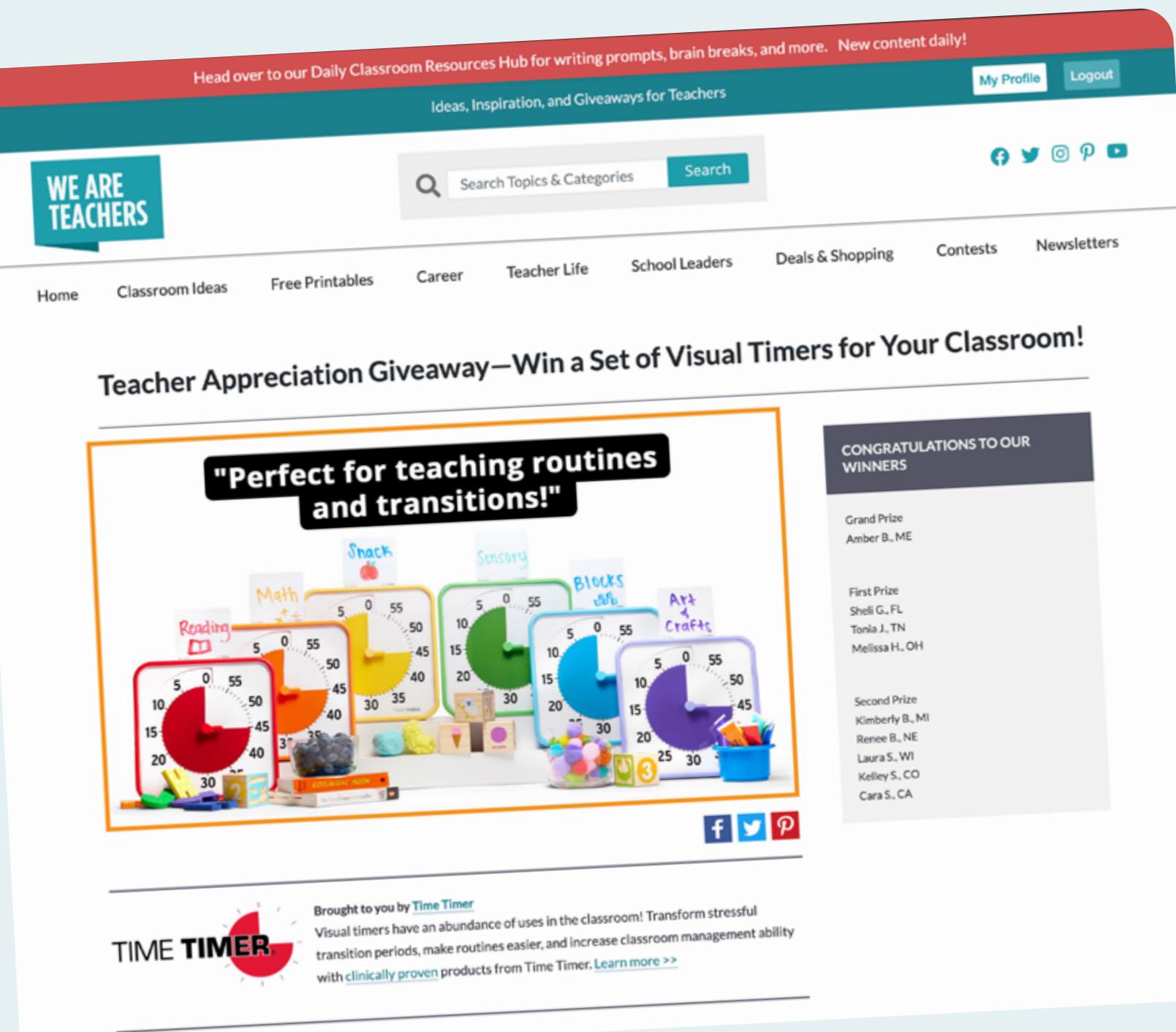
Brought to you by IBM AI Education. Prepare your students for their future careers by teaching them about AI—starting now. IBM AI Education offers free, live online and on-demand webinars for K-12 teachers of all subjects.

We often think of artificial intelligence, or AI, as a mysterious black box. In truth, however, it surrounds us in so many aspects of daily life. From rideshare apps and social media feeds to video games anticipating next moves and online chatbots answering homework questions, both adults and kids use AI technology every day.



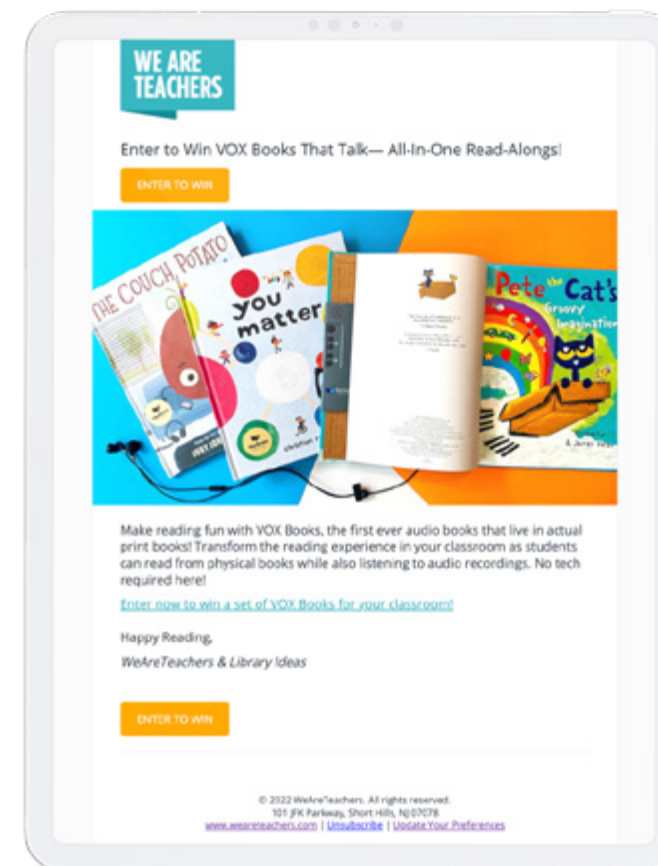
9 Fun Math Activities Kids in Grades 6-12 Can Do at Home

BUILD EXCITEMENT WITH A GIVEAWAY



Get the Attention of Educators With a Brand-Sponsored Giveaway!

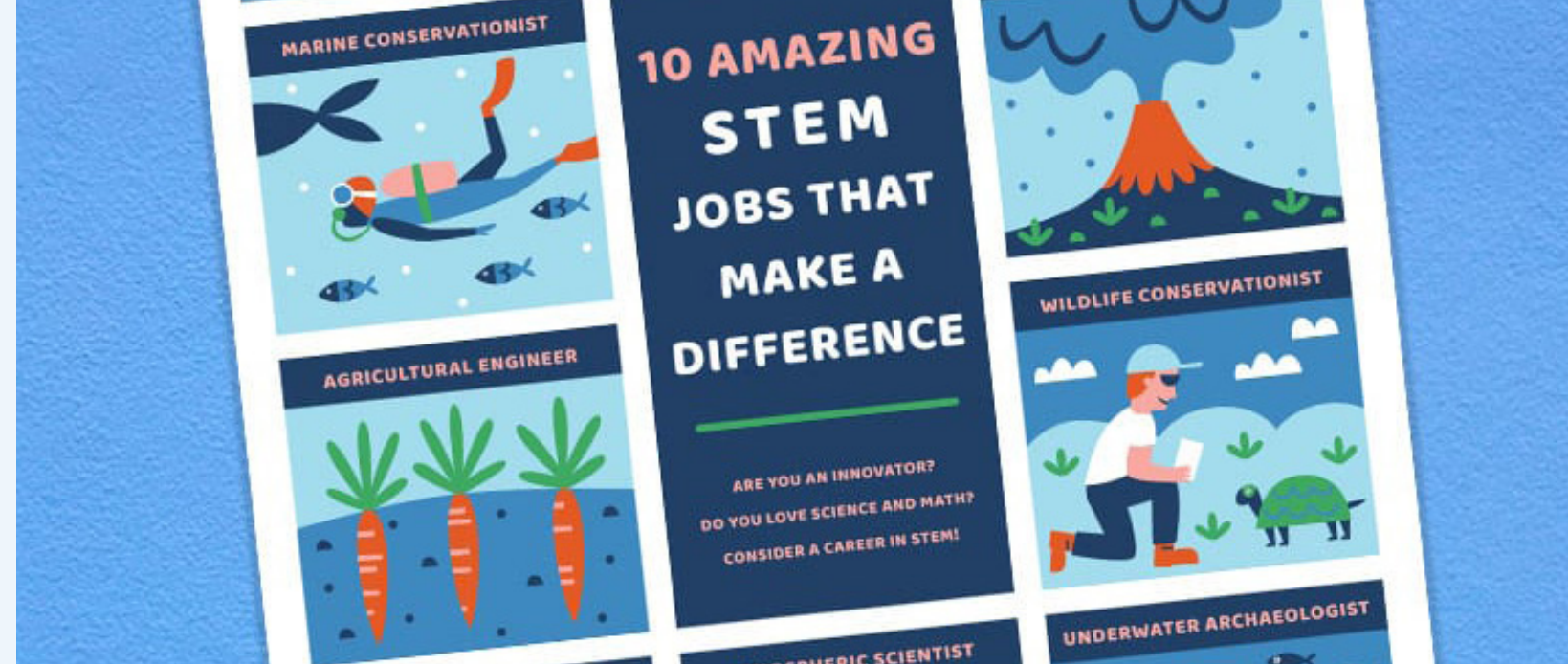
Looking for a way to build your opt-in email list? Nothing builds teacher excitement and engagement like a giveaway. We'll help you craft a prize package that will appeal to the educators you want to reach most. Brought to teachers exclusively by your brand, our giveaways will earn you attention and valuable leads.



Giveaway Package includes:

- ✓ Strategic consulting, copywriting, art, and creative development
- ✓ Legal rules, technical development, hosting, and user support
- ✓ Weekly lead delivery
- ✓ Co-branded email and a custom mix of promotional impressions

CUSTOM CONTENT FOR YOUR BRAND



Your WeAreTeachers Article

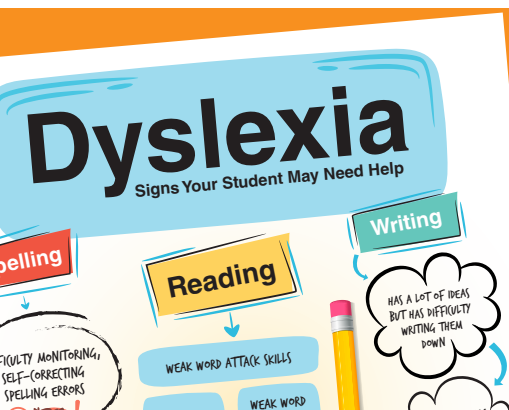
WeAreTeachers will develop a custom article aligned with your brand to reach the educators you're most interested in. Drive awareness, traffic, thought leadership, or activation with a custom article strategy built around your goals. The article will be published on WeAreTeachers.com with a sponsor message that includes your logo, message, and call to action.

Content That Drives Leads

Engage educators and generate leads with high-interest, gated content. Your custom-sponsored content will drive sign-ups for a full calendar year on a WeAreTeachers landing page. Leads can be delivered to you monthly or weekly. Strategy and concepting, content development and design, plus social and email promotion to your target audience are included.

Custom Content Includes:

- ✓ Content strategy, copywriting, and visual design
- ✓ Targeted co-branded email
- ✓ Custom mix of promotion
- ✓ Program management and reporting
- ✓ Lead delivery for downloadable, gated content



LEARNING GAMES & ACTIVITIES

Bring Your Brand Into the Classroom

To engage today's students, teachers are searching for interactive activities that can be shared digitally. Put your brand name on unique, valuable resources that are adaptable to any classroom setting.

Google Classroom Activities

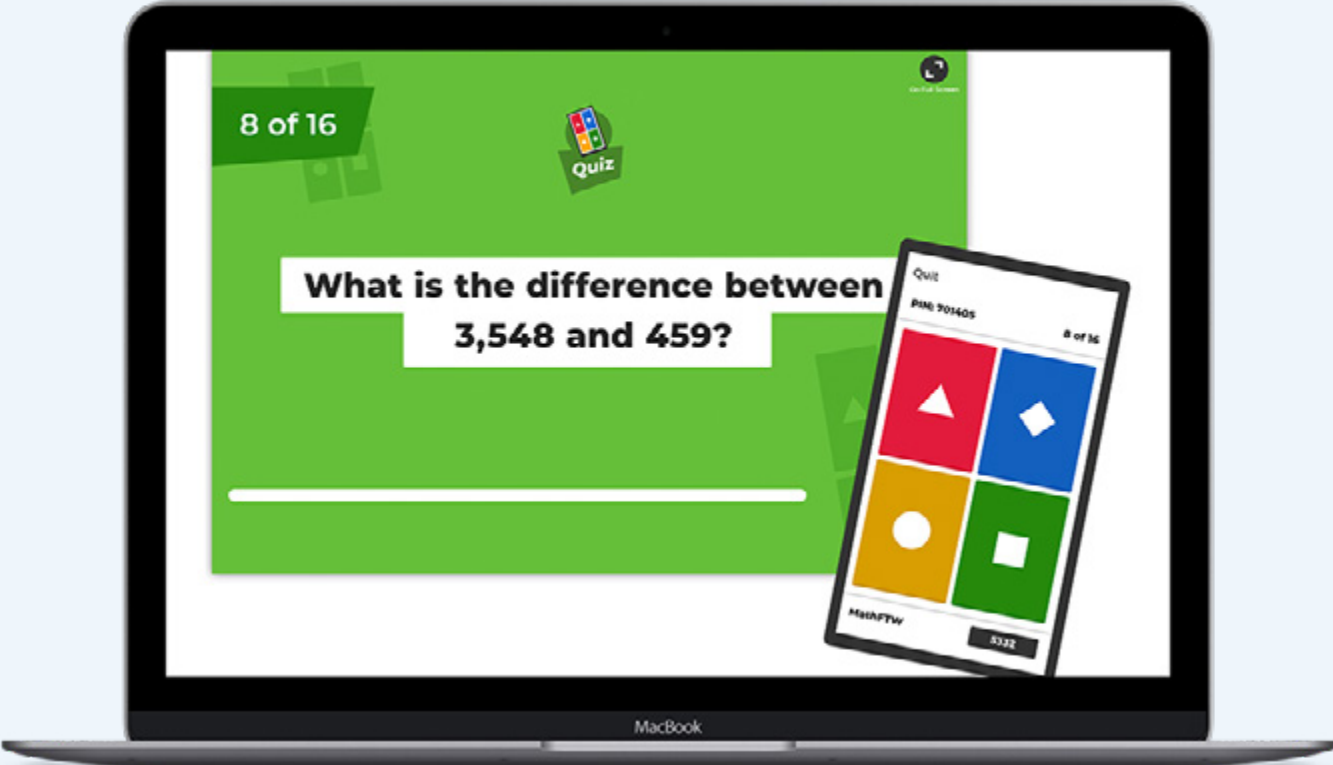
Excite teachers with engaging online content! We'll create ready-to-go lesson slides, online scavenger hunts, trivia-style learning games, or interactive review activities, aligned to your topic. Teachers can share these activities on a whiteboard or assign them to students digitally.



Google Classroom Activities Package includes:

- ✓ Strategy, copywriting and design, SEO, ad creative
- ✓ Exclusive sponsorship branding, CTA
- ✓ Co-sponsored emails and a custom promotional mix of social promotion and advertising

7M+ Educators Across the World Use Kahoot



Branded Kahoot Collection

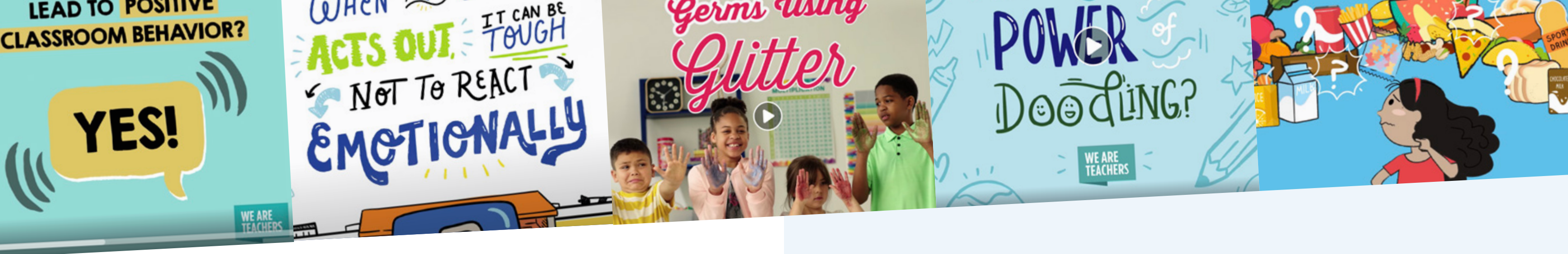
We'll create a dedicated, branded Kahoot Publisher Collections page on Kahoot.com with your choice of 4 or 8 Kahoot Quizzes.

Each quiz can also live on your web page or your WeAreTeachers microsite, increasing pageviews and brand awareness each time it's played.



Kahoot Package includes:

- ✓ Strategy and educational consultation
- ✓ Copywriting and design
- ✓ Setup of client-branded page
- ✓ Quiz programming



ATTRACT ATTENTION WITH SPONSORED VIDEO

In the world of content, video is king. Users are more likely to engage with video than any other form of digital content. Our creative services team will work with your organization to develop a sponsored video that will generate awareness and social media response. Strategic consulting, concepting, storyboarding, content development, production, and social promotion are all included.

Animated Videos

CREATE BRAND AWARENESS ● INCREASE ENGAGEMENT ● PROMOTE THOUGHT LEADERSHIP

Our compelling explainer videos use top-notch graphics or animation along with smart scripting to break down a topic important to your mission.

EXAMPLES: [Trauma Is in Our Schools](#), [Movement Matters to Learning](#), [How Audiobooks Help Struggling Readers](#)

How-To Videos

SHOWCASE PRODUCT ● INCREASE ENGAGEMENT

How-to videos are a great way to share creative ideas, showcase a product, share your mission in a practical way, or break down a project with simple step-by-step instructions. How-to videos are filmed live in our WeAreTeachers studio.

EXAMPLES: [How to Clean and Pack Up Your Classroom](#), [Turn an Ordinary Plastic Bottle Into an Extraordinary Trophy](#)

Virtual Field Trips

SHARE MISSION ● INFLUENCE THE NEXT GENERATION

Reach students and drive engagement through a 360-degree virtual experience. During the virtual field trip, student viewers can comment, ask questions, and share responses. Robust promotion will drive to a dedicated sponsored landing page where teachers can sign up for the event. All virtual field trips are custom-planned and priced to meet your needs.

EXAMPLES: [Slime in Space Field Trip](#), [Africa: A Virtual Field Trip](#)

Sponsored Video Package includes:

- ✓ Content strategy, video scripting and storyboard, and video creation
- ✓ Social media promotion
- ✓ Program management and reporting



PROMOTE YOUR CONTENT ON AN EXCLUSIVE MICROSITE

Feature Your Brand and a Variety of Content

One of the best ways to put your message or brand in front of an engaged educator audience is to have an exclusive microsite on WeAreTeachers.

Your microsite can host multiple articles, videos, and downloadables that all drive traffic back to your site. A built-in lead-gen form will help you expand your opt-in list all year.

Microsite Package includes:

- ✓ Content strategy, copywriting, and visual design
- ✓ Targeted co-branded email
- ✓ Social media promotion
- ✓ Featured placement on the homepage of WeAreTeachers.com
- ✓ Easy navigation that provides access to dozens of content pieces
- ✓ Program management and reporting



Flexible Platform

- Links to your sponsored articles on WeAreTeachers
- Off-site links to drive traffic to your company site
- Email list builder with custom forms
- Video embeds
- On-site quizzes

If you are looking to reach educators, students, and families through the school channel, we can help. We offer strategy and integrated marketing services you will not find elsewhere.

Audience Segmentation and Targeting

There are more than 7 million educators in the U.S. We can help you connect with the titles you want to reach most—by email or through the web and social media. We can help you create targeted lists using custom selects, including over 400 job titles and personnel selections, plus 300 building-level indicators.

Research Services

Our Market Research team is 100% education-focused. We speak educators' language, enabling us to craft surveys that truly engage educators. We conduct research studies that elicit the information you really need. Every day we communicate with educators, study the trends, and analyze the market forces at play.

Custom Creative Services

With an agency retainer for creative services, you can count on having our award-winning creative team of education strategists, writers, and designers available when you need them. Whether you are looking for an occasional email series, a site update or redesign, or new lead-gen content for your site, we're here for you.

Marketing Strategy and Media Placements

With our multi-channel advertising offerings, public relations services, and email strategy and management, we can help you create awareness campaigns that are targeted and effective.

Social Media and SEO Management

If your aim is to attract educators to your social channels and content, our specialized team of education social strategists can help you build audience and engagement. Most social and SEO agencies are generalists that work with clients in every vertical. Our social and SEO management team focuses on building brands in the education space and can help you create an authentic and compelling voice that speaks to educators and drives traffic year-round.



ADDITIONAL MARKETING SERVICES

Unmatched Services in the Education Space

THE COMPANY WE KEEP

We are honored to have built trusted partnerships with corporations, nonprofits, and some of the best-known consumer and education brands around.





dun & bradstreet

WE ARE
TEACHERS

LET'S TALK!

**Dun & Bradstreet and WeAreTeachers reach millions of educators.
Let us help your message resonate in the heads and hearts of
teachers.**

Call Us: [\(800\) 333-8802](tel:(800)333-8802)

Email Us: mdrinfo@dnb.com

For more info:

www.weareteachers.com/advertise-with-weareteachers