

We Are Teachers
MEDIA KIT
AND AGENCY SERVICES

**WE ARE
TEACHERS**

2025–2026

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WHAT WE DO

The Media Brand

[We Are Teachers](#) is the voice of educators—a powerful media brand that teachers trust and appreciate. With an average of 4 million pageviews every month, We Are Teachers publishes education stories, innovative classroom ideas, learning-packed student printables, special offers, giveaways, and valuable sponsored content from brands like yours.

The Creative Agency

We Are Teachers 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](#)



“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, We Are Teachers

3 OUT OF 4
TEACHERS RELY ON PRODUCT
RECOMMENDATION



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 influencers. 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 United States. 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.

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

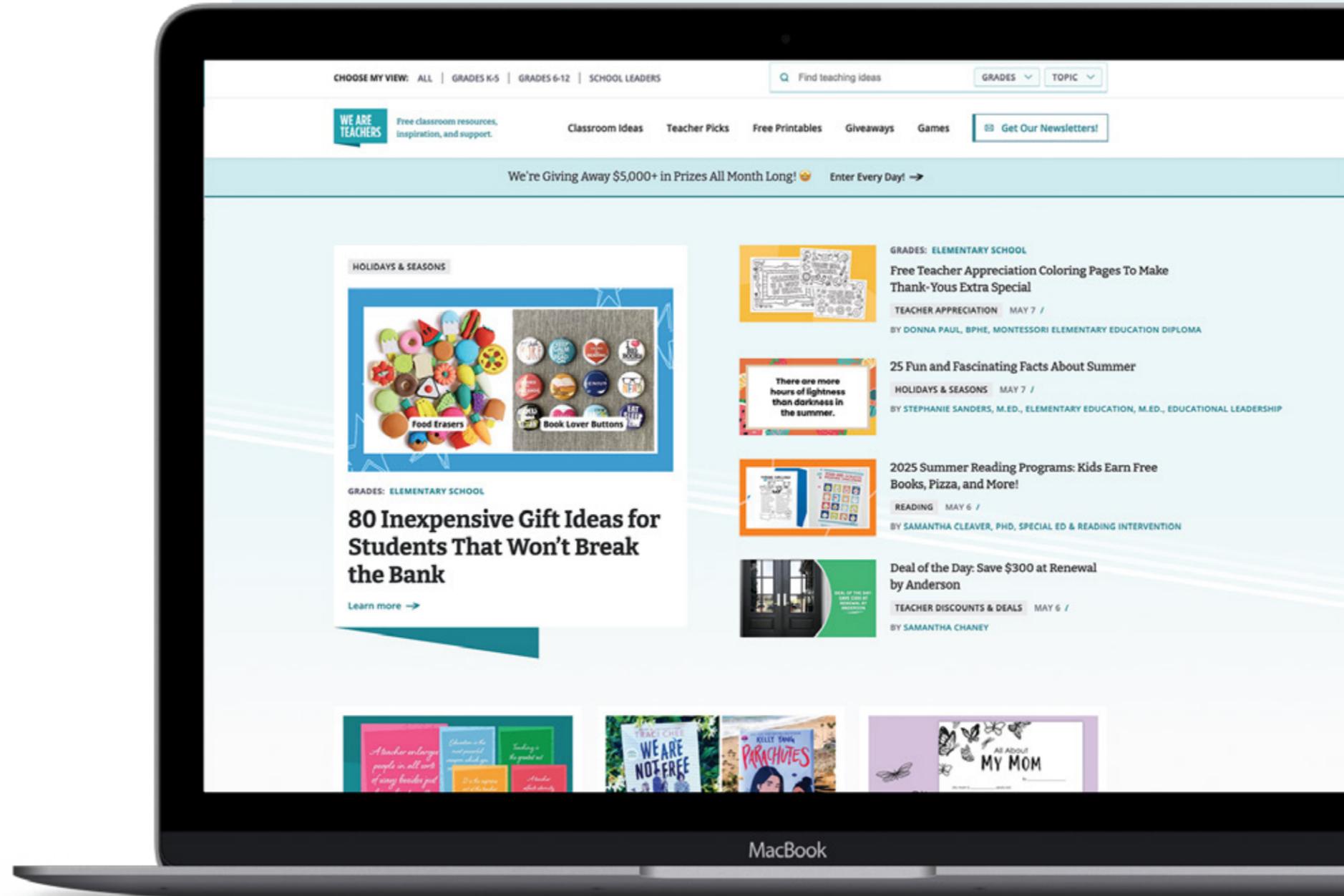
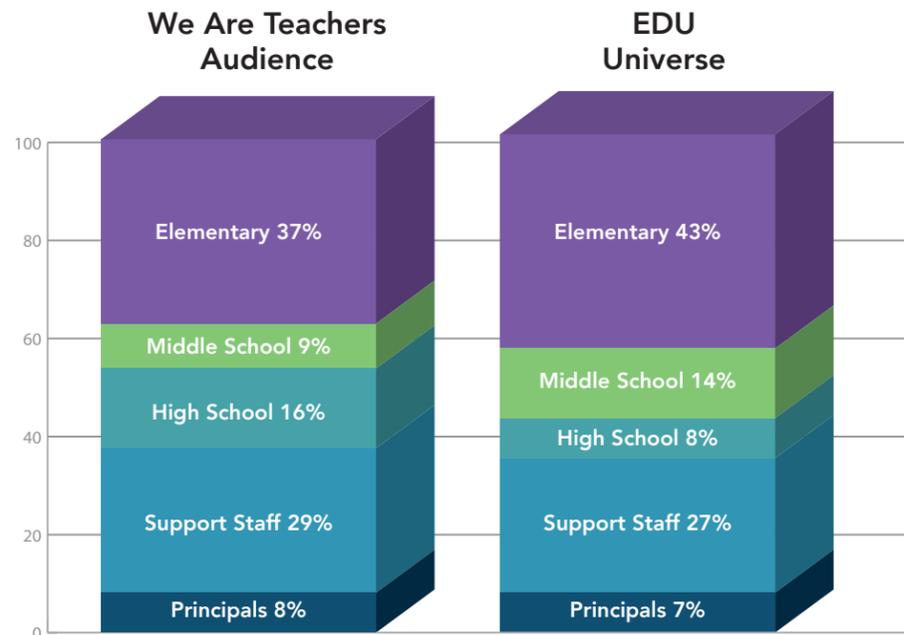
THE AVERAGE TEACHER
INFLUENCES OVER
1,000
STUDENTS AND FAMILIES OVER
THE COURSE OF THEIR CAREER



OUR BRAND

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 articles, printables, videos, and giveaways daily, with one goal in mind: to help teachers better serve their students. With sponsored content and advertising on WeAreTeachers.com, 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.

2025 Editorial Calendar

What inspires teachers inspires us!

	What's on We Are Teachers	What Educators Are Thinking About	What Education Marketers Should Be Thinking About	Important Holidays & Observations
January	<ul style="list-style-type: none"> Science Fair Projects for Every Grade Inauguration Worksheets and Poster NEW Teacher Picks Hub Showcasing "Best Of" Educational Products 	<ul style="list-style-type: none"> New year mini restart (refreshing classroom management, planning for rest of school year) 	<ul style="list-style-type: none"> 2025 conference/trade show planning Promotion plans for 2025-26 school budget cycles in February/March New Year campaigns aligned with professional growth Highlight content about mid-year student engagement and classroom refresh ideas 	<ul style="list-style-type: none"> Martin Luther King Jr. Day Presidential Inauguration
February	<ul style="list-style-type: none"> Black History Month Printables and Freebies The Complete Job Hunting Guide for Teachers SURVEY: How Schools Are Managing Shrinking Budgets 	<ul style="list-style-type: none"> Career transitions (switching schools or grades; pursuing an advanced degree) Planning for summer 2025 (work, travel, and PD) 	<ul style="list-style-type: none"> Create campaigns around winter professional development opportunities Encourage early planning for summer programs, camps, and professional growth 	<ul style="list-style-type: none"> Black History Month Lunar New Year Valentine's Day Presidents' Day
March	<ul style="list-style-type: none"> Classroom Posters Celebrating Art & Creativity The Big Guide to In-Person and Virtual Field Trips Nutrition and Health Worksheets for Every Grade 	<ul style="list-style-type: none"> Surviving until spring break Budgeting for next school year Preparing for state assessments 	<ul style="list-style-type: none"> Focus on state testing resources and strategies Promote classroom management tools for handling spring fever Target district administrators for end-of-year budgeting and purchasing 	<ul style="list-style-type: none"> Read Across America Arts in Our Schools Month National Nutrition Month Spring Break
April	<ul style="list-style-type: none"> Great American Poets Poster and Worksheets Financial and Accounting Careers for Students SURVEY: What Are the Teacher Retention Efforts That Really Work? 	<ul style="list-style-type: none"> Administering state assessments Planning for end of year (including field trips, special traditions, Field Day) 	<ul style="list-style-type: none"> Offer solutions for administrators preparing budgets for the next academic year Market summer school resources and curriculum aids Capitalize on Earth Day and spring themes for classroom ideas 	<ul style="list-style-type: none"> Poetry Month Financial Literacy Month Autism Acceptance Month Earth Month
May	<ul style="list-style-type: none"> End-of-Year Countdown Poster and Activities AAPI Heritage Month Worksheets Teacher Appreciation Mega Giveaway 	<ul style="list-style-type: none"> Wrapping up the school year Final grading and assessment Graduation Summer reading and learning loss 	<ul style="list-style-type: none"> Thank educators for Teacher Appreciation in both words and action Provide resources for end-of-year celebrations and final projects Begin promoting back-to-school tools for early planners 	<ul style="list-style-type: none"> Asian American and Pacific Islander Heritage Month Teacher Appreciation Mental Health Awareness Month End of Year/Graduation
June	<ul style="list-style-type: none"> Retirement Guide for Educators: Everything You Need to Know The Big Summer Reading List and Printable Pack SURVEY: What Teachers Want to See in EdTech 	<ul style="list-style-type: none"> Summer relaxation Professional reflection ("what do I want to do differently next year?") Back-to-school planning for new teachers ONLY 	<ul style="list-style-type: none"> Acknowledge and congratulate educators for completing another year Highlight professional learning opportunities for teachers (e.g., conferences, online courses) Promote summer reading and enrichment tools for students Engage teachers with reflective content on the past year 	<ul style="list-style-type: none"> Pride Month Flag Day Juneteenth First Day of Summer



We connect your brand to millions of passionate educators and their students. Learn more at [WeAreTeachers.com/advertise-with-weareteachers](https://www.weareteachers.com/advertise-with-weareteachers)

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July	<ul style="list-style-type: none"> Classroom Posters Celebrating Neurodiversity Classroom Setup Guide: Supplies, Furniture & More The Best- and Worst-Paying States for Teachers 	<ul style="list-style-type: none"> Classroom setup and organization (furniture, rugs, decor, supplies, seating arrangements) 	<ul style="list-style-type: none"> Ramp up back-to-school campaigns with supply lists, curriculum aids, and organizational tips Partner with administrators planning professional development days Leverage Prime Day (or similar) for educator-focused promotions 	<ul style="list-style-type: none"> Independence Day Disability Pride Month Prime Day
August	<ul style="list-style-type: none"> Back-to-School Mega Giveaway Classroom Community Poster & Worksheets SURVEY: How Schools Are Managing Declining Enrollment 	<ul style="list-style-type: none"> Classroom management and community (welcoming students, building relationships and routines) Beginning-of-the-year assessments 	<ul style="list-style-type: none"> Provide last-minute resources for teachers preparing classrooms Run campaigns targeted at parents for back-to-school supplies and tech Highlight partnerships with districts or schools for turnkey solutions, e.g., complete curriculum packages, professional development programs 	<ul style="list-style-type: none"> Back to School
September	<ul style="list-style-type: none"> Hispanic Leaders Poster & Worksheets The Best Digital Literacy Tools for Every Grade The Best Math Websites for Every Grade 	<ul style="list-style-type: none"> Delving into academic content Identifying students who need extra intervention or support 	<ul style="list-style-type: none"> Share tips for establishing classroom routines and community-building strategies Focus on Hispanic Heritage Month resources Begin teasing holiday campaigns for Q4 	<ul style="list-style-type: none"> Hispanic Heritage Month Banned Books Week First Day of Fall
October	<ul style="list-style-type: none"> Halloween Reading & Math Activity Book SEL Skills Poster & Worksheets SURVEY: How Schools Are Growing Family Engagement & Where They Need Support 	<ul style="list-style-type: none"> First parent conferences Surviving until the winter holidays 	<ul style="list-style-type: none"> Offer resources for fall festivals, Halloween, and thematic classroom activities Promote tools for Q1 budget reviews and planning Target messaging around literacy and dyslexia awareness (Dyslexia Awareness Month) 	<ul style="list-style-type: none"> Halloween Bullying Prevention Month Dyslexia Awareness Month Red Ribbon Week
November	<ul style="list-style-type: none"> Random Acts of Kindness Poster and Worksheets American Authors Poster and Worksheets NEW Career Opportunities for High School Students 	<ul style="list-style-type: none"> Grading and assessment for schools on trimester system 	<ul style="list-style-type: none"> Market early access to holiday deals and next-year planning tools 	<ul style="list-style-type: none"> Native American Heritage Month Election Day World Kindness Day Thanksgiving
December	<ul style="list-style-type: none"> Holiday Mega Giveaway Countdown to Break: Printables for Every Day SURVEY: What DEI Efforts Really Look Like in Schools 	<ul style="list-style-type: none"> Grading and assessment for schools on semester system Making it to winter break 	<ul style="list-style-type: none"> Focus on year-in-review content and New Year classroom resources Run holiday campaigns and give back to educators with exclusive offers or contests Gather feedback from campaigns to refine next year's strategy 	<ul style="list-style-type: none"> First Day of Winter Winter Break Winter Holidays



DYNAMIC SOCIAL MEDIA

We Are Teachers is one of the largest social media communities online. With over 3.3 million followers on social media and a reach of more than 10 million users every month, We Are Teachers is a resource educators count on for useful content and materials developed by us and by our partners.



1.9M
Facebook Followers



623K
Instagram Followers



632K
Pinterest Followers



151K
LinkedIn Followers



14K
TikTok Followers

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.

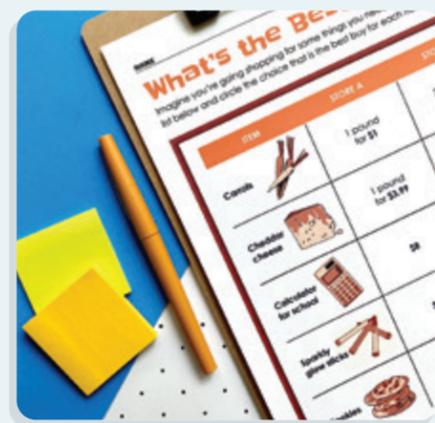
WE ARE TEACHERS



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



REACHING EDUCATORS

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, games, quizzes, and more assist our clients in meeting their goals.

Harness Unsurpassed Education Data

The We Are Teachers 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.



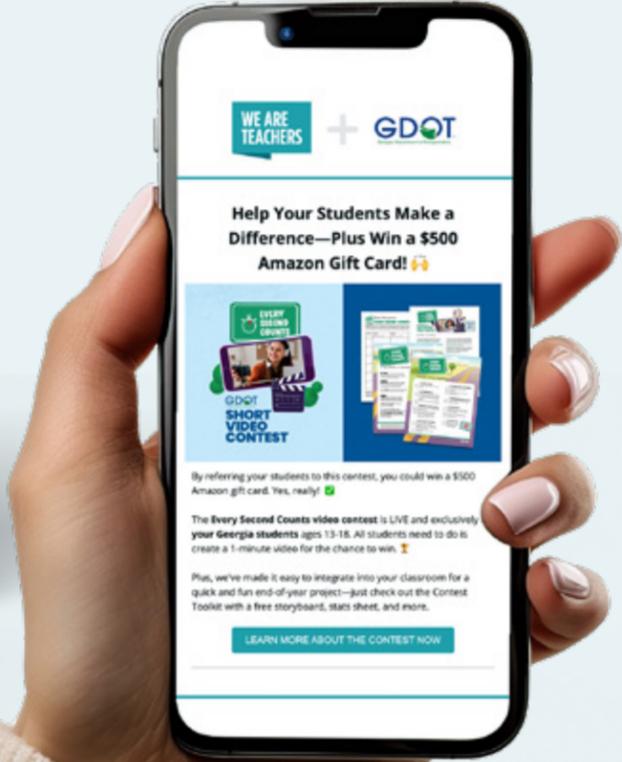
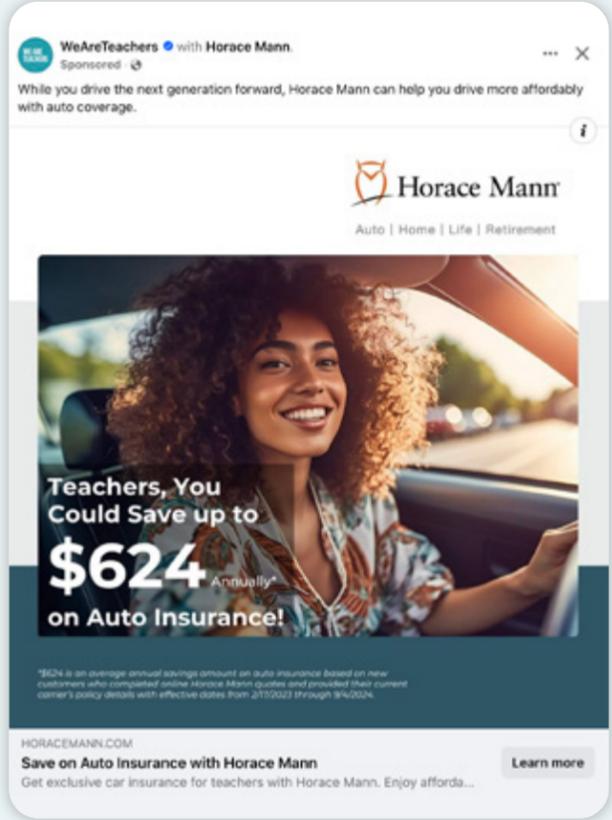
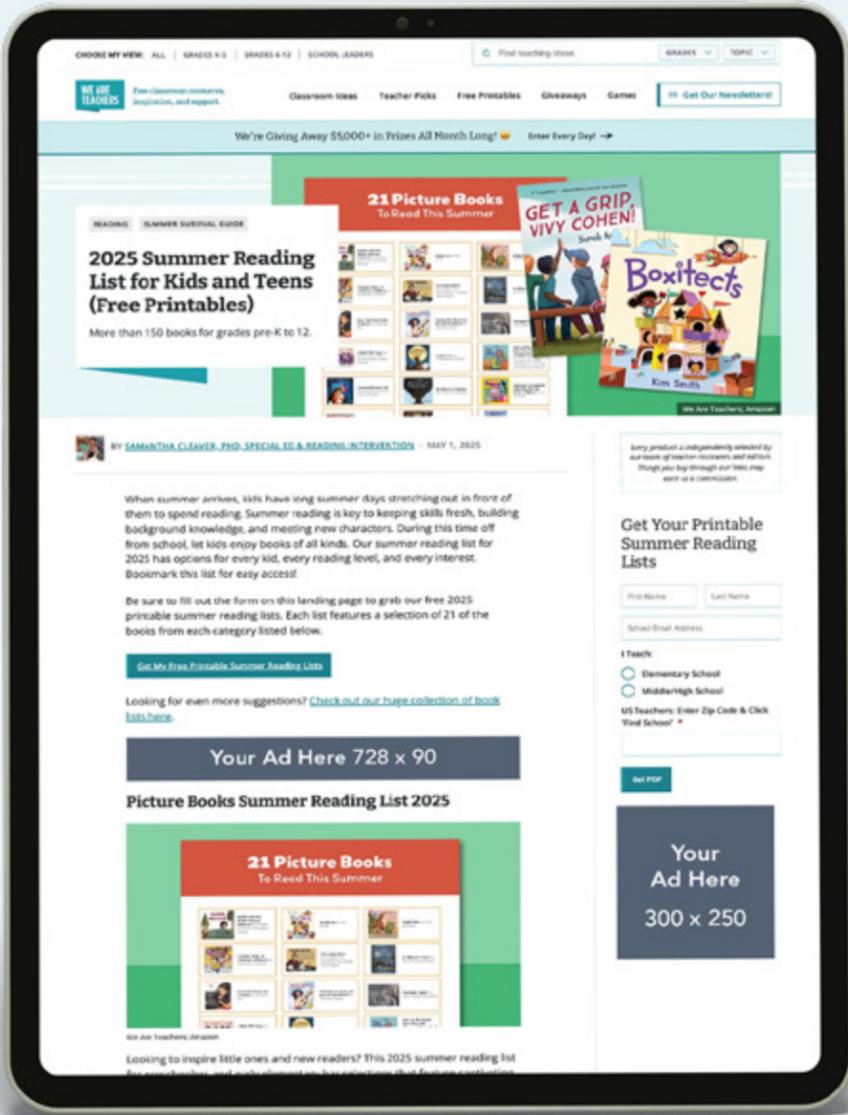
“Our future rests on the next generation of kids—on what is happening in classrooms right now.”

—Kimberley Gorelik
Director of Strategy, We Are Teachers

ADVERTISE WITH US

4M+
Monthly Website
Pageviews*

* Source: WeAreTeachers.com
Google Analytics January 2025



We Are Teachers Social Ads

Reach one of the most engaged social audiences in education. Social advertising under the We Are Teachers Facebook, Instagram, or TikTok channel, with a client partner tag, will give your content a prime spot in front of a warm We Are Teachers 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.

We Are Teachers E-Newsletter Ads

What's a great way to reach over a million engaged educators? Advertising in the We Are Teachers opt-in newsletters. Every week, you can reach the loyal We Are Teachers audience that engages most deeply with our brand and our partners through email newsletters. Choose from more than 20 e-newsletters that span grade levels and subject areas; there's even one for school leaders.

We Are Teachers Targeted Display Ads

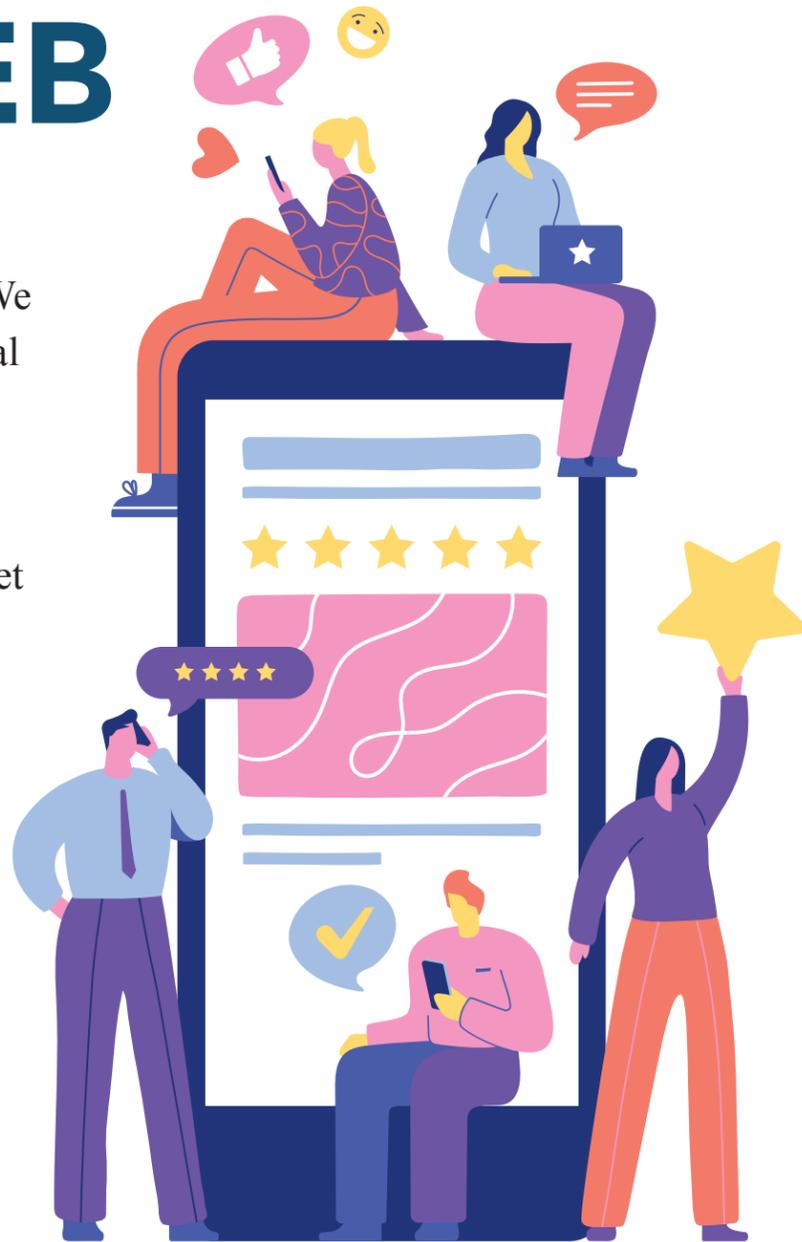
Your targeted digital ads will appear throughout WeAreTeachers.com on the most relevant content pages. Our full-service offering includes advertising strategy, copy, creative design, animation, and optimization. Our ad team will provide you with post-campaign analysis and a final report.

Target Your Digital Ads by:

- Geographical location
- Topic and categories
- Teacher vs. admin
- Grade level

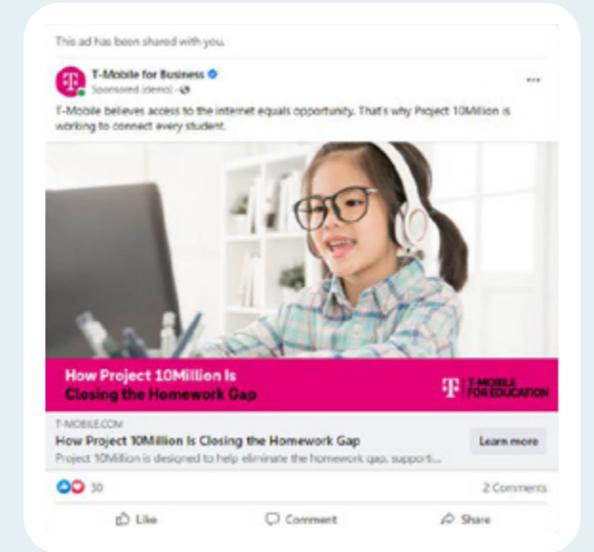
TARGET EDUCATORS ACROSS THE WEB

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



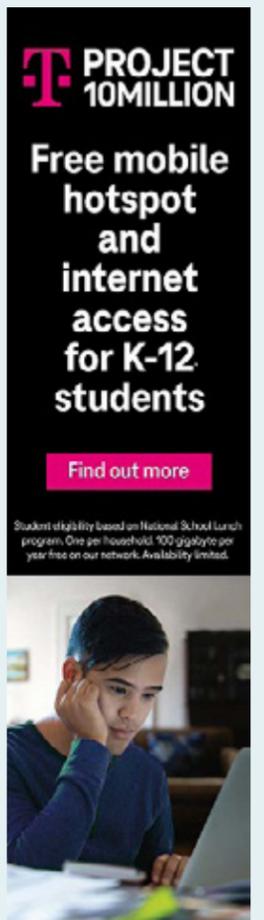
Social Advertising Under Your Brand

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 We Are Teachers Email

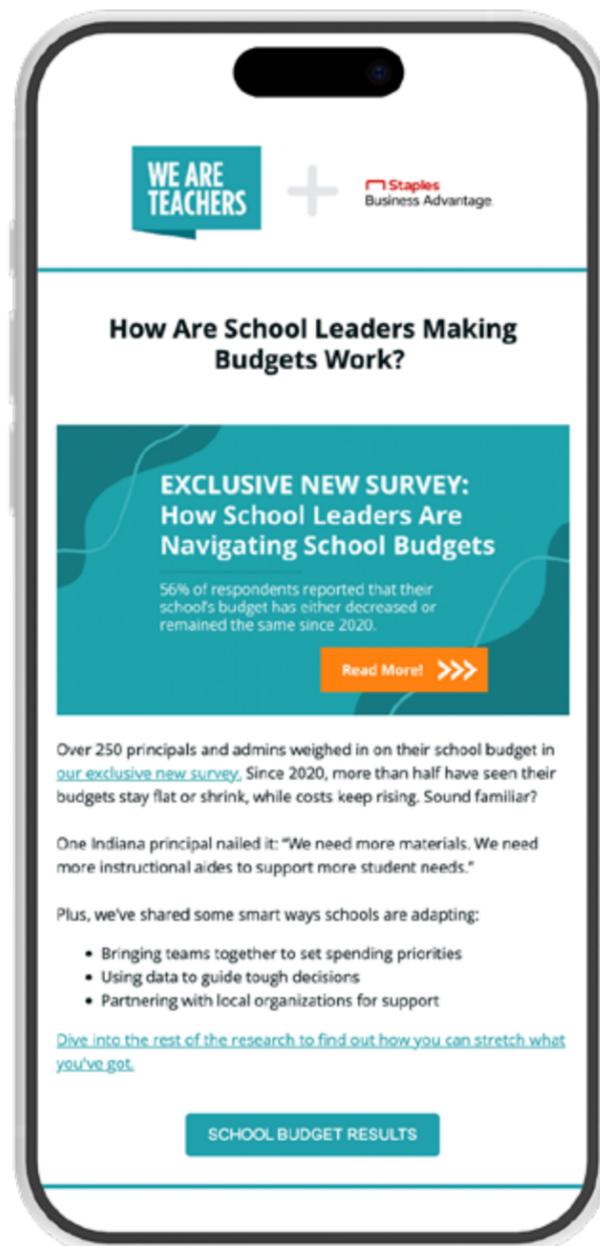
Send a customized, co-branded email to our responsive educator audience—2.5 million strong! Each email is targeted to the educators you most want to reach. With We Are Teachers co-branded email, our customers consistently see higher open and click rates.

Interactive and Personalized Emails

- ✓ Countdown tickers
- ✓ Scratch-off offers
- ✓ Image slides
- ✓ Image polls/surveys
- ✓ Embedded videos

Custom We Are Teachers Audience Targeting

- Job title
- Location
- School type
- Engagement



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.

Our research team can help you with questions like these and more:

- How do educators and administrators perceive my brand and products?
- What factors are most important for buying decisions?
- How does the education market perceive our brand vs. competitors' brands?
- What are the personas of our target audience buyers vs. users of our products?



Research Solutions include:

- ✓ Research strategy and consultation
- ✓ Program management
- ✓ Survey and program design
- ✓ Audience selection and recruiting
- ✓ Analysis and reporting

TEACHER PICKS

Teacher-tested and teacher-approved.



We Are Teachers is the #1 media brand for educators, and we know teachers trust one another when it comes to finding the best tools and resources for their classrooms. That's why we've created TEACHER PICKS—a program that gives your product the ultimate stamp of approval: teacher-tested and teacher-approved.

With TEACHER PICKS, your product is reviewed and recommended by a real teacher who uses it in their classroom. You'll get the exposure your brand needs to reach a dedicated audience of educators who value quality, practicality, and impact.

You'll receive:

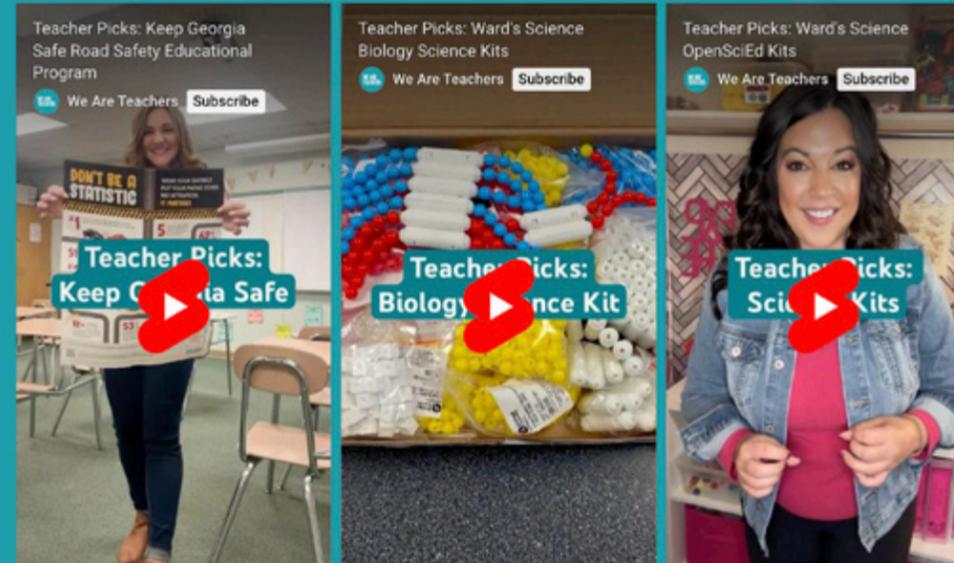
- ✓ The official Teacher Picks badge to use in your own marketing.
- ✓ Endorsements from real teachers.
- ✓ Special promotion across our website, social media, and newsletters.

Want to be considered for Teacher Picks?

Are you a company with a product that makes a difference for teachers and students?

[Submit Your Teacher Product](#)

Watch Teacher Picks in Action



How do we pick Teacher Picks? Standards & Guidelines

Every product you see here has gone through a thoughtful review process led by real teachers. Please check out our Standards and Guidelines here.

[Our Standards and Guidelines](#)

3 Reasons You'll ❤️ Teacher Picks

<p>Trusted by Real Educators</p>  <p>Every product is tested and endorsed by teachers, so you know it works in real classrooms.</p>	<p>Top Picks Across Subjects</p>  <p>Find a variety of resources tailored to support learning in tech, STEM, reading, and more.</p>	<p>Easy to Spot the Best</p>  <p>With the Teacher Picks badge, you'll quickly see what's been approved and loved by fellow educators.</p>
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INSPIRING CONTENT

Sponsor a We Are Teachers Trending Article

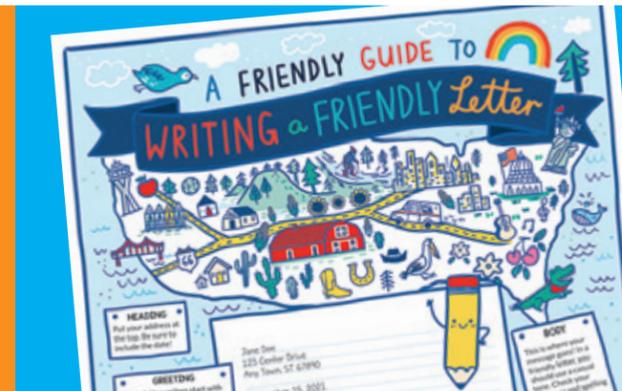
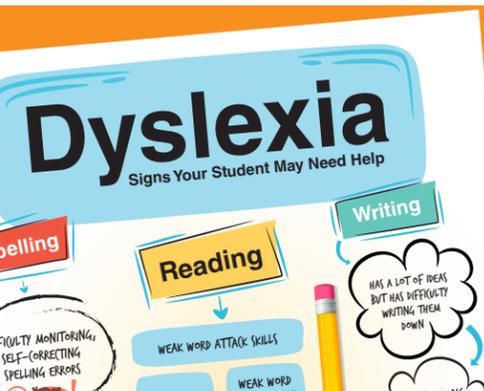
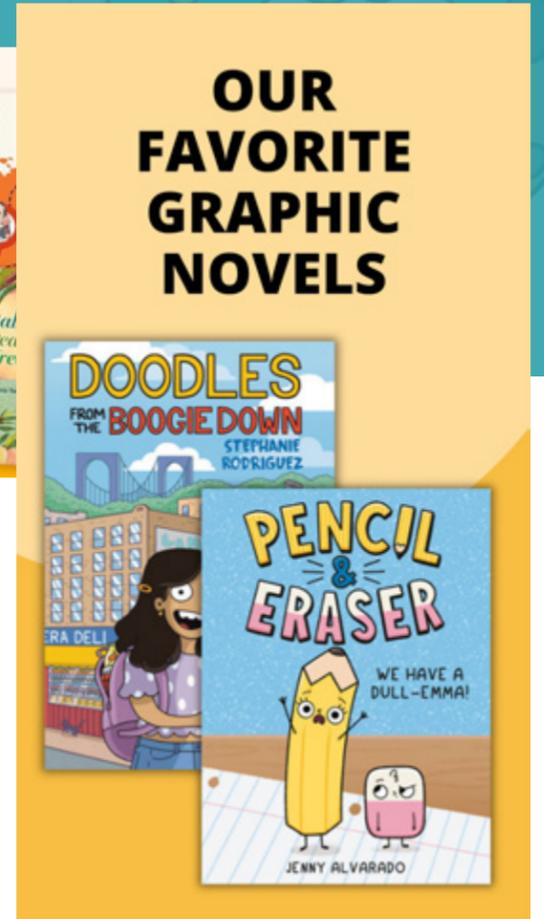
Position your brand alongside hot topics and current conversations. By sponsoring content that taps into the latest trends, you ensure your brand is top of mind when readers are engaging with the most relevant, timely issues. Our articles are designed to drive attention and spark interest, creating a natural connection between your brand and the buzzworthy content that captures audiences' attention.

Content That Drives Leads

Engage educators and generate leads with high-interest, gated content. Your custom-sponsored content will drive sign-ups during your sponsorship period on a We Are Teachers 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 design
- ✓ Targeted co-branded email
- ✓ Custom mix of promotion
- ✓ Program management and reporting
- ✓ Lead delivery for downloadable, gated content



EXCLUSIVE MICROSITE

A mini-site for your brand on WeAreTeachers.com

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.com.

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:

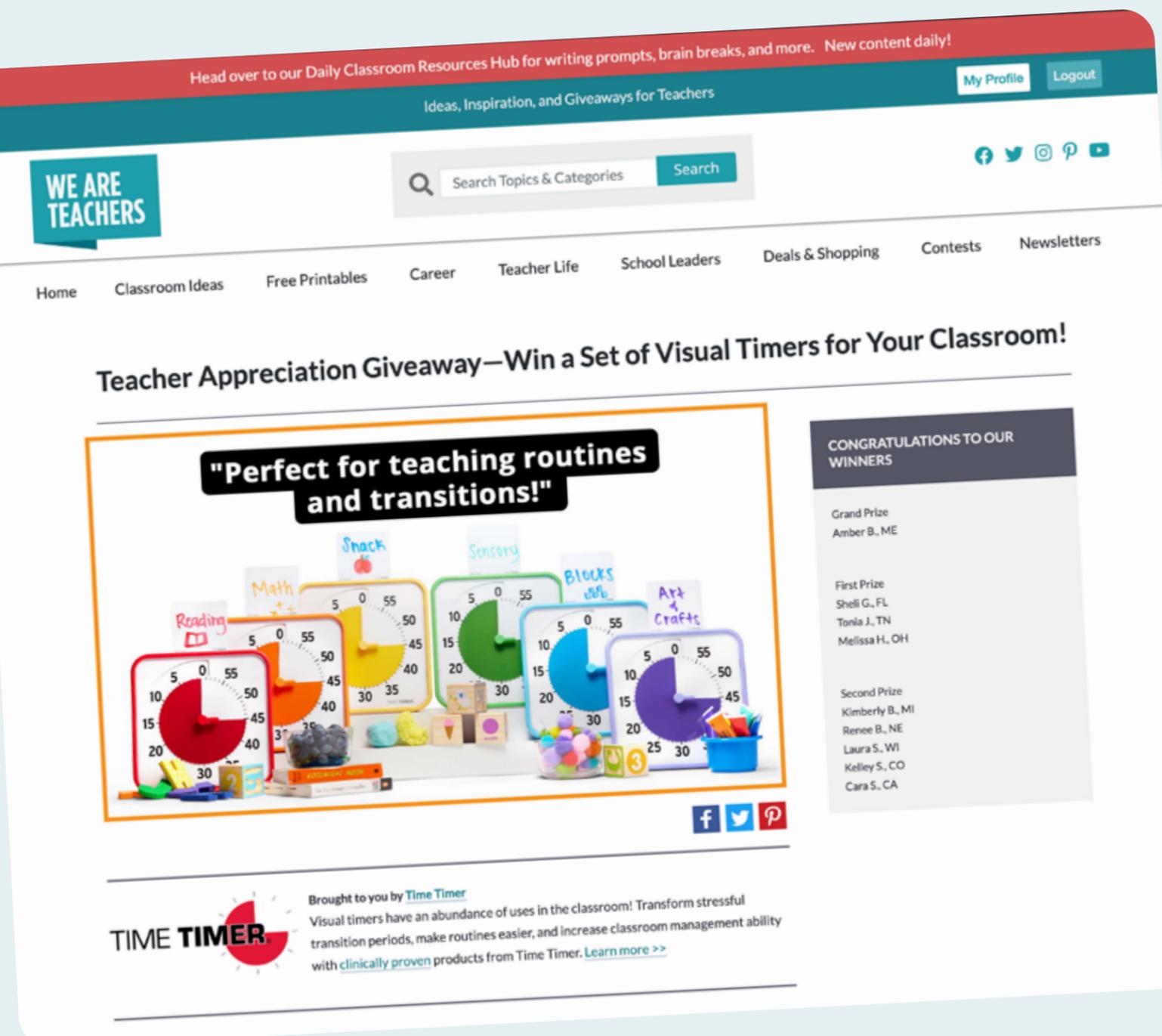
- ✓ Content strategy, copywriting, and design
- ✓ Targeted co-branded email
- ✓ Social media promotion
- ✓ Featured placement on the homepage of WeAreTeachers.com
- ✓ Easy navigation that provides access to dozens of content pieces
- ✓ Program management and reporting



Flexible Platform

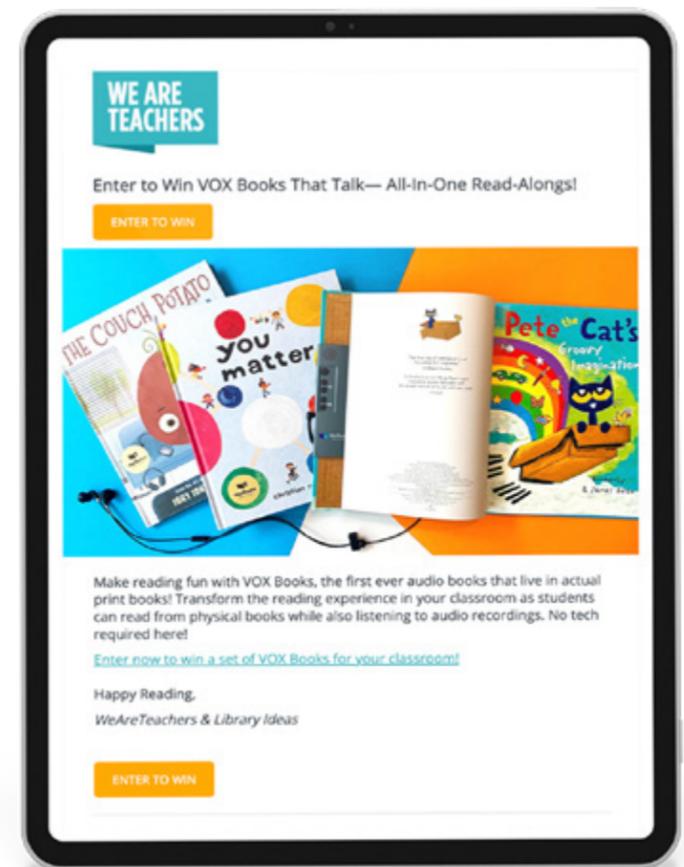
- Links to your sponsored articles on WeAreTeachers.com
- Off-site links to drive traffic to your company site
- Custom forms for opt-ins and leads
- Video embeds
- On-site quizzes

LEAD GENERATION GIVEAWAYS



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
- ✓ Co-branded email and a custom mix of promotional impressions

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.

Custom Classroom Games

We create custom classroom games that bring your brand to life in an interactive and engaging way. By integrating your product or message into fun, educational games, we provide a unique opportunity to amplify your brand's presence in the classroom. We can host the game on We Are Teachers or hand over the files for you to host.

All game packages include:

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

Sponsor a Trending We Are Teachers Game

Join the fun with [Word Lab and Brain Dash](#), our hit games for educators and students on We Are Teachers. Sponsor a themed week, a full month, or let us build a custom version just for you.



Click-and-Go Google Slides Lesson

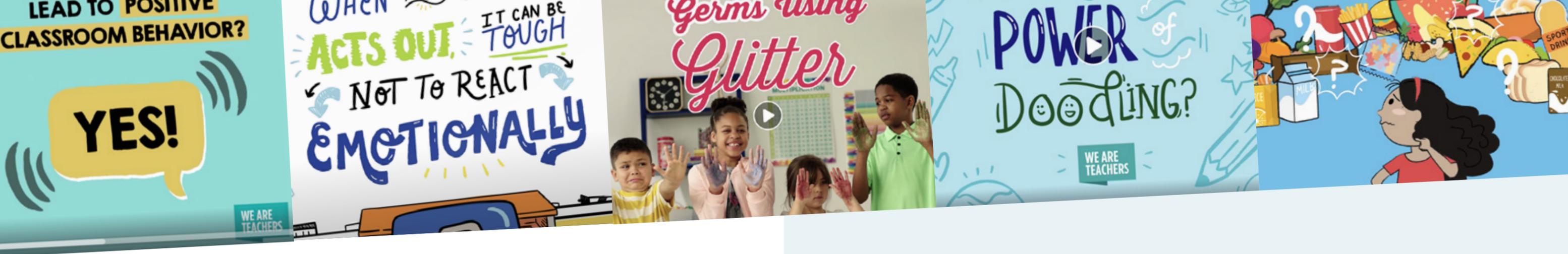
Grab teachers' attention with engaging online content! We'll create ready-to-go lesson slides, online scavenger hunts, trivia-style learning games, or interactive review activities, aligned to your topic. Teachers can share these activities on a whiteboard or assign them to students digitally.



Branded Kahoot! Collection

We'll create a dedicated, branded Kahoot! Publisher Collections page on Kahoot.com with your choice of four or eight Kahoot! quizzes. Each quiz can also live on your web page or your We Are Teachers microsite, increasing pageviews and brand awareness each time the quiz is taken.





CUSTOM VIDEOS

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.

Educational Videos

Our Educational Videos offer engaging video content featuring real educators. Whether it's breaking down complex concepts in our [Buzzwords series](#) or showcasing hands-on activities in our [Science Lab videos](#), we handle the full process from start to finish.

Virtual Field Trips

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.

EXAMPLE: [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



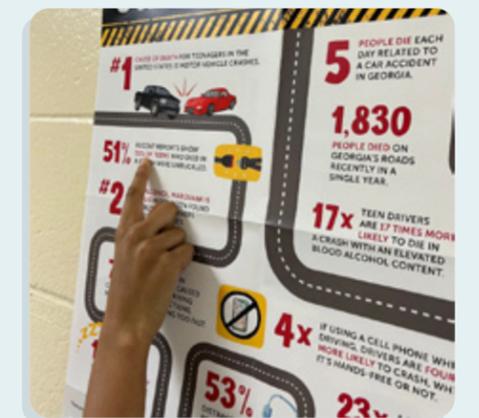
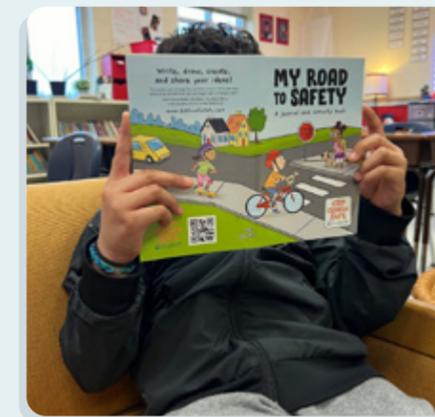
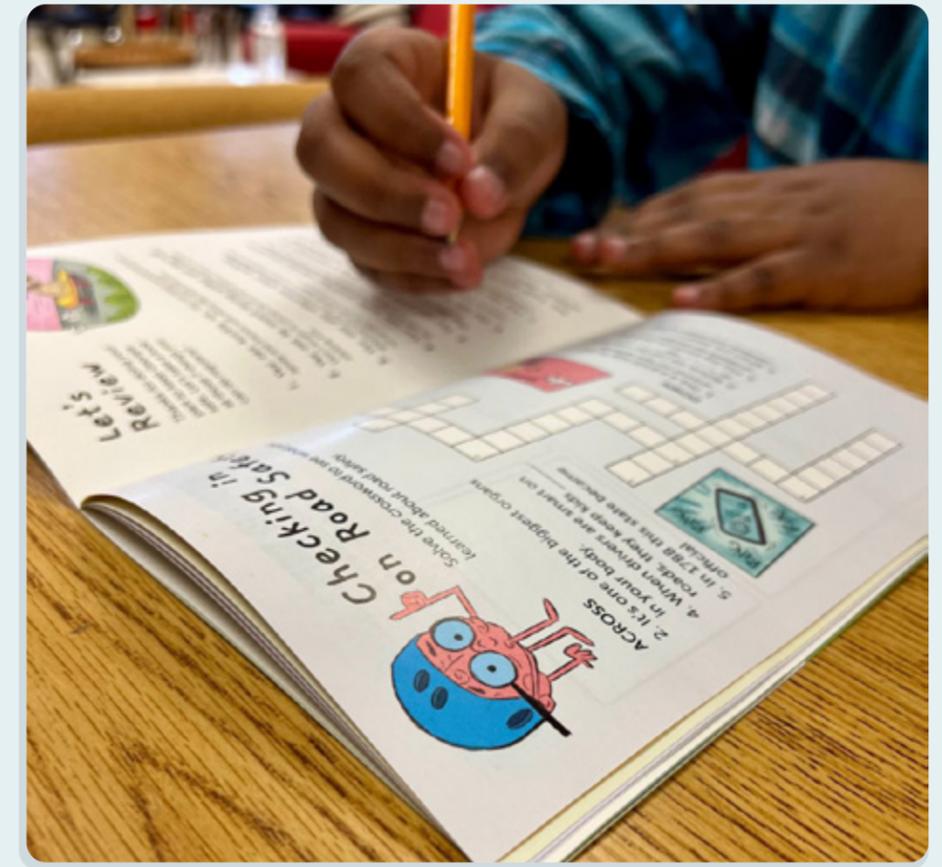
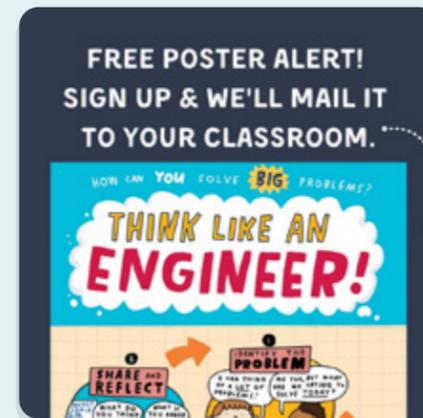
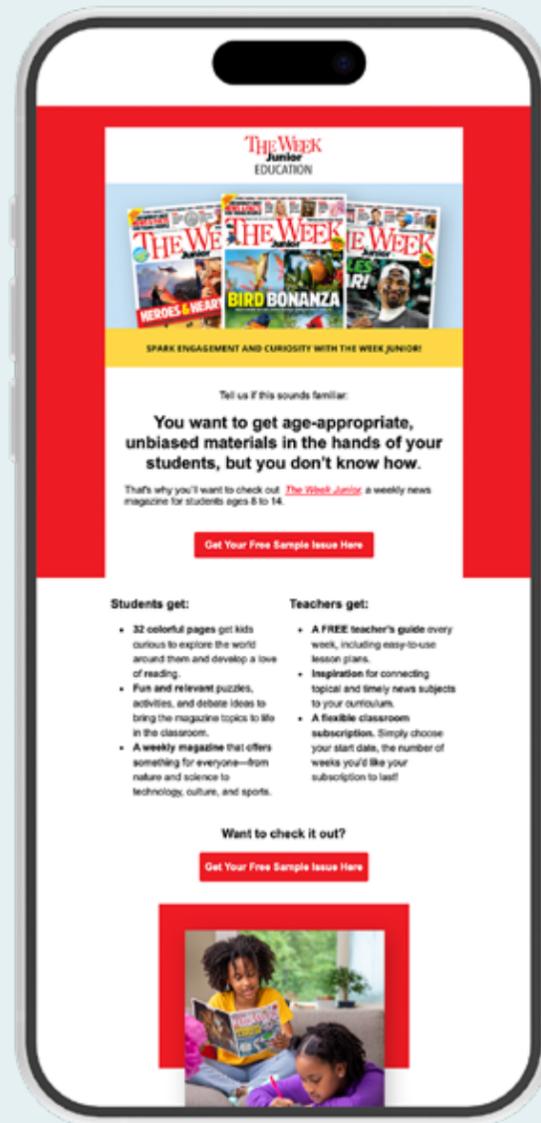
TEACHER MAIL

Premium Direct Mail Offering

Teacher Mail is a premium direct mail offering that puts your resource, offer, or coupon directly in the hands of educators. Through tailored content like posters, printables, or unique promotions, your brand gains valuable exposure while reaching at least 5,000 teachers and classrooms.

Teacher Mail Packages include:

- ✓ Strategy, copywriting, and design
- ✓ Targeted co-branded email
- ✓ Custom mix of promotion
- ✓ Program management and reporting
- ✓ Lead delivery



MORE AGENCY SERVICES

**Unmatched Services
in the Education Space**

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 United States. 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.

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

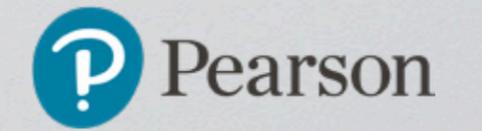
With our multi-channel advertising offerings, public relations services, and email strategy and management, we can help you create awareness campaigns that are targeted and effective.

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.

OUR PARTNERS

We are honored to have built trusted partnerships with corporations, nonprofits, and some of the best-known consumer and education brands around. Here are just a few of the partnerships we've built:





dun & bradstreet



LET'S TALK!

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

Contact Us: mdreducation.com/message-us

For more info:

www.weareteachers.com/advertise-with-weareteachers