

**Make a major market impact**

# Print Advertising

»»»»»» magazine display ads

**Still the First.  
Still Consistently Powerful and Effective.  
Still Absolutely Essential to Your Media Plan.**

**Print works, because *print motivates buyers' behaviors.***

**Did you know?**

- In the past 12 years of the ascendancy of digital media, magazine readership has actually increased 11%  
(Source: MRI Fall 2009 data)
- Magazines outperform other media in driving positive shifts in purchase consideration/intent  
(Source: Dynamic Logic)
- Magazines rank No. 1 at influencing consumers to start a search online  
(Source: BIGresearch Simultaneous Media Usage Study)

**Print ads work in the K12 market *if you know where to put them.***

**Increase your share of the K12 market:  
Advertise in *District Administration* magazine.**

**Reach 73,000+ top-level leaders in virtually every school district in the United States.**

**Take advantage of competitive pricing for the high-impact engagement that only print ads can deliver.**

**CONTACT**

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