



Education Next



ADVERTISING OPPORTUNITIES PRINT & ONLINE AD PACKAGES NOW AVAILABLE!



Package Rates

Education Next offers a discount to advertisers interested in a package that includes print and online advertisements. Three popular packages are listed below. If your organization would like a package not listed here, please get in touch to discuss your needs.

Print Size	Number of Impressions	Cost
Full Page Premium	30,000	\$1,400
Full Page	25,000	\$1,210
1/2 Page	15,000	\$485

For more details contact the Education Next Advertising team at en_ads@hks.harvard.edu.

ADVERTISING IN PRINT

E*ducation Next* reaches a targeted audience of active participants in the education reform conversation, including many policy makers at the national, state, and local levels and journalists at elite media outlets.

Education Next is a quarterly journal available via subscription and at major education conferences throughout the U.S.



Rates

Size	Single Purchase	Multiple
Full Page Premium*	\$900	\$800
Full Page	\$800	\$700
1/2 Page	\$530	\$430
1/3 Page	\$350	\$250
2 Page Spread	\$1,225	\$1,125
Inside Back Cover	\$950	\$850

* Front of journal, before first article

Spring 2022

Materials Due: January 14

In Mail By: March 4

Summer 2022

Materials Due: April 8

In Mail By: May 27

Fall 2022

Materials Due: July 20

In Mail By: September 2

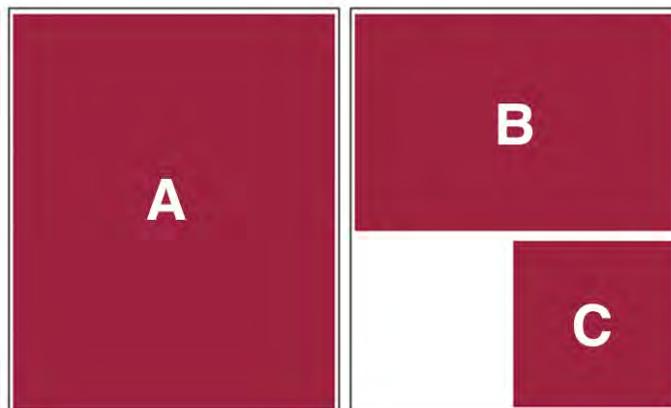
Winter 2023

Materials Due: October 5

In Mail By: November 22

Dimensions

Size	Width x Height	Ex.
Full Page	7.25" x 10"	A
1/2 Page (Horizontal)	7.25 x 4.5	B
1/3 Page (Square)	4.75 x 4.75	C



ADVERTISING ONLINE

EducationNext.org is a valuable resource to those interested in up-to-date information on education reform.

New content, including articles, blog posts, and podcasts, is published regularly. The site also includes comprehensive archives and author profiles.

Bloggers have included *Education Next* editors, former governors, renowned economists and academics, directors of public policy programs, and more.

EducationNext.org receives about 125,000 visitors and 250,000 pageviews per month and has an intelligent and passionate reader base.

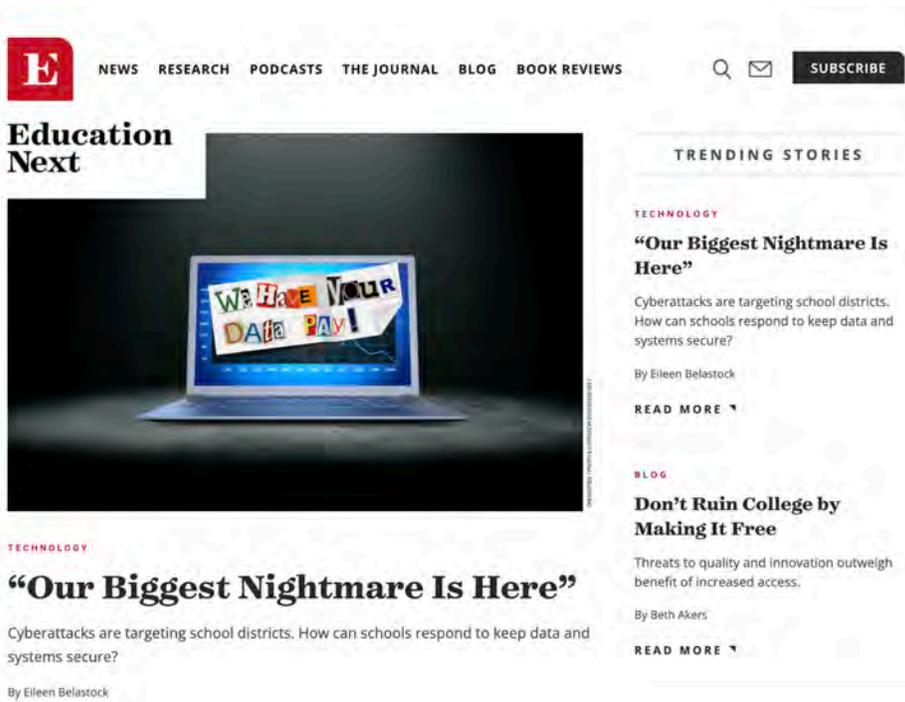
Rate

970 x 250

\$25 CPM

We can make sure your ad gets a certain number of impressions, but unfortunately we cannot guarantee “clicks.”

For more details on our advertising program and special limited-time discounts, contact the Education Next Advertising team at en_ads@hks.harvard.edu.



The screenshot shows the Education Next website interface. At the top, there is a navigation bar with the Education Next logo (a red 'E' in a square) and menu items: NEWS, RESEARCH, PODCASTS, THE JOURNAL, BLOG, and BOOK REVIEWS. On the right side of the navigation bar, there are icons for search and email, and a 'SUBSCRIBE' button. Below the navigation bar, the main content area features a large image of a laptop displaying a ransom note that reads 'WE HAVE YOUR DATA PAY!'. To the right of the image, there is a 'TRENDING STORIES' section. The first story is titled 'Our Biggest Nightmare Is Here' under the 'TECHNOLOGY' category. The text of the article snippet reads: 'Cyberattacks are targeting school districts. How can schools respond to keep data and systems secure?' by Eileen Belastock. Below this, there is a 'READ MORE' link. The second story is titled 'Don't Ruin College by Making It Free' under the 'BLOG' category. The text of the article snippet reads: 'Threats to quality and innovation outweigh benefit of increased access.' by Beth Akers. Below this, there is another 'READ MORE' link.

ABOUT THE JOURNAL

E*ducation Next* bases its editorial policy on the premise that the education sector is ripe for major change and reform. We publish articles that feature some of the best current thinking on issues such as encouraging school choice, raising standards, and improving teacher quality.

We are committed to encouraging the open exchange of ideas, presenting the latest research findings, and stimulating thoughtful discourse about contemporary education.

Since the Spring of 2001, *Education Next* has produced high quality quarterly journals which have disseminated cutting-edge research and thoughtful feature articles that are as accessible to the everyday parent as they are to academics.

In fact, according to a study released by the Editorial Projects in Education (EPE) Research Center, *Education Next* is the most influential journal and the 8th most influential source of information about K-12 education over the past decade.

Our comprehensive website, <http://educationnext.org>, houses not only full archives of our print content but also hosts blogs, videos, and podcasts, with new material available daily.



Martin R. West
Editor-in-Chief