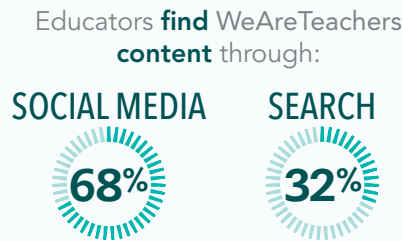


WE ARE
TEACHERS

Reach Educators All Year Long

The traditional wisdom in education marketing has been to catch educators' attention in the first two months of the school year. At MDR, we see educator engagement throughout the year. Our customers interact and engage educators all year long—including weekends, summer break, and holidays—through MDR and WeAreTeachers channels! Check out the top months in 2017 for reaching educators across channels.

Website



Top 6 Months for Website Visits



July
2.4M

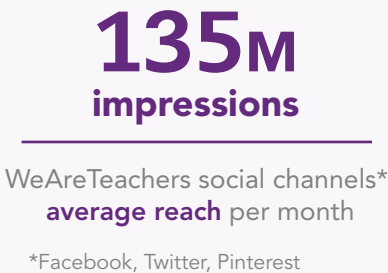


May
2.3M

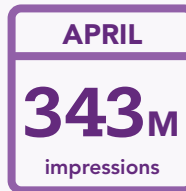


October
2.2M

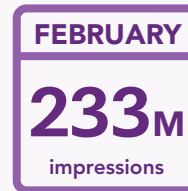
Social



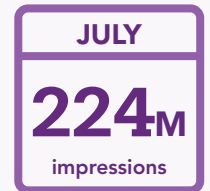
Top 6 Months for Impressions



May
219M

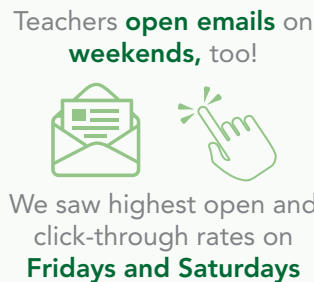


June
203M

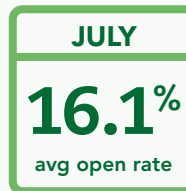


August
203M

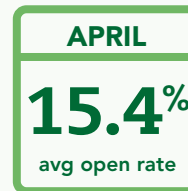
Email



Top 6 Months for Open Rates*



March
13.2%



September
12.9%



December
12.2%

*Open rates are for prospecting email campaigns promoting WeAreTeachers programs.

Our channel audience continues to grow—in 2017 we delivered more than **1.7 Billion** impressions on our WeAreTeachers social channels and WeAreTeachers website sessions have **increased by 57%** year over year.

Interested in planning a year-round campaign to reach educators with MDR? Email us at mdrinfo@dnb.com.



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