

We Are Teachers
MEDIA KIT
AND AGENCY SERVICES

**WE ARE
TEACHERS**

2023-2024

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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 over 5 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 RECOMMENDATIONS
FROM OTHER EDUCATORS



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 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.

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



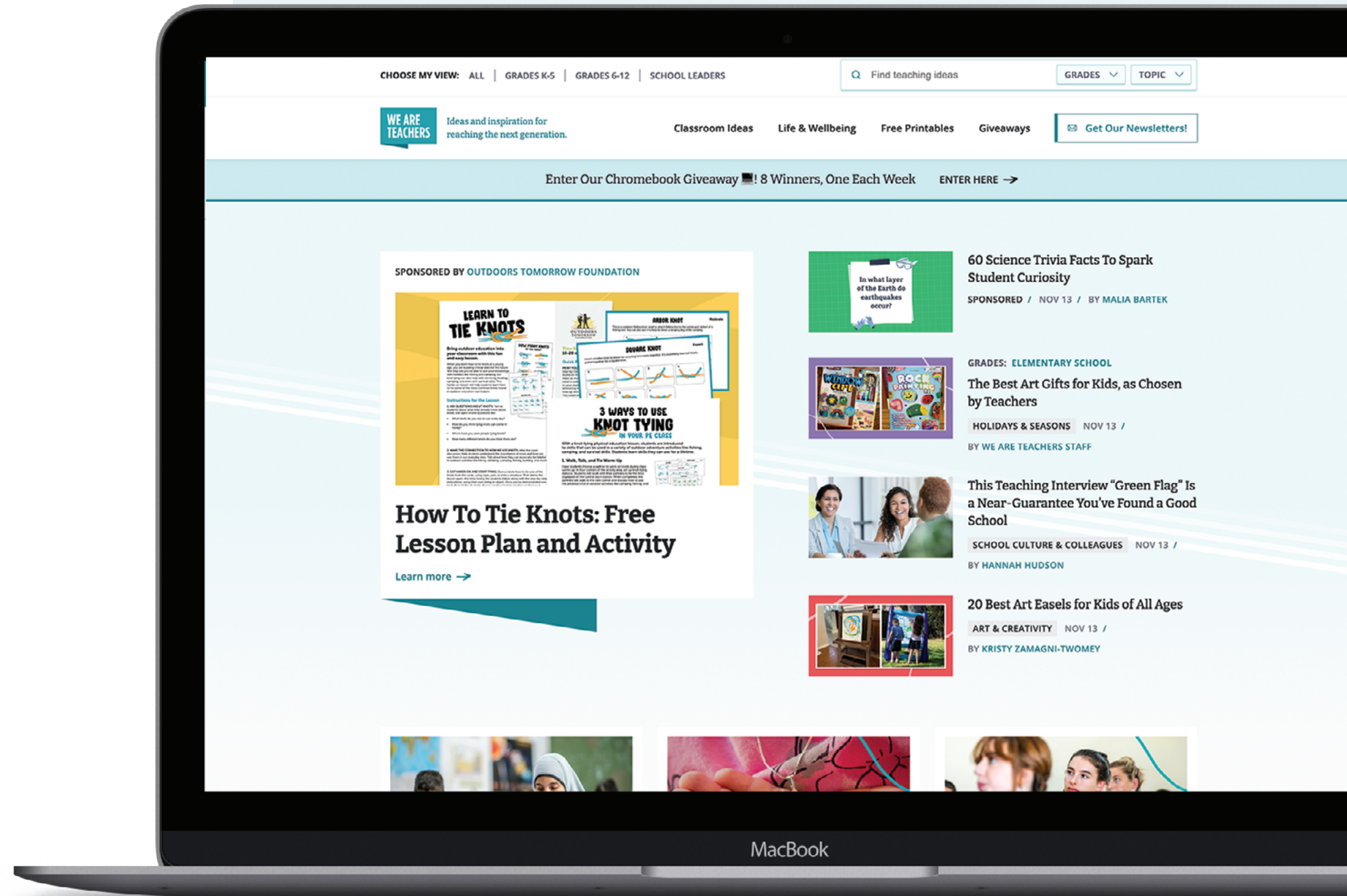
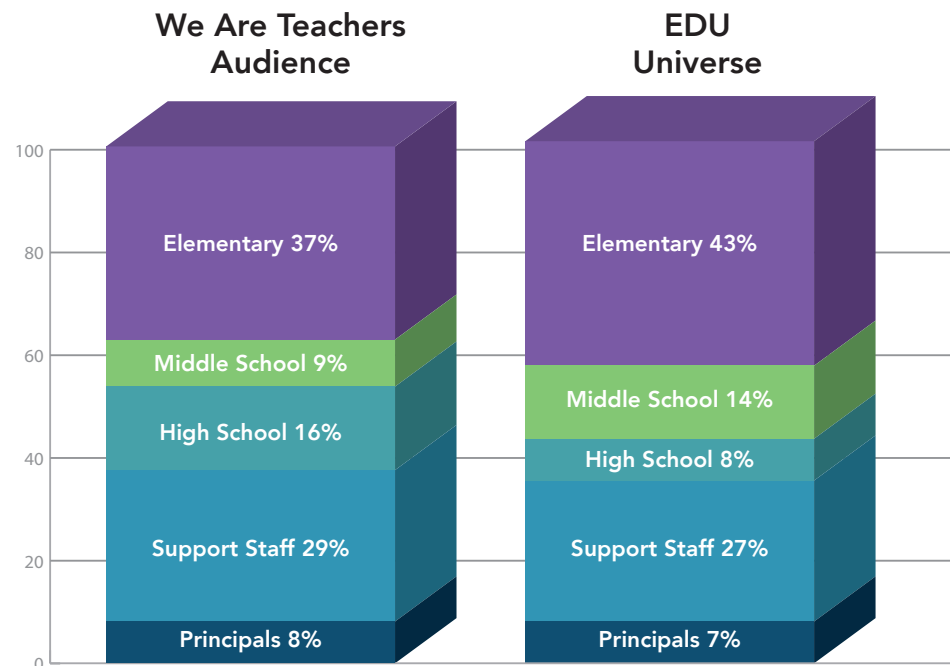
THE AVERAGE TEACHER
INFLUENCES OVER
1,000
STUDENTS AND FAMILIES OVER
THE COURSE OF THEIR CAREER

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

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 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 We Are Teachers, 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.

2024 EDITORIAL CALENDAR

What inspires teachers, inspires us!

January

Top Science and STEM Fair Projects for Grades K–12
The Big List of Teacher Discounts and Perks for 2024
The Best Education Conferences for 2024
The Best Student Contests and Competitions for Every Grade
Martin Luther King Jr.: Free Google Slides, Printables, and Activities

February

Black History Month: Free Google Slides, Printables, Videos and More
The Summer PD Guide: 25 Amazing Opportunities to Apply for Now
The Best Tech Tools for Student Assessment
30 Interview Questions Every Teacher Should Be Able to Answer
14 Days of Valentine's Day Printables for Practicing Math, Reading, and Writing

March

Women's History Month: Free Google Slides, Printables, and Videos
Best Field Trips for Every Grade: In Person and Virtual
How to Choose the Best Science Curriculum for Your School
School Budgets 101: The Best Software and Tips from Principals
The Best Math Apps for Every Grade

April

Poetry Printable of the Day—All Month Long!
The Best Financial Literacy Curriculum for Grades K–12
Meaningful Earth Day Activities for Every Grade
Easy and Fun Art Projects for Grades K–12
The Best Autism Resources for Educators



May

The Big We Are Teachers Teacher Appreciation Giveaway
The Best Books and Activities for AAPI Heritage Month
Ways to Celebrate the Last Days and Weeks of School
What to Do Now to Make Back-to-School Easier
Easy, Editable School Supply Lists for Every Grade

June

The Big Summer Reading Guide for Kids and Teachers
50 EdTech Companies Transforming the Way We Teach
The Best Teacher Planners: Paper and Digital
Your Guide to Amazon Wishlists and Teacher Perks
101 Activities to Keep Kids Learning All Summer Long

July

Free Printable: 2024-2025 Teacher Calendar
Classroom Furniture Guide: The Best Options for Desks, Flexible Seating, and More
The Best Classroom Seating Chart Ideas
Fashion Special: The Best Bags, Shoes, and Outfit Ideas From Real Teachers
Teaching About the Olympics: Activities and Games for Grades K-5

August

The Teacher Happiness Report: Exclusive We Are Teachers Survey on What's Keeping Teachers in the Job and What Needs to Change
The Big We Are Teachers Back-to-School Giveaway
Classroom Management Techniques That Work for Every Grade
Get to Know Your Students: 20 Days of Back-to-School Printables
Lesson Plan Examples for Grades K–12

September

The Best Debate and Discussion Topics for Every Grade
Hispanic Heritage Month: Free Google Slides, Printables, and Videos
School Fundraising Guide: The Best Fundraisers and Tips From Teachers and Parents
Ways to Build School Spirit: Pep Rallies, Spirit Weeks, and Other Culture-Builders
Getting Everyone on Board With the Science of Reading: Tips and Explainers for Parents, Paraprofessionals, and More

October

31 Days of Classroom-Ready Halloween Printables
Anti-Bullying Strategies That Really Work

The 5 Biggest Drug & Alcohol Risks Teachers Need to Know About in 2024

Resources and Teaching Ideas for Indigenous Peoples' Day
3 Ways Schools Are Doing Inclusion Right in 2024, and 3 Ways They Need to Improve

November

2024 Election: Activities, Printables, and Resources to Help You
The Grateful Classroom: How to Teach Gratitude All Year Long
50 Websites Every English Teacher Should Know About
Service Learning Guide: The Best Projects and Tips for Helping Your Students Give Back
Maps and Geography Printables for Grades 4–8

December

The Big We Are Teachers Holiday Giveaway
50 Favorite Gifts for Teachers, Students, Paraprofessionals and More
The Best Educational Toys, Games, and Books by Grade
Winter Printables for Every Day in December
What Were the Biggest Education Stories in 2024, and What's in Store for 2025?

UPDATED JANUARY 2024

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



Partner With Us

Interested in advertising with We Are Teachers or our many custom content opportunities? Reach out to our award-winning education content and marketing team. Learn more at [WeAreTeachers.com/the-studio](https://www.WeAreTeachers.com/the-studio)



DYNAMIC SOCIAL MEDIA

We Are Teachers is one of the largest social media communities on the web. With over 3.6 million followers on social media and well over 250,000 clicks, likes, shares, and comments every day, 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



551K
Instagram Followers



639K
Twitter Followers



569K
Pinterest Followers



12K
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.

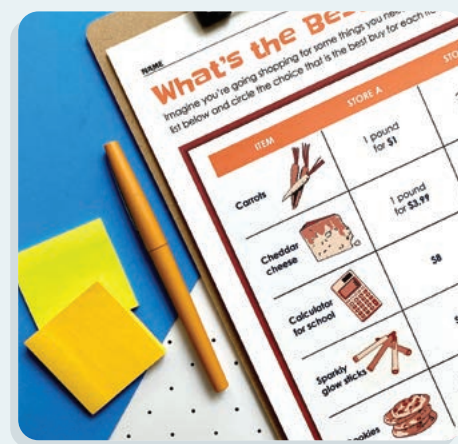
WE ARE TEACHERS



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



Sources: We Are Teachers Social Channels, April 2022

REACHING EDUCATORS

“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

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.

We Are Teachers 2022–23 Awards



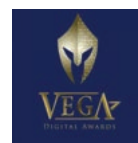
15th Annual Shorty Awards, Winner in Education, 2023



Platinum Winner Social Media Education, 2023
Gold Winner Education Website, 2022, 2023
Silver Winner Facebook Community, 2022



Gold Winner Instagram Social Media Marketing, 2022



Centauri Winner Best Website Community, Vega Digital Awards, 2022
Centauri Winner Best Digital Marketing Integrated Campaign, Vega Digital Awards, 2022



ADVERTISE WITH US

We Are Teachers Targeted Display Ads

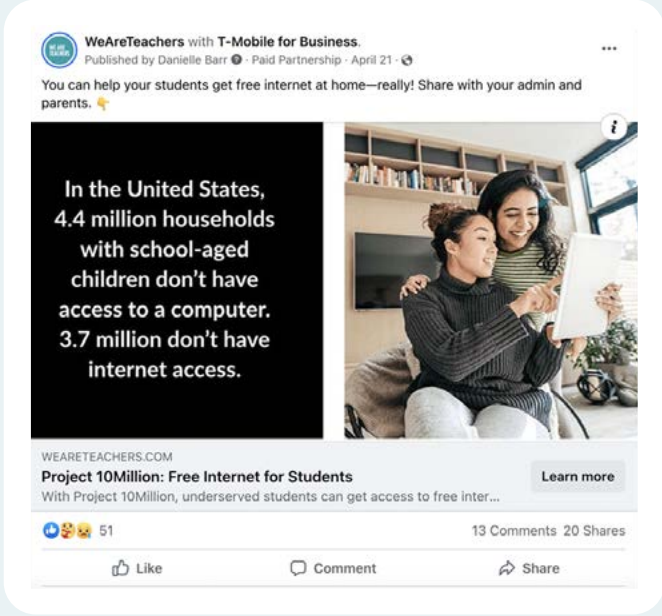
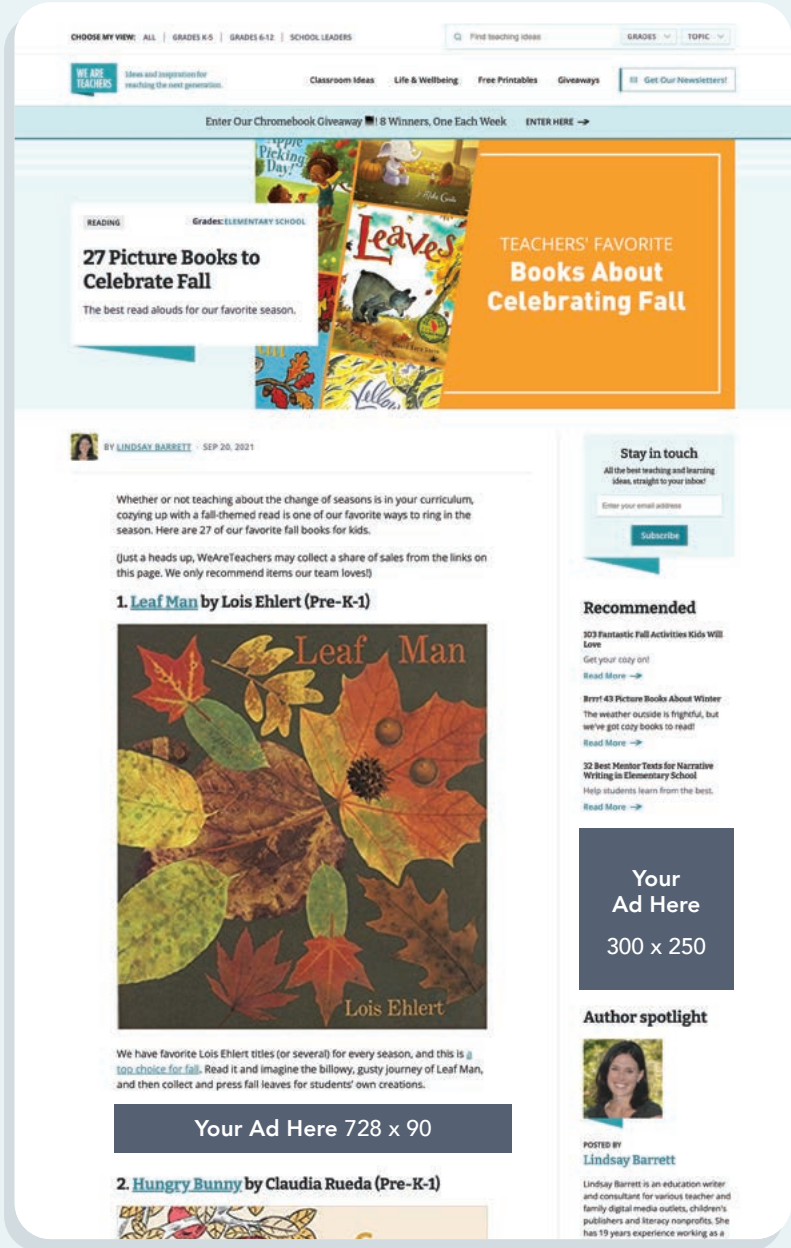
Your targeted digital ads will appear throughout WeAreTeachers.com on the most relevant content pages. Our full-service offering includes advertising strategy, copy, creative design, animation, and optimization. Our ad team will provide you with post-campaign analysis and a final report.

Target Your Digital Ads by:

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

5M+
Monthly Website Pageviews*

* Source: WeAreTeachers.com Google Analytics January 2023

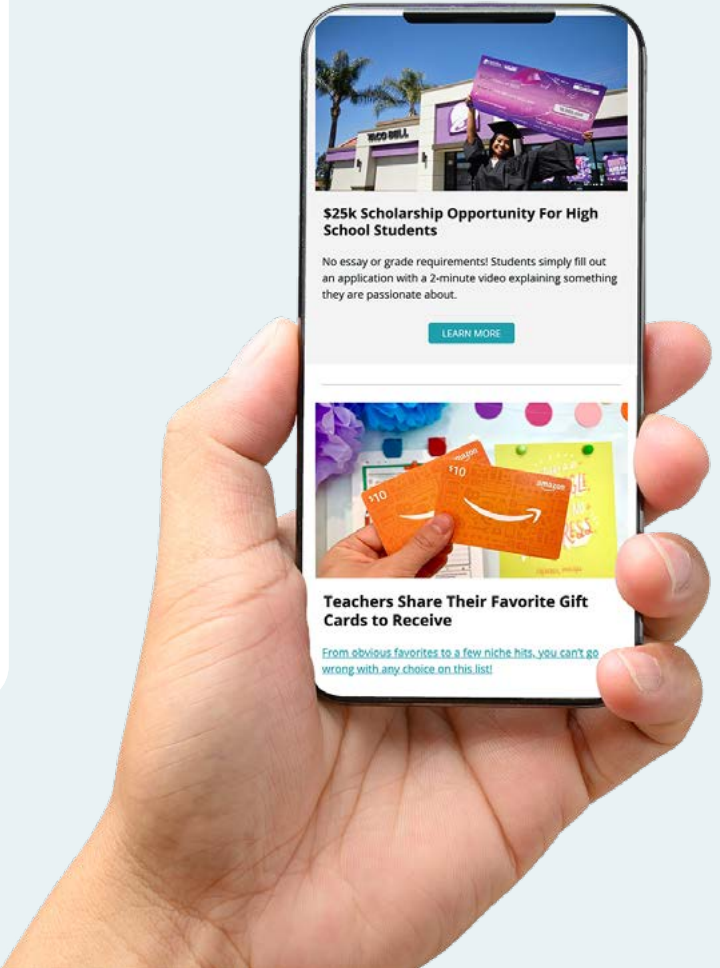


We Are Teachers Social Ads

Reach one of the most engaged social audiences in education. Social advertising under the We Are Teachers Facebook, Instagram, or Twitter 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.

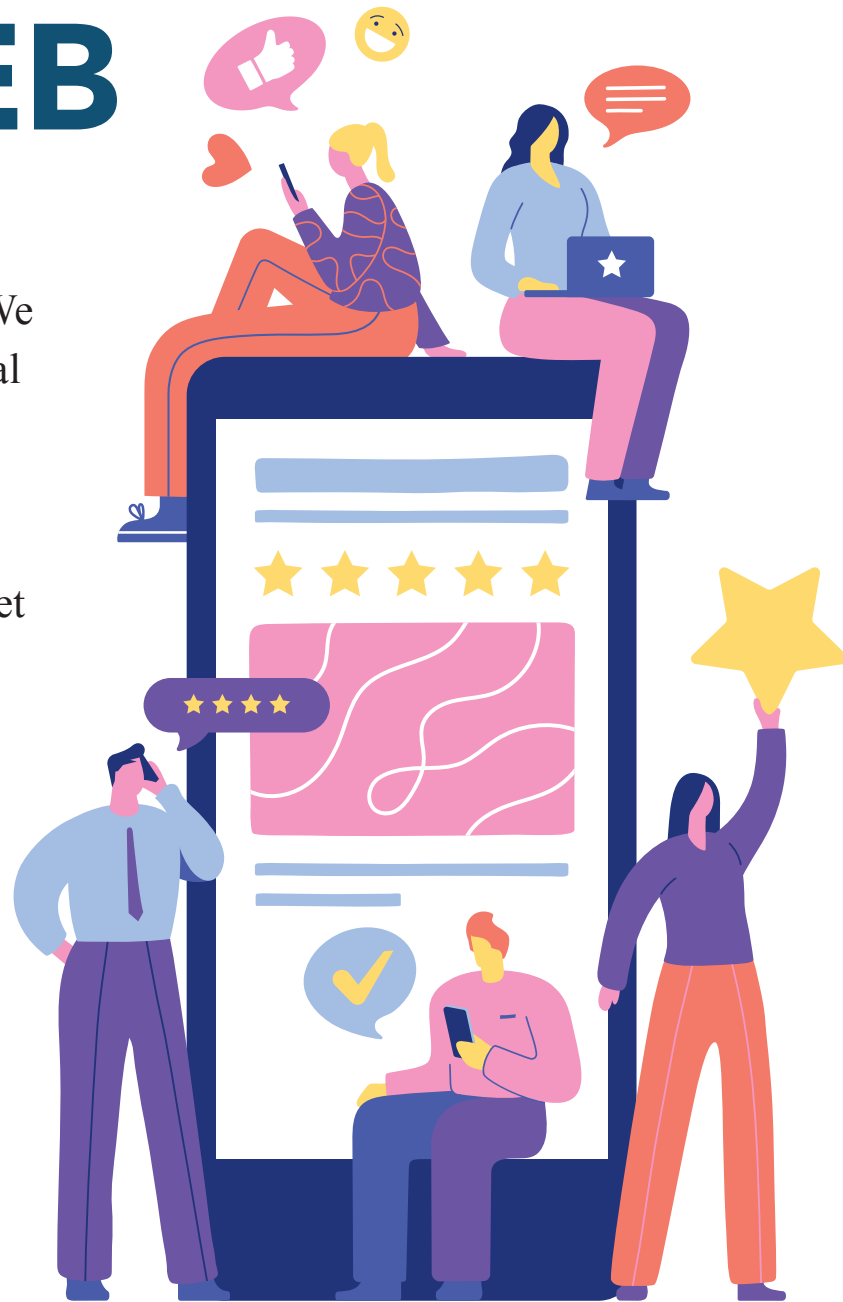
We Are Teachers E-Newsletter Ads

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 14 e-newsletters that span grade levels and subject areas, even one for school leaders.



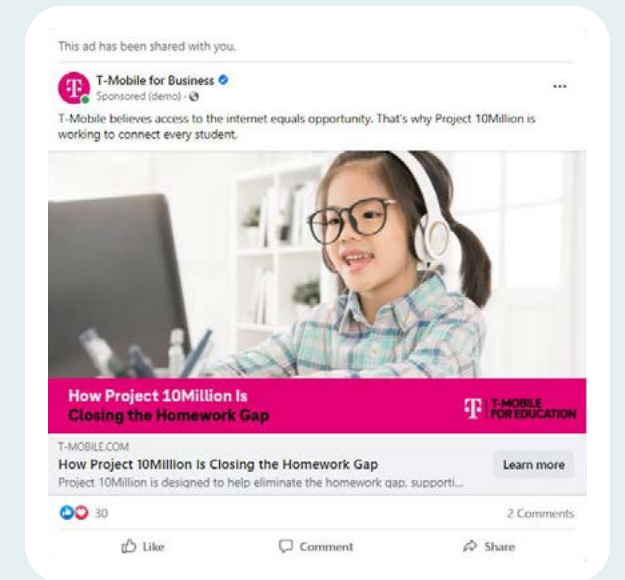
TARGET EDUCATORS ACROSS THE WEB

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 & districts, Higher Education Institutions, public libraries, and day-care centers.



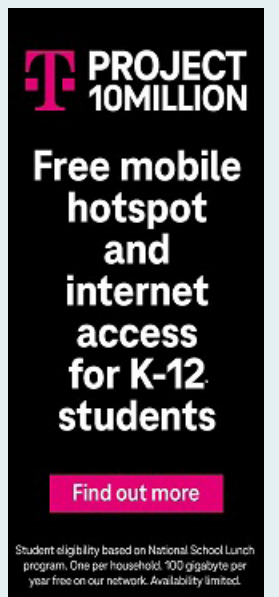
Social Advertising Under Your Brand

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

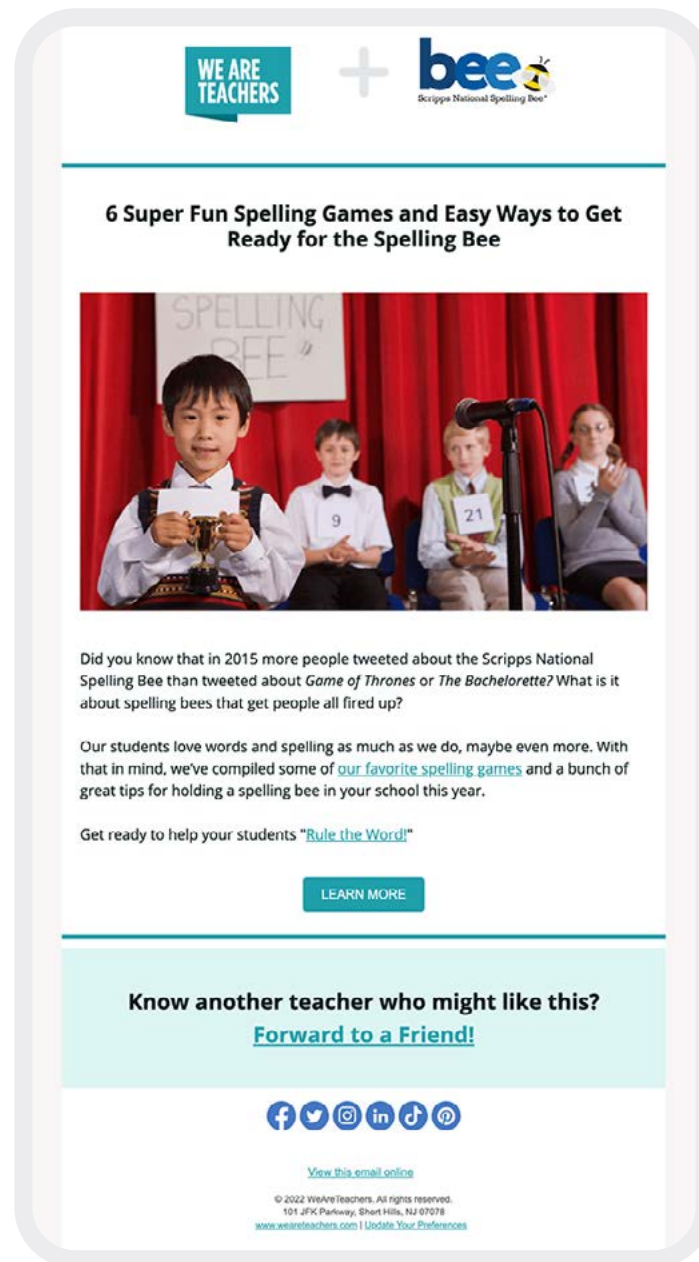
Send a customized, co-branded email to our responsive educator audience—two million strong! Each email is targeted to the educators you most want to reach. With We Are Teachers co-branded email, our customers consistently see higher open and click rates.

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:

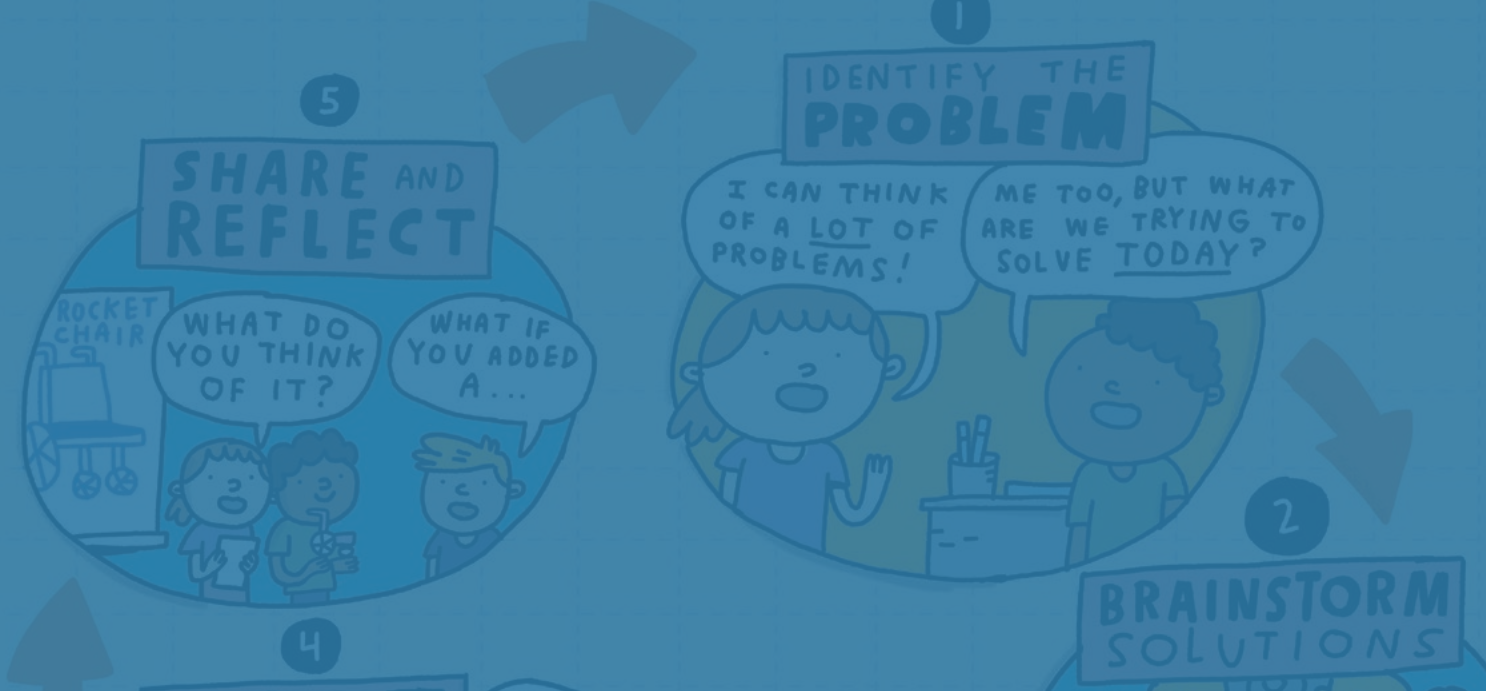
- How do educators and administrators perceive my brand and products?
- What factors are most important for buying decisions?
- How does the education market perceive our brand v. competitors.
- What are the personas of our target audience buyers v. users of our products.
- Plus more



Research Solutions include:

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

CUSTOM CONTENT



Your We Are Teachers Article

We Are Teachers 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 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



WE ARE
TEACHERS

EXCLUSIVE MICROSITE

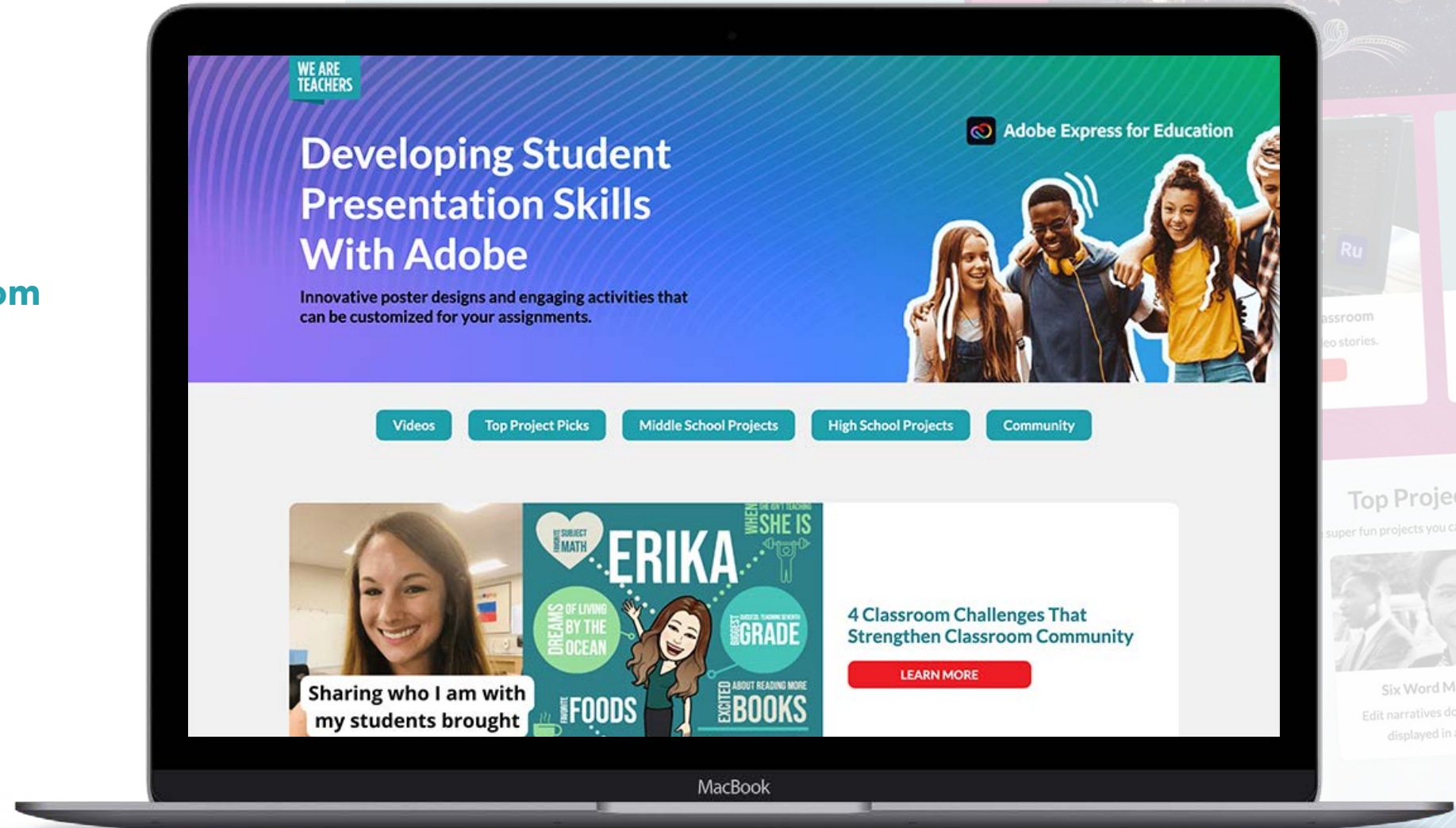
A mini-site for your brand on WeAreTeachers.com

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 We Are Teachers.

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.

Head over to our Daily Classroom Resources Hub for writing prompts, brain breaks, and more. New content daily!

Ideas, Inspiration, and Giveaways for Teachers

My Profile Logout

WE ARE TEACHERS

Search Topics & Categories Search

Home Classroom Ideas Free Printables Career Teacher Life School Leaders Deals & Shopping Contests Newsletters

Teacher Appreciation Giveaway—Win a Set of Visual Timers for Your Classroom!

"Perfect for teaching routines and transitions!"

Facebook Twitter Pinterest

CONGRATULATIONS TO OUR WINNERS

Grand Prize
Amber B., ME

First Prize
Shelli G., FL
Tonia J., TN
Melissa H., OH

Second Prize
Kimberly B., MI
Renee B., NE
Laura S., WI
Kelley S., CO
Cara S., CA

TIME TIMER

Brought to you by [Time Timer](#)

Visual timers have an abundance of uses in the classroom! Transform stressful transition periods, make routines easier, and increase classroom management ability with [clinically proven](#) products from Time Timer. [Learn more >>](#)

WE ARE TEACHERS

Enter to Win VOX Books That Talk— All-In-One Read-Alongs!

ENTER TO WIN

Make reading fun with VOX Books, the first ever audio books that live in actual print books! Transform the reading experience in your classroom as students can read from physical books while also listening to audio recordings. No tech required here!

[Enter now to win a set of VOX Books for your classroom!](#)

Happy Reading,
WeAreTeachers & Library Ideas

ENTER TO WIN

© 2022 WeAreTeachers. All rights reserved.
101 9th Parkway, Short Hills, NJ 07078
[www.weareteachers.com](#) | [Unsubscribe](#) | [Update Your Preferences](#)

- 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.

Google Classroom Activities

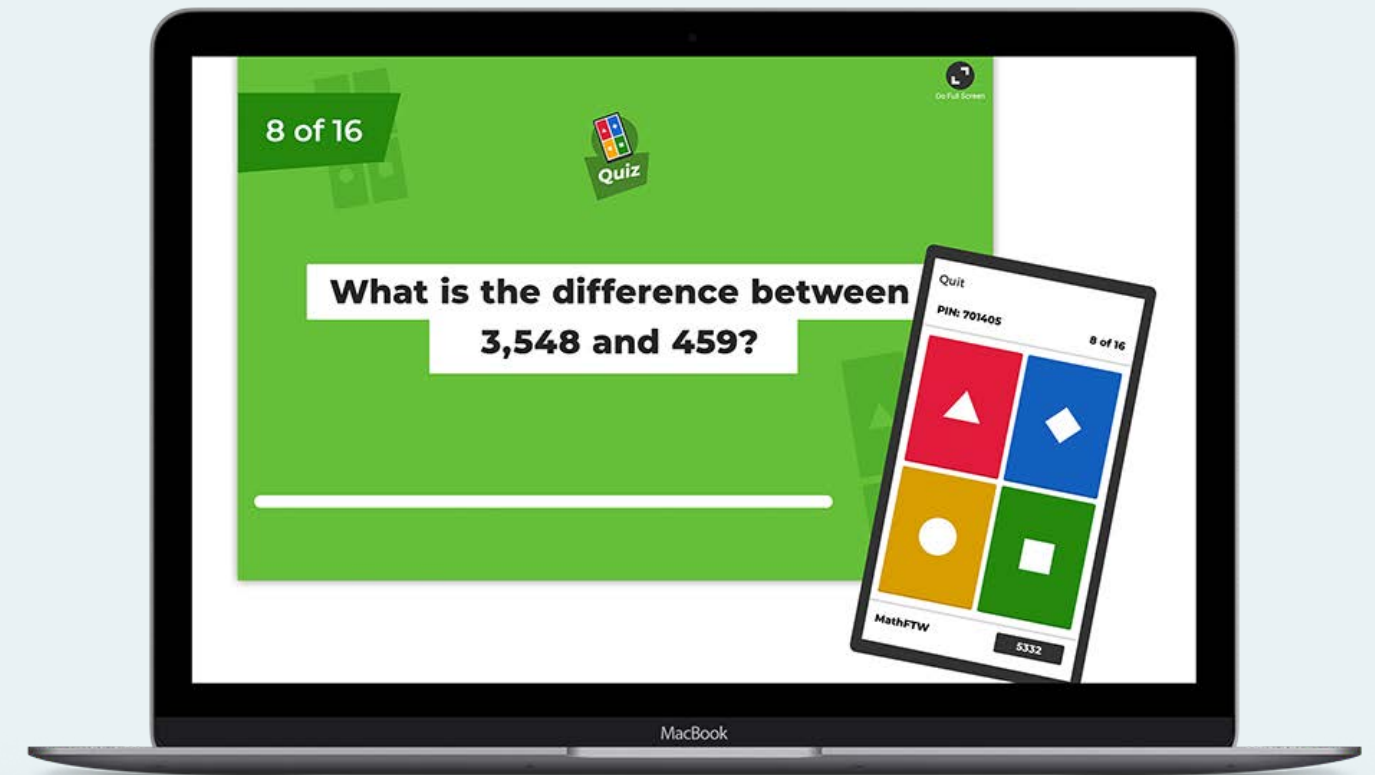
Excite teachers with engaging online content! We'll create ready-to-go lesson slides, online scavenger hunts, trivia-style learning games, or interactive review activities, aligned to your topic. Teachers can share these activities on a whiteboard or assign them to students digitally.



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

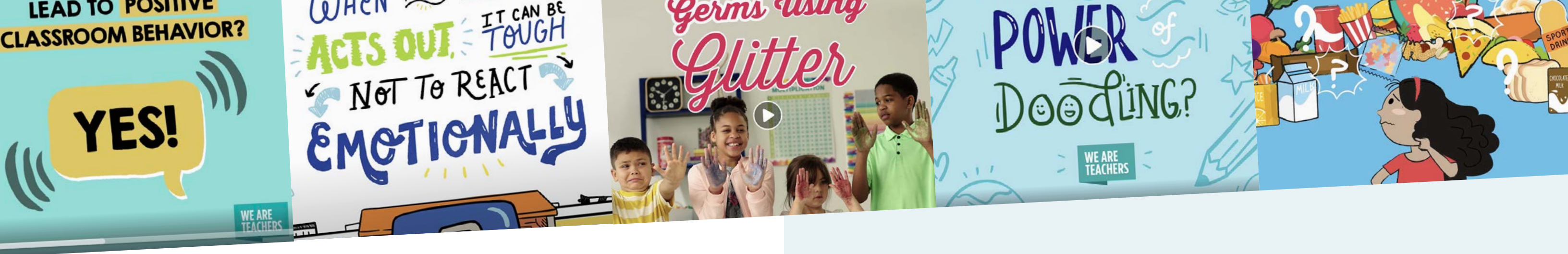
We'll create a dedicated, branded Kahoot! Publisher Collections page on Kahoot.com with your choice of 4 or 8 Kahoot! quizzes.

Each quiz can also live on your web page or your We Are Teachers microsite, increasing pageviews and brand awareness each time the quiz is taken.



Kahoot Package includes:

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



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.

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.

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





WE ARE TEACHERS
studio

**WE CONNECT YOUR
BRAND TO MILLIONS OF
PASSIONATE EDUCATORS
AND THEIR STUDENTS.**

Introducing The Studio, a creative agency from the amazing team who built We Are Teachers into an award-winning media site. Let us help you...

Bring education initiatives to life.

Our content creators work with brands and non-profits to design interactive learning games, virtual field trips and classroom lessons that students love and teachers trust.

Reach new customers and inspire advocates.

Our unparalleled understanding of the educator audience and creative approach ensures your marketing campaign will spark engagement and drive leads.

Create new learnings.

Let us help you get the data and insights you need to move to the next level. We offer educator, parent and student focus groups, compelling surveys and comprehensive co-branded research.

Let's create together.
Book a free strategy session.

CREATIVE & BRAND STRATEGY

CUSTOM BRANDED CONTENT & VIDEO

INTERACTIVE LESSON PLANS

EDUCATIONAL GAMES

LEAD GEN CAMPAIGNS & GIVEAWAYS

STUDENT ACTIVITIES & PRINTABLES

EDUCATOR WEBINARS

VIRTUAL FIELD TRIPS

BESPOKE WEBSITES

CROSS-CHANNEL CAMPAIGNS

CO-BRANDED SOCIAL MEDIA

STUDENT CONTESTS

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.

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.



**MORE
AGENCY
SERVICES**

Unmatched Services in the Education Space

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 . . .





dun & bradstreet

WE ARE
TEACHERS

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