

School Library Monthly

THE MAGAZINE SCHOOL LIBRARIANS USE EVERY DAY

EDITORIAL PROFILE

Originally established in 1984 as *School Library Media Activities Monthly*, the magazine name was changed in 2009 to *School Library Monthly*. The magazine has and does provide daily, "hands-on" assistance to K-12 school librarians in their multiple roles (e.g., teacher, information specialist, leader, administrator, collaborator).

To help these 21st-century educators meet the needs of today's students and fulfill educational objectives, *School Library Monthly* offers a wide array of articles that address teaching, professional development, acquisition of resources, leadership, advocacy, library administration, collaboration, and more. As a result, *School Library Monthly* has expanded to more than 8,500 paid subscriptions. And, more than 85% of the subscribers renew their subscription.

Contents

SLM content offers an instructional focus for school librarians. Each *SLM* issue has several feature articles and specific columns that help school librarians rethink, envision and reimagine their programs and instructional practice. For example, *Library 2.0+* gives practical guidance in use of online tools for instruction and professional development; *Keeping Current* allows readers to stay abreast of research, trends and issues; *Key Words* provides orientation to key concepts in education and *Notes from the Field* offers a forum for sharing ideas and best practices. *Into the Curriculum* has columns that focus on literature themes, recommended book titles, and links to instruction, as well as extensive lesson plans and strategies for inquiry. Other columns address leadership, advocacy, professional development, and issues related to privacy and intellectual freedom.

Circulation

Circulation as of January 2011 was more than 11,000. At least 1,000 copies of each issue are distributed as samples in direct mail, as well as at national and local conferences and trade shows.

The effective reach (i.e., exposure) of advertising in the magazine may be much higher than even the paid circulation figures suggest. School librarians use the magazine every day as they teach and manage their programs, in contrast to other magazines in the field that are read once or twice a month. At least 11,000 school librarians will see your ad every working day. Reader surveys indicate that "pass-along" circulation to teachers is also high.

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