

School Library Monthly

THE MAGAZINE SCHOOL LIBRARIANS USE EVERY DAY

2011/12 SUBSCRIBER INFORMATION AND DATA

Almost all subscribers are working school librarians at the elementary level (60%), middle school level (15%), and central office and high school levels (12%). Of this total, many school librarians also maintain personal subscriptions. Nearly all subscribers have direct purchasing authority for their schools.

Geographical Distribution

Subscribers are well-distributed geographically. Percentage of subscribers in the various geographical regions of the country are as follows:

- ▶ Northeast 15%
- ▶ Southeast 10%
- ▶ Midwest 43%
- ▶ West and Southwest 32%

Why Should You Advertise in School Library Monthly?

For potential advertisers, it is important to note that all instructional units suggested in the magazine require the use of commercial trade books, reference, computer software, hardware, and online products, as well as a host of other school and library products. The columns also address issues related instruction, resources, collection development, and facilities. The magazine is a perfect advertising medium for publishers, audiovisual producers, computer software producers, library and school supply houses, and many other vendors of school and library products.

Audience

Building-level school librarians are proven buyers of your products. Almost all have direct purchasing authority. They obviously love this magazine!

High Exposure

The magazine is specifically designed so that school librarians will use it EVERY DAY. They will also see your ad every day! Moreover, in addition to 8,500 paid subscriptions, we also distribute several thousand sample copies of each issue at trade shows, conventions, and through direct mail advertising. "Pass-along" circulation is also very high. Circulation as of January 2011 was more than 11,000.

Contact:

Paula Jackson
Advertising Manager
School Library Monthly/Libraries Unlimited
4 Village Circle
Newtown Square, PA 19073

Email: p7cjackson@aol.com
Office: 610-359-8512
Fax: 610-359-8512
Cell: 610-517-2345



LIBRARIES UNLIMITED

Libraries Unlimited/ABC-CLIO • 130 Cremona Drive • Santa Barbara, CA 93117-5505 • (805) 880-6812