

Educationally Focused

Psychology Today is the ideal environment to reach prospective students interested in furthering their education both on-campus and on-line. We reach an extremely influential audience of educators who can recommend your courses as well as proactive thought-leaders dedicated to furthering their own studies.

Psychology Today has a dedicated Education advertising section and a regular “Education” column where our readers turn to for colleges, universities and continuing education programs.

AUDIENCE OF INFLUENCERS

Of Psychology Today’s 300,000 Paid Circulation:

- 201,000 are between the ages of 18-49
- 12,000 School Libraries buy the magazine
- 33,000 Readers are employed in education

EDITORIAL

- 5 pages of every issue is dedicated to education
- Dedicated “Education” Column runs upfront within each issue
- Annual Guide to Graduate Programs

ADVERTISING RESULTS!

- At least 25 Education advertisers each issue!
- Longstanding advertisers return with each issue because of the direct results they see on their enrollment
- Online and in-book Reader Response gives advertisers direct leads!





Continuing Education

Psychology Today readers understand that a higher education is essential to getting ahead.

Audience of Influencers

Of *Psychology Today's* 300,000 Paid Circulation:

AFFLUENT

- 72,900 have purchased items through direct mail in the last 12 months
- 74% are currently employed and have the income and incentive to further their studies
- Median HHI = \$61,000

BELIEVE IN CONTINUING EDUCATION

- # 1 reason for reading magazine is self improvement
- 36,000 of our 300,000 readers have already enrolled in some continuing education classes

DISTANCE LEARNERS

- 75% have used the internet in the last 30 days
- 80% have home computers
- 12% Purchase direct mail products



Undergraduate Education

Psychology Today reaches an influential audience of educators and readers who are vested in educating themselves and their families. These “thought leaders” know that higher education will help them achieve their goals.

Audience of Influencers

Of *Psychology Today's* 300,000 Paid Circulation:

PROSPECTIVE STUDENTS

- 36,000 have their Associates Degree
- 36,000 are currently enrolled to receive their bachelor's degree
- 120,000 have a strong attitude towards Career and Goals

COUNSELORS, TEACHERS AND MENTORS

- 33,000 educators
- 12,000 school libraries

PARENTS OF POTENTIAL STUDENTS

- 105,000 readers have children under the age of 18 at home
- 42,000 are Parents with College Degrees: They value education and will most likely hold the same expectations for their children!

UNDERGRADUATE EDITORIAL ENVIRONMENT

- 5 pages of every issue is dedicated to education
- Dedicated “Education” Column runs upfront within each issue



Graduate Education

Psychology Today ranks #1 out of all magazines for readers with Doctorate degrees and #4 for readers with Masters degrees—that is higher than US News and World Report! Our influential audience of “thought leaders” have attended college and know that continuing their education will help to achieve their goals. *Psychology Today* services their interests and dedication to learning with thought provoking editorial in each issue.

Audience of Influencers

Of *Psychology Today*'s 300,000 Paid Circulation:

PROSPECTIVE STUDENTS

- 246,000 have attended/graduated from college: they are eligible for graduate studies!
- 36,000 are currently enrolled to receive their bachelor's degree and are most likely contemplating their next steps
- 57,000 currently hold a Master's degree
- 120,000 have a strong attitude towards Career and Goals

COUNSELORS, TEACHERS AND MENTORS

- 33,000 educators
- 12,000 school libraries

GRADUATE FOCUSED EDITORIAL

- 5 pages of every issue is dedicated to education
- Dedicated “Education” Column runs upfront within each issue