



District Administration Magazine 184,059

Print60,113

Digital 123,946

DISTRICT ADMINISTRATION magazine serves school district superintendents and district technology leaders, district curriculum leaders, and school business officials in K12 school districts throughout the United States, including executive directors of education service agencies and department of education officials. **DISTRICT ADMINISTRATION** also serves school principals and technology coordinators at the building level.

Breakout by Title/Management Groups

Classification by title	Print	Digital	Total
SUPERINTENDENT	13,129	591	13,720
DEPUTY SUPERINTENDENT	557	25	582
ASSISTANT SUPERINTENDENT	6,663	4,488	11,151
CHIEF ACADEMIC OFFICER - CAO	1,015	961	1,976
CHIEF INFORMATION OFFICER - CIO	1,811	1,937	3,748
TECHNOLOGY MANAGEMENT	6,716	5,730	12,446
CHIEF FINANCIAL OFFICER - CFO	578	147	725
BUSINESS AND FINANCIAL MANAGEMENT	8,054	16,471	24,525
CHIEF OPERATING OFFICER - COO	1,204	404	1,608
OPERATIONS MANAGEMENT	262	134	396
CURRICULUM DIRECTOR	2,708	5,111	7,819
FEDERAL PROGRAM DIRECTOR	601	1,464	2,065
CURRICULUM/ACADEMIC MANAGEMENT	7,183	22,920	30,103
SCHOOL BOARD PRESIDENT	2,643	5,924	8,567
BUILDING LEVEL TECHNOLOGY LEADERS	551	28,096	28,647
PRINCIPAL/ASSISTANT PRINCIPALS	4,259	22,977	27,236
OTHER	2,179	6,566	8,745
TOTAL CIRCULATION	60,113	123,946	184,059

Geographical Breakout

State	Print	Digital	Total Qualified
Maine	378	1,104	1,482
New Hampshire (030-038)	344	904	1,248
Vermont (050-059)	145	412	557
Massachusetts (010-041)	1,527	2,549	4,076
Rhode Island (028-029)	220	317	537
Connecticut (060-069)	810	1,244	2,054
NEW ENGLAND	3,424	6,530	9,954
New York (005-149)	3,772	7,631	11,403
New Jersey (070-089)	2,261	5,578	7,839
Pennsylvania (150-196)	2,714	5,130	7,844
MIDDLE ATLANTIC	8,747	18,339	27,086
Ohio (430-459)	4,057	5,826	9,883
Indiana (460-479)	1,755	2,713	4,468
Illinois (600-629)	4,052	5,715	9,767
Michigan (480-499)	2,562	4,484	7,046
Wisconsin (530-549)	1,646	3,815	5,461
EAST NO. CENTRAL	14,072	22,553	36,625
Minnesota (550-567)	2,005	2,792	4,797
Iowa (500-528)	811	2,832	3,643
Missouri (622-658)	1,609	3,990	5,599
North Dakota (580-588)	513	601	1,114
South Dakota (570-577)	410	890	1,300
Nebraska (680-693)	883	1,609	2,492
Kansas (660-679)	816	2,064	2,880
WEST NO. CENTRAL	7,047	14,778	21,825
Delaware (197-199)	183	269	452
Maryland (206-219)	284	1,719	2,003
D. C. (200-205)	40	48	88
Virginia (201-246)	1,067	2,844	3,911
West Virginia (247-268)	359	765	1,124
North Carolina (270-289)	1,283	3,008	4,291
South Carolina (239-301)	558	1,579	2,137
Georgia (300-398)	1,123	3,559	4,682
Florida (320-349)	706	2,672	3,378
SOUTH ATLANTIC	5,603	16,463	22,066

State	Print	Digital	Total Qualified
Kentucky (400-427)	816	1,928	2,744
Tennessee (370-385)	576	2,672	3,248
Alabama (350-369)	803	987	1,790
Mississippi (386-397)	888	1,298	2,186
EAST SO. CENTRAL	3,083	6,885	9,968
Arkansas (716-755)	1,090	1,666	2,756
Louisiana (700-714)	485	1,149	1,634
Oklahoma (730-749)	1,135	3,002	4,137
Texas (750-799)	4,916	13,196	18,112
WEST SO. CENTRAL	7,626	19,013	26,639
Montana (590-599)	570	996	1,566
Idaho (832-838)	383	992	1,375
Wyoming (820-834)	187	423	610
Colorado (800-816)	683	1,186	1,869
New Mexico (870-884)	419	989	1,408
Arizona (850-865)	1,187	1,442	2,629
Utah (840-853)	355	1,080	1,435
Nevada (890-898)	105	172	277
MOUNTAIN	3,889	7,280	11,169
Alaska (995-999)	233	270	503
Washington (980-998)	1,181	3,460	4,641
Oregon (970-979)	741	1,483	2,224
California (900-961)	4,430	6,868	11,298
Hawaii (967-968)	32	21	53
PACIFIC	6,617	12,102	18,719
UNITED STATES	60,108	123,943	184,051
US Terr	0	2	2
Canada	5	1	6
TOTAL CIRCULATION	60,113	123,946	184,059

For more details and to customize your program, contact:

East: Rachel Davis 678.521.7584 rdavis@lrp.com

West: Amy Olimpo 267.566.3629 aolimpo@lrp.com

Vice President of Media Sales, Education Markets:

James Callan 404.353.5276 jcallan@lrp.com

DA District Administration®

districtadministration.com/media-opportunities