

**SCHOOL PLANNING & MANAGEMENT  
AT A GLANCE**

**Published**

- 12 times a year
- Established in 1962
- By Peter Li Education Group

**Circulation**

**48,033** Subscribers

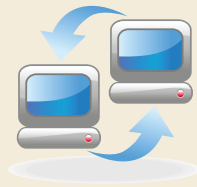
**100%** personal direct request

- BPA audited
- Free to qualified subscribers
- Fields served include Administration, Business, Purchasing, Facilities, Construction, and Technology planning levels in public school districts nationwide.

Source: June 2008 BPA Statement

**Online Resources**

- [www.webSPM.com](http://www.webSPM.com)  
Archives and information
- [www.EducationMarketplace.com](http://www.EducationMarketplace.com)  
Online buyers' guide
- [www.EducationDesignShowcase.com](http://www.EducationDesignShowcase.com)  
Award-winning school designs
- [www.SchoolSecurityCentral.com](http://www.SchoolSecurityCentral.com)  
Safety and security information



**Sponsorship Opportunities**

- Impact on Learning Awards Program
- Annual Education Meetings Calendar
- School Safety and Security Workshops
- Monthly E-Newsletters

**OUR READERS AT A GLANCE**

Ninety percent (90%) of our readers pass their copy of *SP&M* along to a colleague, file it in their library, or tear out information of interest.

When responding to advertised products...

**25%** Of our readers use the Reader Service Card,

**51%** Log onto the advertiser's Website,

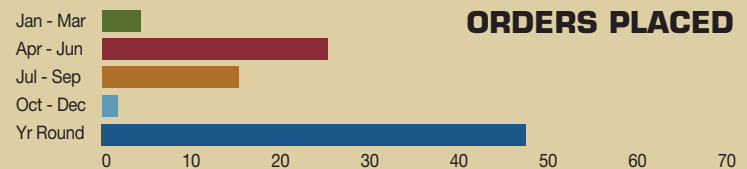
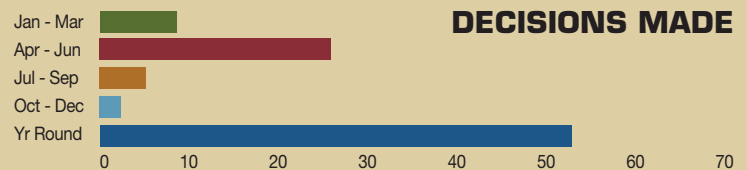
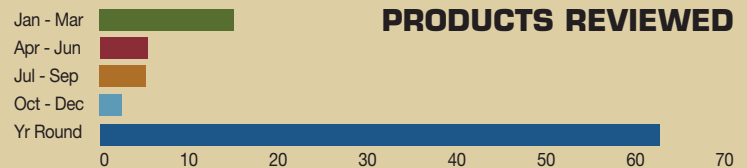
**5%** Contact the advertiser by phone or fax, and

**7%** Call the advertiser's local dealer/distributor.

Our readers say that *School Planning & Management* is the one publication that they find most useful to them in their jobs.

**WHEN SP&M READERS MAKE  
PURCHASING DECISIONS ABOUT  
YOUR PRODUCTS...**

More than half of our readers review, make decisions about, and purchase products and services throughout the year. A comprehensive advertising plan in *School Planning & Management* ensures your sales message is seen when products and services are being considered, as well as when decisions are made.



Source: 2007 SP&M Readership Survey

# THE GROWING EDUCATION MARKET

**THE MARKET IS EXPANDING  
IN NEARLY EVERY ASPECT**

**PRODUCT AND SERVICE CATEGORIES  
OF INTEREST TO OUR READERS**

## Trends in Enrollment

The K-12 Public School System is made up of...

**14,166** Regular public districts

**97,382** Public schools

**49.6 Million** Students

**3.2 Million** Teachers and faculty

**3.1 Million** Professional, administrative,  
and support staff

Enrollment in public elementary and secondary schools rose 26 percent between 1985 and 2007.

## Trends in Funding

**Revenue Sources** for public elementary and secondary schools include state funds (46.9%), local funds (44%), and federal funds (9.2%).

**Total Expenditures** for K-12 education in the U.S. are estimated to exceed \$599B in the 2006-07 school year.

## Trends in Construction

Education is the **number one** non-residential building market for both new construction and renovation projects.

**\$20.7 Billion** Worth of construction was completed on K-12 schools in 2007.

**\$4 of every \$5** Is spent on new or additional space.

## ADA

## Furniture, Equipment & Supplies

## Mechanical Systems

Including HVAC, Plumbing, Drinking Fountains...

## Electrical & Lighting

## Maintenance & Operations

Including Janitorial, Scrubbers, Washrooms...

## Office Automation Equipment & Supplies

## Physical Education

## Safety & Security

## Services

Including Outsourcing, Planning and Design, Procurement...

## Structural

Including Acoustics, Ceilings, Doors, Windows, Floors, Roofing, Walls, Modular...

## Technology & Communications

Including A/V, Software, Equipment, Supplies...

## Trade Associations

## Transportation & Parking

For a complete list of categories and to get your company listed in our Products and Services Directory — go to [www.EducationMarketplace.com](http://www.EducationMarketplace.com)