



PTO Today Magazine Editorial Calendar & Rate Card 2009-2010

“My company is dedicated to the elementary school market and I know that PTO Today always has their finger on the pulse of today’s parent groups! PTO Today is a great partner to help us connect with this market.”

Kurt Koehler
President
Gifts ‘N Things, Inc.

PTO Today’s flagship publication is the only magazine that serves the entire school parent group market – all 83,000 PTOs and PTAs in every public, private and Catholic K-8 school in the country. Over 80% of our readers read all or half of each issue and 70% of readers pass on copies to new readers, increasing your impact and repetitive advertising effectiveness.*

*Readex Research Data

Coming up in 2009-2010	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
August 2009 Back to School 2009!	06/23/09	06/30/09	08/17/09
September 2009 Parent Group of the Year	07/21/09	07/28/09	09/14/09
October 2009 Playground Issue	08/24/09	08/31/09	10/14/09
January 2010 Parent Involvement	11/11/09	11/18/09	01/05/10
Buyer’s Guide 2010	12/10/09	12/17/09	02/03/10
March 2010 Fundraising Issue	01/13/10	01/20/10	03/09/10
April 2010 Elections/Transition	02/12/10	02/19/10	04/08/10
August 2010 Back to School 2010!	06/23/10	06/30/10	08/17/10
September 2010 Parent Group of the Year	07/21/10	07/28/10	09/14/10
October 2010 Playground Issue	08/19/10	08/26/10	10/13/10