The National Council of Teachers of Mathematics is the world's largest mathematics education organization.

NCTM was founded in 1920 and includes a membership of 38,000 and more than 200 affiliates.

Who are NCTM members?

<table>
<thead>
<tr>
<th>Position</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classroom Teacher</td>
<td>57%</td>
</tr>
<tr>
<td>Teacher Educator</td>
<td>15%</td>
</tr>
<tr>
<td>Consultant</td>
<td>8%</td>
</tr>
<tr>
<td>Administrator</td>
<td>5%</td>
</tr>
<tr>
<td>Math Coach</td>
<td>4%</td>
</tr>
<tr>
<td>Curriculum Supervisor</td>
<td>4%</td>
</tr>
<tr>
<td>Retired Educator</td>
<td>3%</td>
</tr>
<tr>
<td>Math Specialist</td>
<td>2%</td>
</tr>
<tr>
<td>Researcher</td>
<td>2%</td>
</tr>
</tbody>
</table>

NCTM members are loyal and experienced:

12.3 years average number of years as a member of NCTM
15.7 years average number of years in the education field

What do NCTM members buy?

- Assessment Resources
- Calculators
- Clothing, jewelry, and Accessories
- Common Core Resources
- Games and Toys
- Hands-on Materials and Manipulatives
- Higher Education
- Online Resources
- Professional Development Books and Resources
- Professional Organizations
- Ready-to-learn Materials
- Software Apps
- Teaching Resources
- Textbooks

The buying power of the NCTM readership

$371 million total 2013-2014 budget for math-related products and services for NCTM member organizations

53% are involved in purchasing

$275 million total value of products and services recommended, specified or purchased in the last 12 months

85.5% buy products/services for students/classrooms out of their own pocket

TO ADVERTISE
Contact your NCTM account executive for more advertising information.

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