

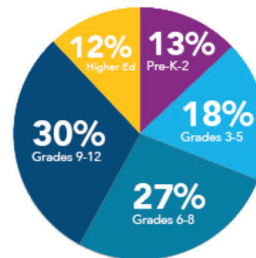


# The National Council of Teachers of Mathematics is the world's largest mathematics education organization.

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

## Who are NCTM members?

Position	%
Classroom Teacher	57%
Teacher Educator	15%
Consultant	8%
Administrator	5%
Math Coach	4%
Curriculum Supervisor	4%
Retired Educator	3%
Math Specialist	2%
Researcher	2%



### 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

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

## The buying power of the NCTM readership

**\$371 million**

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

**\$275 million**

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

**53%**

are involved in purchasing

**85.5%**

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

## TO ADVERTISE

Contact your NCTM account executive for more advertising information.

Marshall Boomer  
Account Executive, Territory #-E  
717.430.2223

Laura Gaenzle  
Account Executive, Territory F-M  
717.430.2351

Justin Wolfe  
National Account Executive,  
Territory N-Z  
717.430.2283