Our Mission
To empower parents and teachers to help kids succeed.
What is Education.com?

Education.com is the leading one-stop destination providing today’s parents and teachers with K–12 learning resources, with a focus on Pre-K through 5th Grade content.

In addition to tons of free worksheets, activities, articles, science fair projects, and learning games, Education.com sells two products: Education.com PLUS, and the Brainzy Math and Reading Program.
Site Statistics

Our vast collection of K–12 learning resources keeps parents and teachers exploring, downloading, printing, and sharing.

8MM Average Monthly Uniques
10MM during Back to School season

3 Average Minutes/Visitor
5 Average Pages/Visitor

612,000 Likes
706,000 Followers
15,000 Followers

20,000 Worksheets
4,000 Activities
400+ Games, Stories, and Songs
300 Workbooks

Source: comScore, Google Analytics, Internal
Audience Demographics

Most of our highly engaged audience is made of moms age 25–54, but also includes dads, teachers, homeschoolers, grandparents, parents-to-be, and probably some babysitters, too.

Gender:
- 72% Female
- 28% Male

Age:
- 20% 18-24
- 55% 25-54
- 20% 55+

Income:
- $77,500 Median HHI

Children:
- 64% have school-age children

Education.com users are ...

Mothers
- 52% of unique visitors

Teachers
- We reach 25% of ALL educators in the U.S.

Educated
- 38% have a college degree or higher

Affluent
- 1 in 3 has a total HHI of $100K+

Family-Focused
- First among friends to buy the latest in Parenting/Family (Index 232)

Source: comScore Oct. 2014
Over **5,000,000** people have signed up as Education.com members.

2,000,000 are teachers

6,000 new members join every day

**Back to School is BIG.**
Our busiest season, when over **10MM** unique visitors stop by monthly.

**2MM** worksheets and **100K** workbooks downloaded each month

**400MM** worksheets printed annually

**15–20MM** newsletters based on age and grade emailed each month

Source: Google Analytics, Internal
Our Products

In addition to tons of free content, Education.com sells two paid subscription services.

**education.com plus**

Unlimited access to thousands of worksheets, workbooks, activity books, and tools like a worksheet generator.

**Brainzy**

Over 400 original games, songs, videos, and read-along stories for kids age 3 to 7.
Advertising & Partnerships

In-house Creative Services  
IAB Rising Stars Support  
Ad Locations Optimized for Viewability  
Subject and Grade Based Content Targeting

Native Editorial Content Production  
Social Media Promotion  
1st and 3rd Party Targeting  
15-20MM Newsletters Each Month

Education.com Partners

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