



**GETTING  
SMART**

Accelerating and Amplifying  
Innovations in Learning

## GETTINGSMART.COM MEDIA KIT

### SERVICES & OPPORTUNITIES

- Guest Blogging
- Product & Company Reviews
- Sponsored Content & Podcasts
- Social media campaigns
- Advertising (Website & Podcast)
- Smart Update Sponsorship and Special Features

### CONTACT

[Editor@GettingSmart.com](mailto:Editor@GettingSmart.com)

### ABOUT

[GettingSmart.com](http://GettingSmart.com) is a community for news, stories and leadership on innovations in learning and teaching. Users engage by reading, watching, listening and sharing thought-leading perspectives in feature blogs and publications on early education, K-12, higher ed, lifelong learning and the future of work.

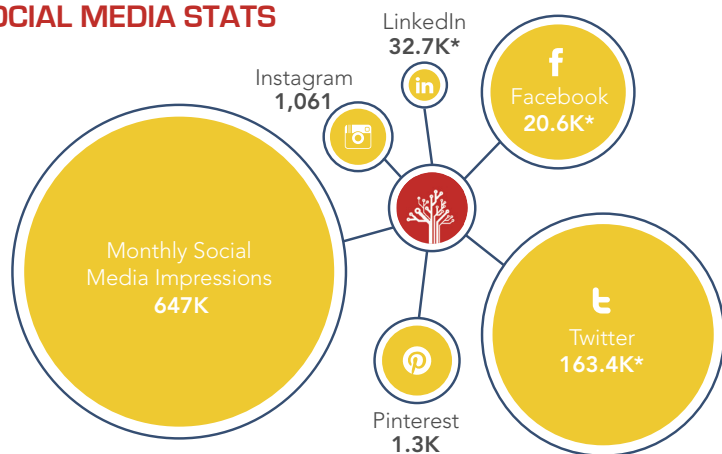
With 8,000+ blogs to date, we've maintained the same belief that we had when we launched in 2008. It's that excellence and equity in education are the most important issues for the American economy and society, and it's our responsibility to make a positive impact.

Join us as we explore and reimagine the future of learning.

### POPULAR POSTS & PUBLICATIONS

- [What's Next in Learning? Four Future Trends](#)
- [Four Mega Trends Reshaping Global Learning](#)
- [Does Mastery Mean Mastered?](#)
- [We've Got It Backwards: Starting With Content Rather than Learners Doesn't Work](#)
- [Build Skills for 2030 Now With These Ideas](#)
- [How Schools Can Cultivate Courage in the Face of Fear](#)
- [Culturally Relevant PBeyL: Exploring the Example Set by Beyoncé's 'Homecoming'](#)
- [Dare to Imagine: The First Global School Opens in D.C. and Shenzhen](#)

### SOCIAL MEDIA STATS



\* Includes full Getting Smart team reach

### WEBSITE STATS



### AUDIENCE AND DEMOGRAPHICS

Visitors to the site are highly engaged and arrive mainly via targeted search engine queries, social media interactions and highly relevant inbound links.

Our audience consists of education leaders, edtech organizations, startups, K-12 and higher ed educators, policymakers, parents, nonprofit leaders and learning-focused thinkers. Our site is viewed internationally and optimized for viewing across all devices.

In short, GettingSmart.com is uniquely positioned to offer an audience that is highly receptive to the message of our partners and advertisers.

