

NSTA IS YOUR BEST RESOURCE TO REACH SCIENCE TEACHERS AND ADMINISTRATORS

WHO WE ARE

Founded in 1944, the Arlington, Virginia-based National Science Teachers Association (NSTA) is the largest organization in the world promoting excellence and innovation in science teaching and learning for all. NSTA membership—approximately 50,000 strong, and representing more than 100 countries—includes science teachers; science supervisors; informal science educators; administrators; scientists; and leaders in business, industry, and government. Along with its members, NSTA’s 58 state chapters, 33 associate groups, 9 affiliates, and nearly 100 student chapters work together to further promote and support quality science education.

OUR MISSION

NSTA’s mission is to promote excellence and innovation in science teaching and learning for all.

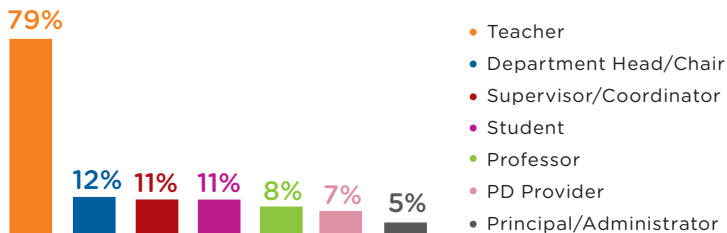
OUR MEMBERSHIP

By Position:

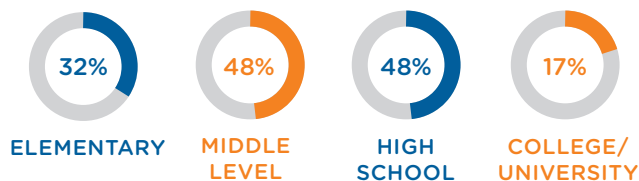
- **86%** are Teachers, Professors or Department Heads/Chair
- **14%** are Supervisor/Coordinators, Administrators, or Principals
- **11%** are Students
- **7%** are PD Providers
- **4%** are Scientists

*Members select all applicable demographics; totals may exceed 100%

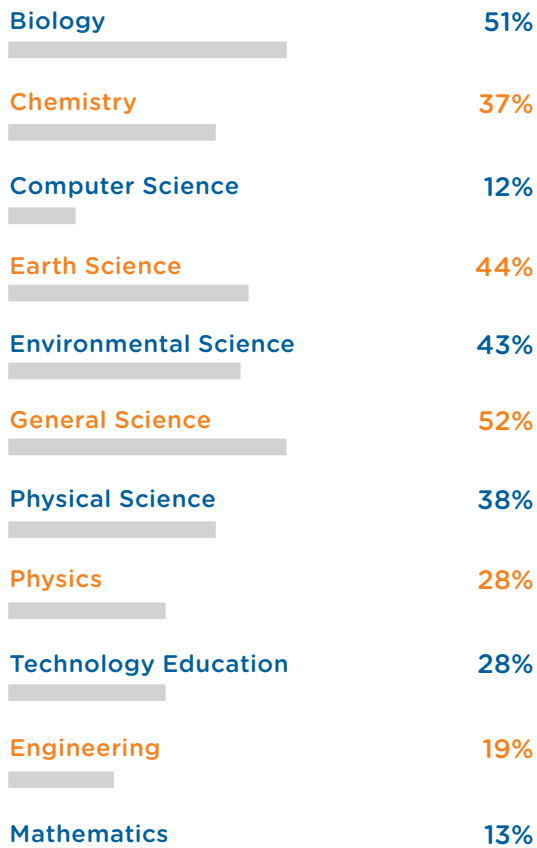
MEMBERS BY POSITION



MEMBERS BY GRADE LEVEL INVOLVEMENT



MEMBERS BY DISCIPLINE



NSTA MARKETING CHANNELS HELP WITH

BRANDING

LEAD
GENERATION

DIRECT SALES

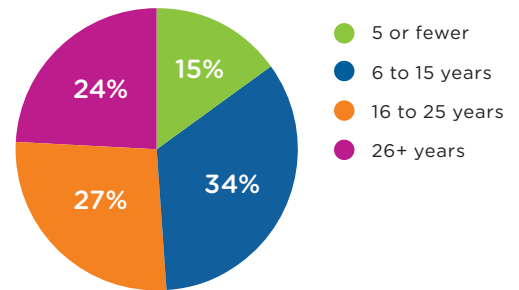
ADVOCACY

THOUGHT
LEADERSHIP

KEY FACTS ABOUT NSTA MEMBERS

- **96%** trust NSTA to be a reliable source of information regarding science education
- **58%** spent more than \$200 on materials and supplies for their classrooms out of their own pocket with 23% spending more than \$500
- **Over 50%** visit the NSTA website at least monthly
- **92%** said journals are a medium to large factor in retaining their membership
- **86%** read our journals on a monthly basis
- **24%** of NSTA Members have acted upon seeing an advertisement in an NSTA print publication

MEMBERS HAVE EXPERIENCE AND INFLUENCE



CONSIDER THE SALES CYCLE



NSTA'S MARKETING REACH

50,000 NSTA journal and NSTA reports readers

1,250,000 e-newsletters delivered monthly

616,000 NSTA website page views per month

17,000 conference attendees per year

8,600 podcast downloads per month