



AMERICAN
MONTESSORI
SOCIETY®

2020

MEDIA KIT

REACH OUR GLOBAL AUDIENCE OF 1.3M MONTESSORI EDUCATORS AND ADVOCATES



**1.3
Million**
Website Visitors
Annually

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INTRODUCTION

The Hub of the Global Montessori Movement

The American Montessori Society is the world's largest and most impactful professional organization of Montessori educators and advocates, with over 16,000 members in more than 70 countries. We are a trusted global brand that brings together the top thought leaders in Montessori education, and engages them through events, digital, and print communications, and advocacy work.

When you advertise with AMS, you are reaching a passionate group of people who share your values and are seeking to effect change through Montessori education.

Why Advertise with AMS?

More Reach for Your Money

Advertise in Montessori Life magazine and your ad will be published in the print edition as well as the digital edition, which will include a link directly to your website. You will also receive placement in The Montessori Marketplace ([see p. 7](#)). All for 1 price!

Reach Decision Makers

More than 75% of our membership are Montessori heads of schools, directors of teacher training programs, lead teachers, and other purchasing agents.

Connect with Montessori Influencers

Our most engaged and enthusiastic audience members are the greatest thought leaders in Montessori education, and include authors, policy advocates, and award-winning faculty members.

Find New Market Opportunities

Montessori is a niche market. Public and private schools operate in the United States and globally. 90% of our member schools are private, with an average annual tuition of \$14,000.

AMS by the Numbers



1.3 million
Web visitors annually



190,000+
Students enrolled in
AMS-member schools



50,000+
Readers per issue of
Montessori Life magazine



16,000
Members worldwide



4,000+
Attendees of The Montessori
Event annual conference



70+
Countries with AMS members

THESE BRANDS ARE REACHING THE MONTESSORI COMMUNITY. DON'T BE LEFT BEHIND.

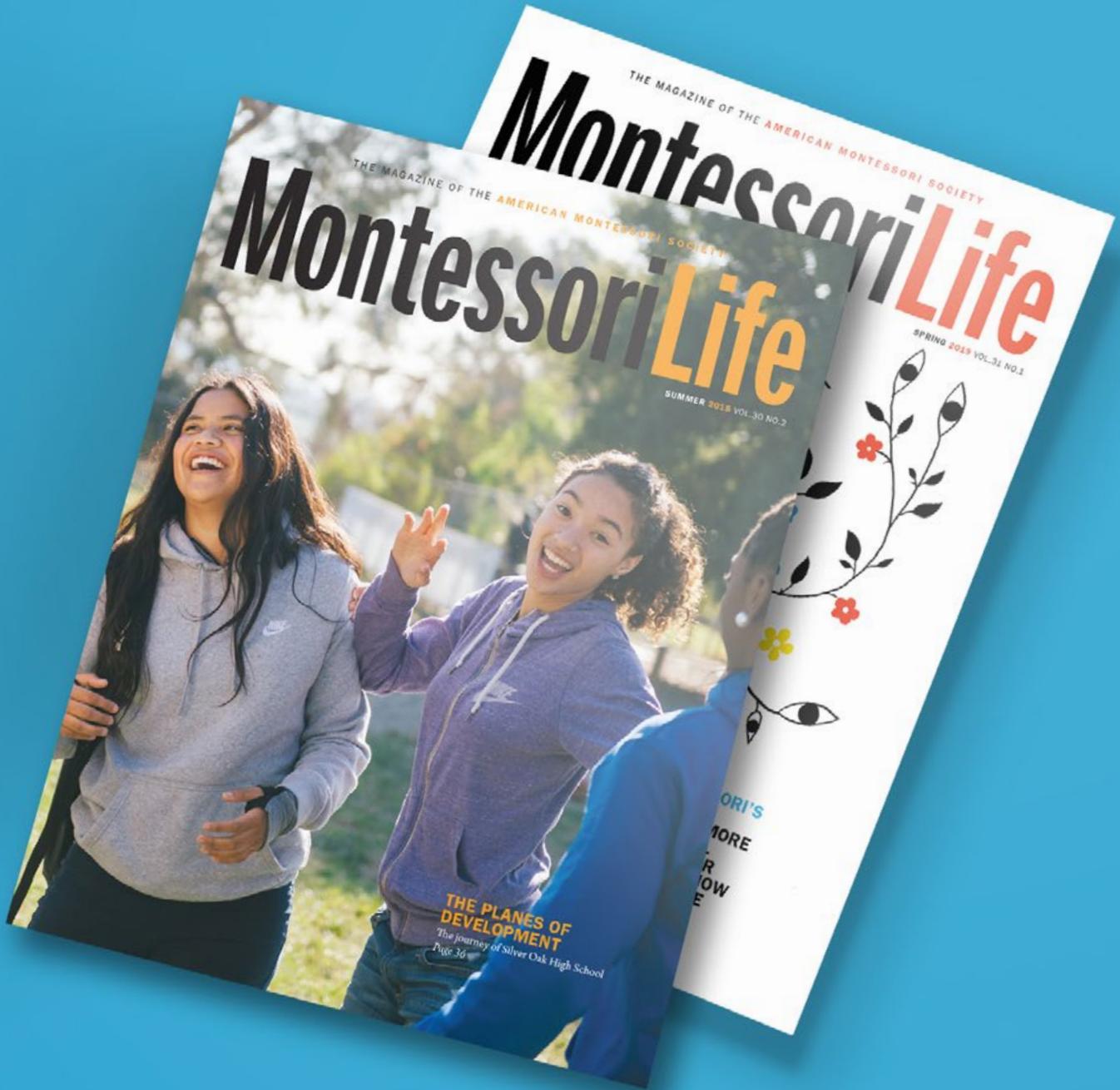
Adena Montessori
Bruins Montessori Int'l
CedarWorks
E&O Montessori
Flyleaf
Great Works
In Other Words

Inside Montessori-Quiet Island Films
Kohberg Inc (div of Mont Outlet)
Kroka Expeditions
Laughing Star Mont Materials
M.Vita Montessori Materials
Maitri Learning
Materials Co. of Boston

Mirus Toys
Montessori 123
Montessori Art Mentor
Montessori Materials by Lakeview
Montessori Outlet
Montessori R & D
Montessori Services

MontiKids
Music Together
Natural Acorn
Nienhuis Montessori USA
Seacoast/Azoka
Spanish Montessori
Sprout Montessori Furniture

MONTESSORI LIFE MAGAZINE



MONTESSORI LIFE MAGAZINE READERSHIP

Educators turn to Montessori Life for ideas and inspiration in creating their schools, classrooms, and adult education environments.

Distributed to
16,000+
Members

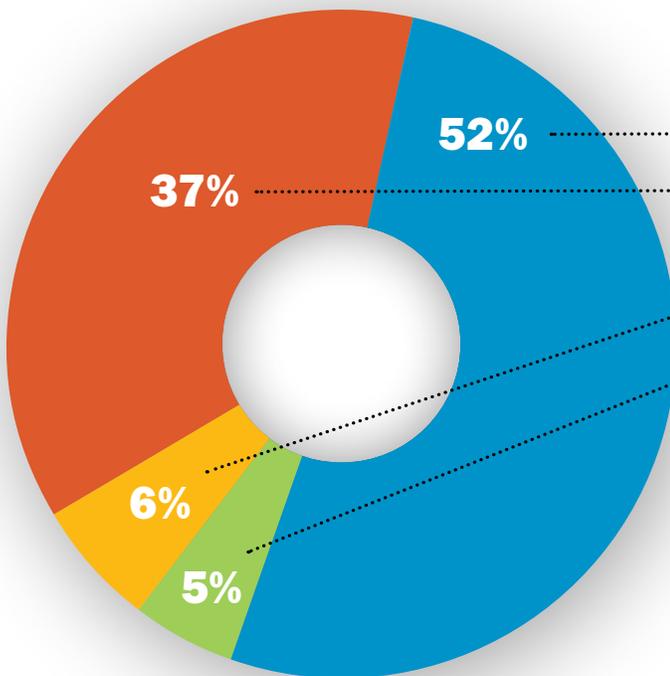
50,000
Total Readership

MONTESSORI LIFE READERS

TEACHERS
HEADS OF SCHOOLS
& OTHER ADMINISTRATORS
TEACHER EDUCATORS
DIRECTORS OF TEACHER
EDUCATION PROGRAMS

MONTESSORI LIFE READERS...

- Make purchasing decisions! 75% do the buying for their schools or classrooms.
- Value your ads! 63% see the advertisements as a vital resource for finding products and services.
- Spread the word! 57% share their magazine with others.



**Digital
Bonus
Ads**

In addition to placement in the print edition, your ad will appear with live links in the digital edition of Montessori Life and the Montessori Marketplace (p. 7). Your website will be just a click away!

MONTESSORI LIFE RATES & AD SPECS

To advertise in Montessori Life, contact Michele Eldon, director of advertising.
michele@amshq.org | 917-690-0547

Rates

Schools & Teacher Education Programs

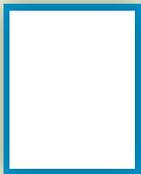
Size	1x	2x	3x	4x
Full Page	\$1,970	\$1,830	\$1,730	\$1,595
2/3 Page	1,550	1,470	1,380	1,240
1/2 Page	1,205	1,140	1,055	950
1/3 Page	880	840	800	700
Covers				
Inside Front	2,970	2,730	2,520	2,290
Inside Back	2,730	2,520	2,290	2,065

Products & Services

Size	1x	2x	3x	4x
Full Page	\$2,810	\$2,650	\$2,565	\$2,415
2/3 Page	2,285	2,180	2,110	2,000
1/2 Page	1,680	1,585	1,535	1,425
1/3 Page	1,300	1,240	1,190	1,140
Covers				
Inside Front	4,055	3,815	3,640	3,265
Inside Back	3,900	3,565	3,335	3,090

Ad Sizes & Dimensions

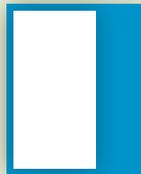
(width x height in inches)



Full Page
7.5 x 10"



2/3 Page
(horizontal)
7.5 x 6.5"



2/3 Page
(vertical)
5 x 10"



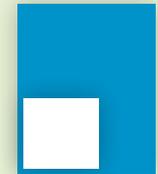
1/2 Page
7.5 x 5"



1/3 Page
(horizontal)
7.5 x 3.25"



1/3 Page
(vertical)
2.375 x 10"



1/3 Page
(square)
5 x 5"

See [page 15](#) for our ad guidelines and policies.

Deadlines

Spring 2020

(March)

Agreement Due: 12/1/19

Materials Due: 12/8/19

Summer 2020

(June)

Agreement Due: 3/1/20

Materials Due: 3/8/20

Fall 2020

(September)

Agreement Due: 6/1/20

Materials Due: 6/8/20

Winter 2021

(December)

Agreement Due: 9/1/20

Materials Due: 9/8/20

DISCOUNTS & OFFERS

AMS MEMBERS: 5%

MONTESSORI MARKETPLACE: FREE (WITH PURCHASE OF MONTESSORI LIFE AD)

AMS WEBSITE



MONTESSORI MARKETPLACE

The screenshot shows the Montessori Marketplace website interface. At the top, there's a navigation bar with the American Montessori Society logo and links for 'BECOME A MEMBER', 'THE MONTESSORI EVENT', 'DONATE', 'LOGIN', and 'Topics'. Below this is a search bar and a main header 'Montessori Marketplace' with the tagline 'Find materials and services for your Montessori classrooms and schools.' A sidebar on the left lists categories: 'Featured Vendors', 'Montessori Materials', 'Classroom Resources', and 'Administrative Resources'. The main content area displays a grid of vendor cards. A large orange circle highlights a featured vendor card for 'Montessori Materials by Lakeview', which includes a detailed description of their products and a 'VISIT WEBSITE' button. Other visible vendor cards include 'Montessori Emerging', 'Kid Advance', 'Spanish Montessori', 'The Materials Company of Boston', 'E&O Montessori', 'Clocca Concepts', 'Handmade Montessori', 'Montessori Outlet', 'Maitri Learning', and 'Montessori Services'.

Promote Your Product or Service to Thousands of Educators

The Montessori Marketplace is the ideal webspace to showcase your materials, supplies, furniture, software, and services. Educators and administrators rely on the Marketplace to find the best products for their schools and classrooms.

By advertising your brand in the Marketplace, you are ensuring high visibility and affirming your position as a go-to resource for the Montessori community.

Advertising Rates

\$500 annual
(Jan 1, 2020 - Dec 31, 2020)

BE LISTED FOR FREE

FREE for Montessori Life magazine advertisers and The Montessori Event exhibitors

Ad Specs

Vendor Logo
160px W x 160px H

Vendor Large Image on Pop-Up Window
400px W x 350px H

Featured Vendor Spotlight – SOLD OUT
500px W x 500px H

An Estimated
25,000
Visitors Annually

Marketplace visitors spend an average **10 minutes browsing**.
70% of visitors click through to a vendor's website.

FIND A TEACHER EDUCATION PROGRAM

Individuals considering a career in Montessori education come to the AMS website to learn about the Montessori philosophy and professional training options.

Advertising Rates

\$1,000 quarterly
(12 month commitment)

Ad Specs

200px W x 200px H

AMERICAN MONTESSORI SOCIETY®
education that transforms lives

BECOME A MEMBER THE MONTESSORI EVENT DONATE LOGIN

FAMILIES EDUCATORS ABOUT MONTESSORI ABOUT AMS RESEARCH

Find a Teacher Education Program

AMS-affiliated teacher education programs (TEPs) offer the finest professional preparation and teacher training available for Montessori teachers and administrators.

SHARE:

Search our registry to find the program that best suits your needs and interests.

Search by ZIP, County, or Program Name SEARCH FILTER

West Side Montessori School-Teacher Education Program
309 W 92nd St
New York, NY 10025-7213 [VIEW DETAILS >](#)

Center for Montessori Education/NY
1 Radisson Plz Ste 904
New Rochelle, NY 10801-5766 [VIEW DETAILS >](#)

Montessori Center for Teacher Development
6 Hahn Rd
Morristown, NJ 07960-6183 [VIEW DETAILS >](#)

West Side Montessori School-Teacher Education Program

PAID ADVERTISEMENT

XAVIER UNIVERSITY MONTESSORI INSTITUTE
Over 50 years of teacher certification for ages 3 through 12, online master's degrees, undergraduate/graduate face to face Montessori degrees, and individual or school/district professional development services. [LEARN MORE >](#)

Montessori Institute of Advanced Studies
Spark Your Learning Instinct... Join Montessori Institute, in Bay Area, California. AMS affiliated, MACTE accredited. "Small classes, individual attention to each student's growth. Graduates say, "Very good quality program... depth and breadth." I looked forward to each class." [LEARN MORE >](#)

[ABOUT AMS TEACHER EDUCATION PROGRAMS >](#)

American Montessori Society
116 East 16th Street, Fl. 6, New York, NY 10003
Phone: 212-358-1250 | Fax: 212-358-1256 | ams@amshq.org

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Reach
100,000
Future Adult
Learners

BECOME A MONTESSORI EDUCATOR

Individuals considering a career in Montessori education come to the AMS website to learn about the Montessori philosophy and professional training options.

Reach
100,000
Future Adult
Learners

Advertising Rates

\$1,000 quarterly
(12 month commitment)

Ad Specs

500px W x 300px H

AMERICAN MONTESSORI SOCIETY®
education that transforms lives

BECOME A MEMBER THE MONTESSORI EVENT DONATE LOGIN Topics

FAMILIES EDUCATORS ABOUT MONTESSORI ABOUT AMS RESEARCH

Become a Montessori Educator

FIND A TEP >

Home Educators Montessori Careers Become a Montessori Educator

Montessori Teacher Training

Advertisers

SHARE:

Do you have a passion for guiding children and/or adolescents in their self-development? Do you hope to contribute to the betterment of humankind through your work in education? Becoming a Montessori teacher or administrator may be right for you.

This profession, founded on Dr. Maria Montessori's wisdom about how children grow and learn, can inspire you and enable you to make a meaningful contribution to the lives of children, their families, and your community.

Become a Classroom Teacher

Montessori teachers are conduits between their students and the vast world of knowledge and discovery that surrounds them. Their role is to observe students, identifying their needs and responding with appropriate individualized guidance and instruction. Montessori teachers empower students by establishing trusting, respectful relationships that nurture children's responsibility and joy in their own learning. Of course these are elements that enable teachers to thrive in the profession, as well.

In the classroom, the Montessori teacher prepares a rich educational environment designed to create natural opportunities for independence, citizenship, and accountability. With the guidance of their teachers, students work to meet rigorous learning objectives and pursue passionate inquiry.

Consider joining the community of highly skilled, specially trained Montessori educators who work in partnership with children in a combine your creativity and compassion with scientific observation to observe your growth as a professional. their potential through individualized instruction.

"Being a Montessori guide has influenced every area of my life for the better."

MARLEISE COLANTUNO, GRADUATE OF THE INSTITUTE FOR ADVANCED MONTESSORI STUDIES, SILVER SPRING, MD

Advertisers

Montessori Center for Teacher Development

- Providing exceptional & meaningful learning experiences
- Respecting & nurturing each student's unique needs
- Preparing & empowering future Montessorians
- Preserving & honoring Montessori traditions

VISIT WEBSITE →

Love. Understand. Prepare.

MTCOB is located in the heart of the south, near Nashville, TN. Our Early Childhood program carefully guides you through a transformative, hands-on Montessori training experience. Transform yourself, transform the world.

VISIT WEBSITE →

STARTING A SCHOOL

AMERICAN MONTESSORI SOCIETY®
education that transforms lives

BECOME A MEMBER THE MONTESSORI EVENT DONATE LOGIN Topics

FAMILIES EDUCATORS ABOUT MONTESSORI ABOUT AMS RESEARCH

Starting a Montessori School

Key areas to consider for launching a Montessori program.

Home Educators Montessori Schools Starting a School

Mission, Vision, & Values
Your School Community
Physical Space & Materials
Finding Your Niche
Finances
Legal Matters

SHARE:

Educators worldwide have successfully pursued their dreams of opening Montessori schools—there are now over 5,000 Montessori schools in the United States alone.

Do you share the dream of planting a Montessori school in your community? AMS can help guide you on that journey.

As a first step, consider becoming an AMS member. You can [purchase school membership](#) even before you hire your first teacher or lay the first brick in your classroom walls. Your member benefits will include the services of a consultant who can help you move along a [Pathway of Continuous School Improvement](#). You will also have access to [unique resources](#), such as sample forms, policies, and handbooks, and helpful "how-to" documents.

You are embarking on a great adventure. These are the key areas in which you will engage as you launch your Montessori school.

- Mission, Vision, & Values
- Your School Community
- Physical Space & Materials
- Finding Your Niche
- Finances
- Legal Matters

Mission, Vision, & Values

One of the first things we recommend is creating mission and vision statements for your school. These will lay a foundation for all that comes next.

Your mission statement explains why your school does what it does. Write it as though the school is already open.

We partner with our diverse community, using authentic Montessori principles, to reveal each child's innate love of learning and prepare our children to thrive in a complex world. —Cambridge Montessori School, Cambridge, Massachusetts

Your vision statement is aspirational; it is what you are striving for at your Montessori school.

Evolve in relevant and measurable ways the principles of Montessori education for the benefit of the children of the 21st century. —Montessori School of Lake Forest, Lake Forest, Illinois

Your **values** set the culture of your school community; they are the fundamental beliefs upon which your school and its behavior will be based.

Large or small, for-profit or not-for-profit, all organizations need to articulate a vision, a mission, and shared values.

Wondering how AMS membership can help with school start-ups? [READ ON >](#)

Your School Community

Staffing

Hiring teachers who hold Montessori teaching credentials for the age level at which they are teaching is central to the quality your school will offer.

If teachers' credentials were issued by the American Montessori Society, you can feel confident that they have completed a course of study that meets rigorous standards.

AMS also recognizes credentials issued by the *Association Montessori Internationale* and any other program approved by the *Montessori Accreditation Council for Teacher Education* as qualifying teachers for working in Montessori classrooms.

The most frequently asked question we receive is “how do you start a Montessori school?” Advertise on our **Start a Montessori School** webpage to find school administrators and educators who need to completely outfit a new Montessori school.

Advertising Rates

\$1,500/year

Ad specs

500px W x 300px H

Reach
25,000
School Leaders

EMAIL COMMUNICATIONS



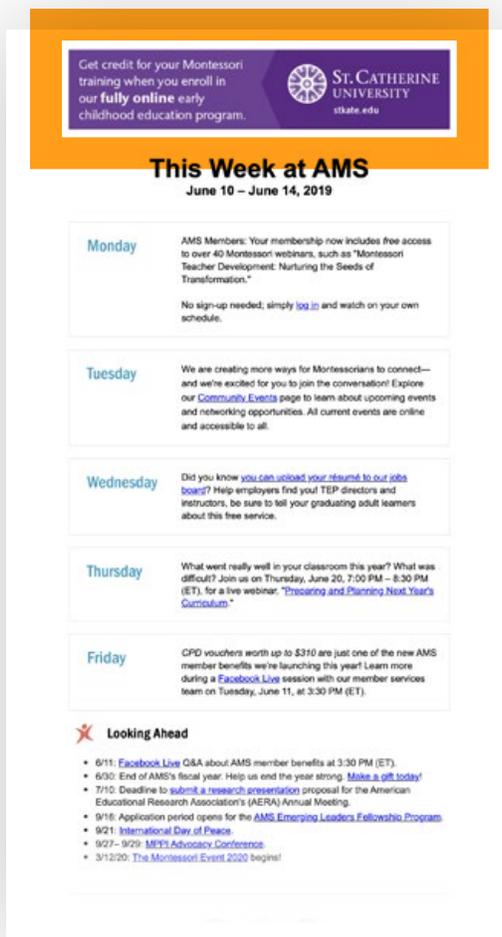
EMAIL COMMUNICATIONS NEWSLETTERS

Have your brand delivered directly into our audience's inboxes, weekly or monthly.

This Week at AMS

Our weekly digest of upcoming events, news, and resources.

- Sent each Monday
- Minimum 25,000 addresses of our most engaged recipients
- 25% open rate



Advertising Rates

\$1,000, 4x consecutive weeks

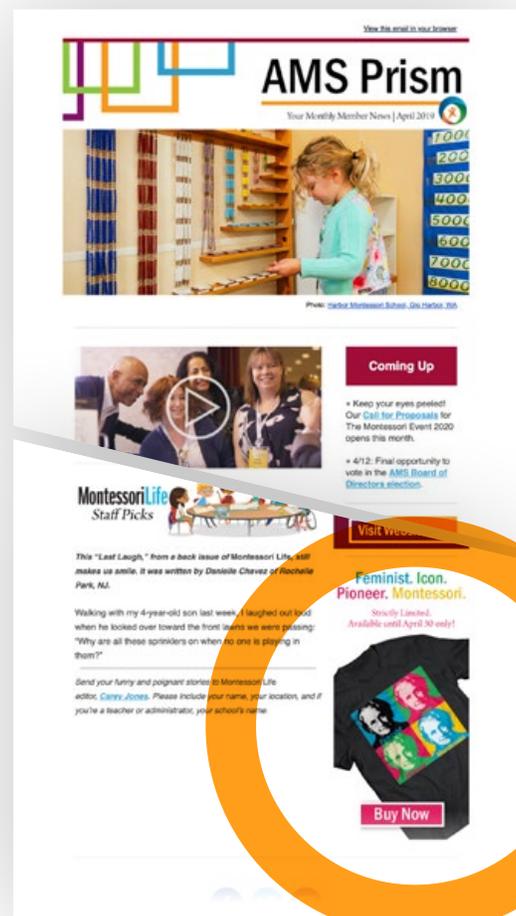
Ad Specs

600px W x 125px H

AMS Prism

Our monthly newsletter, exclusively for members, sharing AMS and community news, member profiles, announcements, games, polls, and more.

- Sent monthly
- Reaches all AMS members (approx. 16,000 members)
- 30% open rate



Advertising Rates

\$750, 3x consecutive months

Ad Specs

600px W x 1000px H

EMAIL COMMUNICATIONS DEDICATED EMAILS

Align your brand with our targeted communications and your message will be delivered to even more inboxes.

Montessori Marketplace

This email encourages our audience to browse and shop in the Montessori Marketplace. Advertise here, and we'll include a link directly to your website.

- Sent quarterly; November, February, May, August
- Minimum 45,000 addresses (full email list)
- 18% open rate



Advertising Rates

\$500, 1x featured vendor space
4 vendors per email

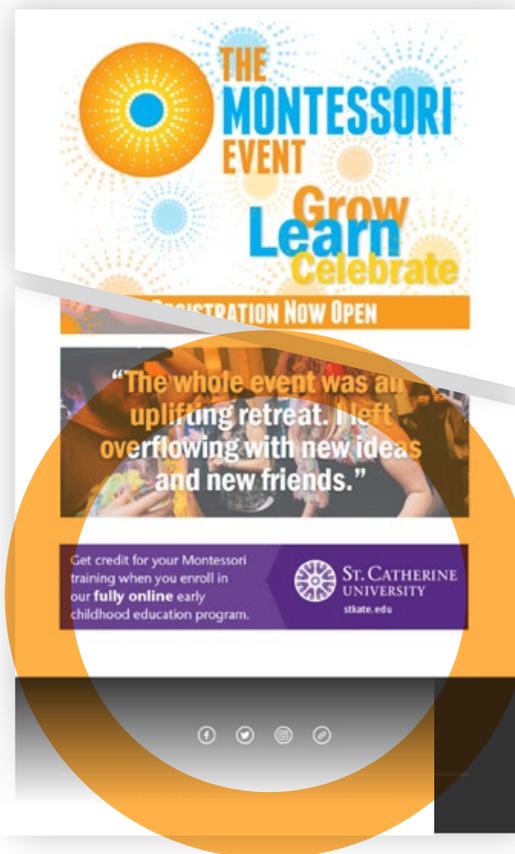
Ad Specs

Uses deliverables from Marketplace webpage ([see page 7](#))

The Montessori Event

Our signature event—an annual conference that attracts thousands of attendees—receives high visibility and enthusiasm from educators throughout the year. These emails include links to register for the Event.

- Sent 6x; October & November 2019
- Minimum 45,000 addresses (full email list)
- 25% open rate



Advertising Rates

\$1,500; 6x Ads
2 vendors per email

Ad Specs

600px W x 125px H

AMS 2020 ADVERTISING AGREEMENT

PLEASE PRINT:

Advertiser Name _____		AMS Login ID (If applicable) _____	
Street Address _____			
City _____	State or Province _____	Postal Code _____	Country _____
Telephone _____	Fax _____	Email _____	
Authorized Contact _____	Title _____	Signature _____	

I agree to the AMS Advertising Policy (see page 15)

Payment (see Rate Card)

There is a 5% penalty for late payment. All Montessori Life ads will be invoiced at the advertising deadline for each issue, under net 30 terms.

SELECT ONE OF THE PAYMENT OPTIONS BELOW:

1. CREDIT CARD: Charge the credit card below for each ad at the advertising deadline for each issue.

Charge \$ _____ to my: MasterCard Visa Discover Amex

Credit Card # _____ Expiration Date _____

Name on Card _____ Signature (if different from above) _____

2. CHECK (add \$25 processing fee)

Enclosed is check # _____ in the amount of \$ _____ drawn on a U.S. bank and made payable to the American Montessori Society.

3. DIRECT DEBIT

Name _____ Account Type (Checking/Savings) _____

Account Number _____ Routing Number _____

Digital Advertising

AMS Website

Montessori Marketplace 2020	Find a TEP 2020	Become a Montessori Educator 2020	Starting a Montessori School 2020
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Email Communications

This Week at AMS 4x weekly	AMS Prism 3x monthly	Montessori Marketplace 1x quarterly	Other _____
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Montessori Life

AD SIZE:

Full Page	1/3 page horizontal
2/3 page horizontal	1/3 page vertical
2/3 page vertical	1/3 page square
1/2 page horizontal	

Ad Materials

SELECT ONE:

- Use previous ad
- Use new ad (e-mail to michele@amshq.org)

Ad Reservation(s)

Issue	Publication Date	Agreement Deadline
Spring 2020	March	December 1, 2019
Summer 2020	June	March 1, 2020
Fall 2020	September	June 1, 2020
Winter 2021	December	September 1, 2020

Agreement Submission

Send your completed agreement to Michele Eldon, director of advertising: E: michele@amshq.org F: 212-358-1256 P: 917-690-0547
American Montessori Society, 116 E. 16th Street, New York, NY 10003

GUIDELINES & POLICIES

Montessori Life Ad Guidelines

- Magazine size: 8.5" x 11"; saddle-stitched
- Only PDF, TIFF, and EPS files accepted; all fonts and images must be embedded
- 300 DPI resolution required
- All ads must be in CMYK (no Pantone/PMS or RGB)
- Ad materials must be actual size
- Outline ads with .25" rule
- Overprinting must be turned off
- Bleed: Allow .125" on all sides for full page ads

Advertising Policies

The American Montessori Society does not accept advertising for liquor, tobacco, violent toys, sexually explicit items, political action committees, or other products in conflict with AMS policies or values. AMS reserves the right to reject advertisements that do not meet this policy or the disclaimers below. AMS reserves the right to approve all copy. Advertisements with misleading or false content will not be accepted.

A single ad promoting multiple brands is only permitted for Montessori Life advertisers that purchase full page advertisements.

Ads must not infringe the intellectual property, privacy, publicity, or other legal rights of any person or entity.

Teacher education program advertisers must be AMS full affiliates through the agreement period. The AMS TEP logo must be included within print ads for teacher education programs.

Ads placed on the AMS website must be relevant to the content of the page on which they appear. All web-based ads must link to websites hosted within the United States, Canada, or the European Union, and may not link directly to downloadable documents, such as PDF flyers and images.

There are no refunds on advertisements. Any advertiser not fulfilling their agreement will still be billed 100% of the agreement rate. Cancellations must be received via email (michele@amshq.org) prior to the published agreement deadline for the issue(s) or web ad(s) involved.

Acceptance of advertising by AMS does not represent an endorsement of any product, program, or service.

Billing

Ads must be paid in full before the start of the ad agreement period.

Montessori Life ads will be invoiced at the ad agreement deadline. Digital ads will be invoiced within 14 days of confirmed receipt of advertising agreement, under net 30 terms.

There will be a 5% penalty for late payment.

A \$25 processing fee will be added to all payments by check. For those not wishing to pay by credit card, you can avoid the \$25 check processing fee by using direct debit.

REACH YOUR GOALS



We can work with you to build packages and identify expanded opportunities to reach the Montessori community.

In addition to the products listed in this Media Kit, AMS can also help you with:

- **Direct Mail List Rentals** | Deliver your message directly into the Montessori community's mailboxes.
- **Jobs Digest Emails** | Feature an employment opportunity.
- **Event Sponsorship** | Be featured prominently at The Montessori Event and other live events.
- **Exhibit at The Montessori Event** | Connect face-to-face with Montessori educators and demonstrate your products and services.
- **Reach the Market in China** | Expand your audience overseas to the world's 2nd largest Montessori economy.

Don't see what you're looking for? Contact us and let's discuss the placement that's right for you.

Michele Eldon

Director of Advertising

michele@amshq.org | 917-690-0547