

PTO TODAY MAGAZINE READERSHIP SURVEY

PTO Today Magazine is mailed directly to school parent group leaders at 84,000 K- 8 schools nationwide.



Of those active PTO/A leaders responding to our survey:

71%

represent an elementary school PTO/A

10%

represent a K-8 school

7%

represent a middle school

6%

represent a K-12 school

95% said they find PTO Today Magazine useful



Actions taken after learning about new services or companies through ads in PTO Today Magazine

77%

Visited a company's website

72%

Saved company's ad for future reference

70%

Discussed or shared company information with their board

96%

ranked the ads in PTO Today Magazine as relevant to their role as a parent group volunteer

94%

said they are likely to consider using vendors and resources featured in PTO Today Magazine

92%

cited 24/7 access to the digital edition of PTO Today Magazine as a helpful resource for their parent group

What PTO/A leaders had to say about PTO Today Magazine



"I just wanted to share how much I enjoy reading PTO Today Magazine! The content is always relevant, practical, and encouraging. From fundraising tips to community-building ideas, every issue is full of inspiration and real solutions that help parent leaders feel more confident and connected. Thank you for creating such a valuable resource for school communities!"



"As a new PTO President, I find the articles very helpful, and we have used a few companies featured in the magazine."



"We just love having that hard copy to be able to read and pass around!"

"I find that the different companies that offer fundraisers and insight from other PTO/PTA groups events/activities and how they do things the most helpful!"



"I love getting the physical magazine to share at meetings."

"Thank you so much for sharing trusted vendors. This helps us so much – not having to search for fundraisers to do."



"I enjoy all that PTO Today Magazine offers. I love that it features ideas that can help our PTO thrive."

"I love the variety of ideas and advice that are consistently offered by PTO Today. We are a very new group, and...the magazine offers ideas that we would never think of and information that we are certainly not aware of on our own. We have learned and implemented a lot that we have seen published through PTO Today, and we appreciate it! It would be a hard job without the help of an "expert" such as yourselves."