



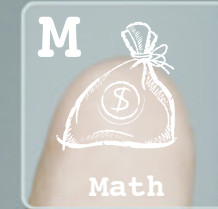
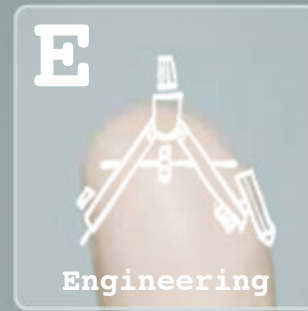
STEM JOBS™ LINKS EDUCATION TO CAREERS

Despite the country's unemployment rate, 67% of chronically unfilled jobs are STEM-related.

However, 75% of STEM-qualified students will not pursue STEM after high school. For women and minorities, the percentage is even higher.

Clearly, the talent pipeline has holes.

We need a change.



STEM JOBS™ ENGAGES AND INSPIRES

Whatever they're passionate about, be it music or sports, we help students discover how to turn their interests into careers. Our student contributors make sure our media is fresh, relatable, and authentic.

“ The nation must focus on two complementary goals: Prepare all students, including girls and minorities who are under-represented, to be proficient in STEM subjects, and in the process, motivate many of them to pursue STEM careers.”¹

¹ whitehouse.gov

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STEM JOBS™ HELPS TO FILL THE TALENT PIPELINE

PREPARING STUDENTS FOR SUCCESS IN STEM

STEM programs are rigorous and rewarding, but many students are unsure of how best to prepare for success in STEM subjects and careers. Our mission is to create dynamic partnerships to reach students, guidance counselors, teachers and parents as they make critical decisions that will affect their long-term success in the nation's fastest growing career fields.

INCREASING STEM DIVERSITY

The most effective and efficient strategy to address the national gap is to attract more women and under-represented minorities into STEM fields. We're an ideal partner to provide leadership in STEM preparation by helping to integrate STEM thinking and content into the classroom.

AFFECTING CHANGE LOCALLY, REGIONALLY AND NATIONALLY

Growing and delivering best-practice STEM programs impacts student lives and futures. Our STEM FRIENDLY™ ratings provide institutions with tremendous insight to either initiate STEM program development on campus or to create stronger alignment with employer needs.

STEM JOBS™ SOLUTIONS	STUDENT SUCCESS	STEM DIVERSITY	PROGRAM SUCCESS
Local School Sponsorship	✓	✓	✓
STEM FRIENDLY™ Program	✓	✓	✓
Digital Content Sponsorship		✓	✓
STEM Type Assessment Tool	✓	✓	✓
STEM Jobs™ Regional Messaging	✓	✓	
STEM Jobs™ National Messaging	✓	✓	





GET RESULTS BY PARTNERING WITH STEM JOBS™



Create awareness as early as 10th grade

Influence decision-making among undecided students at the optimal time.



Tap into the rising self-identification with STEM

Science, Technology, Engineering and Math are becoming more accessible, understandable and attractive. Students are increasingly self-identifying as STEM talent.



Improve recruitment into all STEM programs

High school students have little to no exposure to the variety of STEM opportunities. Our media serves as a tool for guidance counselors and teachers.



Reach top students in highly diverse schools

We influence the influencers and drive discussion in the lunchroom through engaging, relevant content. Students from a broad spectrum of school and community types develop, shape and influence our content.



Reduce the STEM recruitment gap for women and minorities

74% of all STEM jobs are held by non-hispanic whites and are predominantly male. Our readership and distribution are highly diversified and appealing to non-traditional, STEM-talented students.



Connect STEM programs to job growth and demand

The most career opportunities lie in STEM, but students are unaware of how STEM academics connect to these careers. All of our media focuses on demonstrating the connection between academics and workforce.

“STEM Jobs™ provides fresh and up-to-date resources designed to inspire the young people of today to pursue STEM careers. Their site captures the excitement and endless possibility that comes with being on the cutting-edge of STEM innovation.”

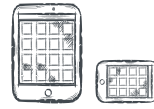
Dr. Candace Walkington
Southern Methodist University

WE REACH STUDENTS AT HOME, IN SCHOOL, ON THE GO



PRINT

- ① First-of-Its-Kind
- ② Relevant Content
- ③ Student Contributors



ONLINE / MOBILE

- ① Patent-Pending STEM Type
- ② Competency-Based Hiring
- ③ Talent Pool Management



RATINGS

- ① Rigorous Award Standards
- ② Advisory Council & Speakers
- ③ Professional Development Tool

STEM JOBS™ SOLUTIONS MAKE MAXIMUM IMPACT



STEM TYPE ASSESSMENT PLATFORM

The STEM Type quiz and platform puts self-discovery into the hands of anyone seeking career direction. Using three of the ten STEM Types, the STEM Type quiz and platform serves as the admission pass to the world of a career exploration in STEM.



JOB PROFILES

Have first access to both in print pages and online. STEM Jobs™ Magazine snapshot sections feature hot jobs by education and industry type.



STEM FRIENDLY™ SURVEYS

Be automatically invited to participate in our annual survey of employers and/or schools. The results provide the primary basis for our STEM FRIENDLY™ ratings in our special edition print magazines. Organizations making the list are provided free web and print icons to include in media and marketing campaigns.



STEM FRIENDLY™ MEMBER TOOLS

Receive a free copy of our STEM FRIENDLY™ TOOLKIT, a best practices resource in diversity recruitment, candidate and applicant messaging, workforce development alignment and updates in federal compliance policies and efforts.



STEM FRIENDLY™ CONTINUING EDUCATION WEBINARS

Get first access and discounted rates for online training in best practices around STEM education, recruitment, diversity, talent management, workforce development and compliance policies and updates. Industry and area experts provide these sessions, which include CEU completion certificates, through our affiliated school, Victory Tech.

IN THE NEWS



IN THE CLASSROOM



ABOUT US



Daniel Nichols
STEM Jobs™
Co-founder

Co-Founder
STEM Jobs™
STEM FRIENDLY™
STEM Type™

Co-Founder
Victory Tech School of
Science & Technology

Founding Director
Military to Medicine,
Military Transition Training

Corporate Director
Recruitment & HRIS
EEOC, AAP Compliance
Officer, Diversity Recruitment,
Healthcare Sector,
5,000+ hires per year

Chief of Staff
U.S. Dept. of Labor,
VETS Veteran Training &
Employment, Wounded
Veteran Programs,
Secretary's Policy
Planning Board,
Technical Review Board
Capital Planning
Subcommittee,
Information Security
Subcommittee

Military Veteran
Operation Iraqi Freedom
Lieutenant Commander

Board of Directors
Service Source, Disability
Employment Services
MBA Robert H. Smith
School of Business,
University of Maryland

Skills
Author, Speaker,
Congressional Testimony,
Congressional Witness,
Authorized Legislation,
Presidential Appointment,
Gubernatorial Advisor,
Compliance Expert



Jolene Jefferies
Chair, STEM
Advisory Council

Chair
National STEM Advisory
Council

Vice President
Direct Employers
Association,
Strategic Partnerships,
Compliance Planning,
Staffing & Recruitment
Strategies

Employment Director
Union Pacific Railroad,
Compensation,
Contract Negotiation,
Full Cycle Recruitment,
Compliance,
Due Diligence,
Technical Recruitment

Global Director
Human Resources
and Education

Board of Directors
National Association of
Colleges & Employers,
Rocky Mountain
Association of Colleges
& Employers

Gubernatorial Appt.
FutureForce Nebraska

Certification
SPHR, 16 Years

Awards
Optimus Award for
Workforce Management

Skills
Consultant Speaker,
Congressional Witness,
Gubernatorial Appointment,
Compliance Expert



STEM JOBS™ REACHES 2 MILLION GRADUATING STUDENTS

Circulation: 700,000+ digital and 200,000+ print per issue

WE SUPPLY ALL TYPES OF SCHOOLS WITH FREE PRINT COPIES:

High School Diploma

- Minority High Schools
- Top STEM High Schools
- Vocational Schools
- Department of Defense High Schools

Associate Degree

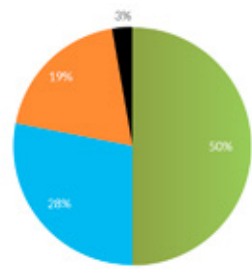
- Community Colleges
- Private Vocational Schools
- Minority Post-Secondary Schools

Professional Certificates

- Prep Schools
- Technical Schools
- Trade Schools

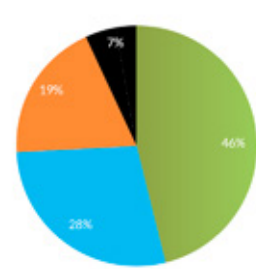
Bachelor's Degree

- Junior Colleges
- Four-Year Private Colleges



TYPE OF DEGREE SOUGHT

- High School Diploma
- Associate Degree
- Professional Certificate
- Bachelor's Degree



CIRCULATION MIX

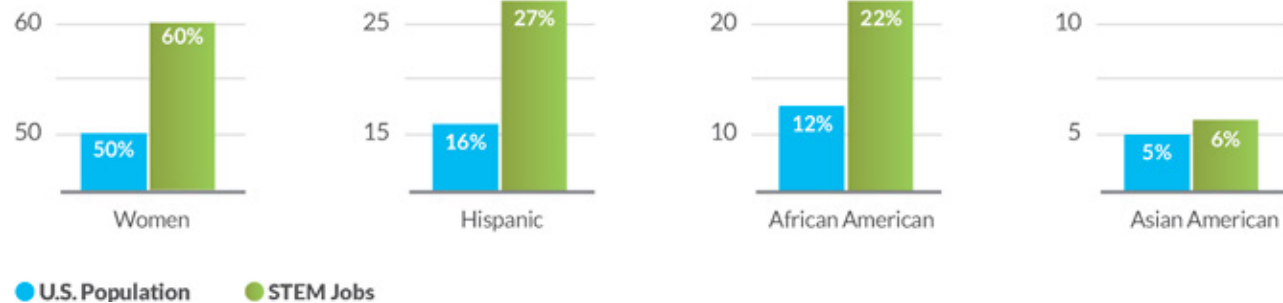
- High Schools
- Associate Degree Programs
- Professional Certification Programs
- Four-Year Colleges

REACH YOUR AUDIENCE

- 16 - to 24-year-olds
- Demonstrated interest in STEM subjects and skills
- Media supported by toolkits for guidance counselors and teachers
- Individual student digital subscriptions
- Student writers and contributors

DISTRIBUTION IS CONCENTRATED ON STEM-SKILLED MINORITY AND FEMALE GRADUATES

MINORITY DEMOGRAPHIC



NATIONAL BRAND WITH THE POWER OF LOCAL MEDIA

NATIONAL, REGIONAL AND LOCAL SOLUTIONS

NATIONAL

Reach high school juniors and seniors and graduating students in community colleges and vocational schools nationwide. Your advertising also appears in our featured national content sections with distribution through all digital subscriptions.

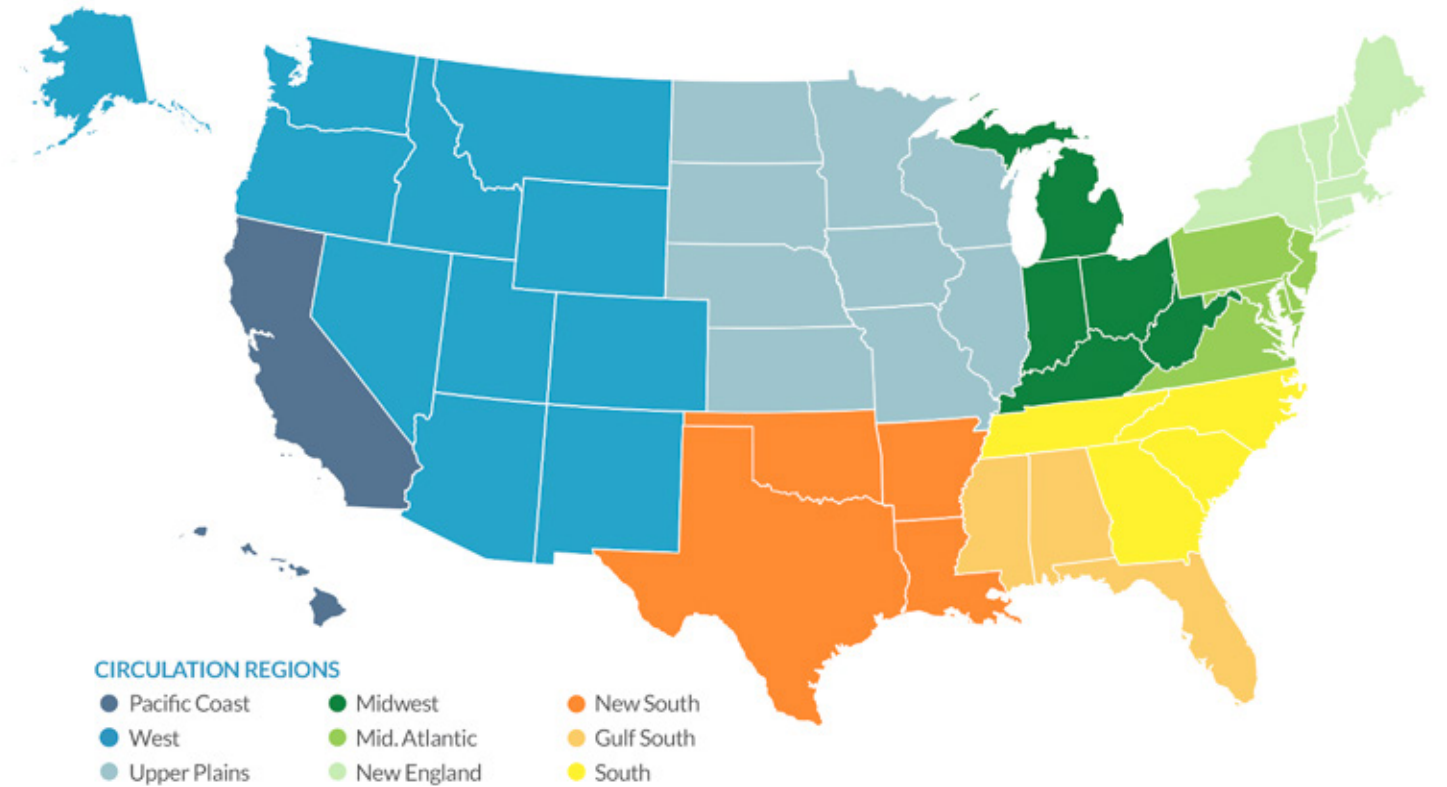
REGIONAL

Regional issues include regionalized content and stories. On average, each region is composed of hundreds of thousands of students in more than 1,600 schools. Each regional ad is also included in every digital edition within that region. Your message is carried directly into the classrooms and student's digital devices to spur conversations at class, at home and on the move.

LOCAL

Be the exclusive sponsor of digital and print magazine subscriptions for students, teachers, parents and guidance counselors for an entire year in your choice school district.

TARGET YOUR ADVERTISING TO 9 DISTINCT REGIONS



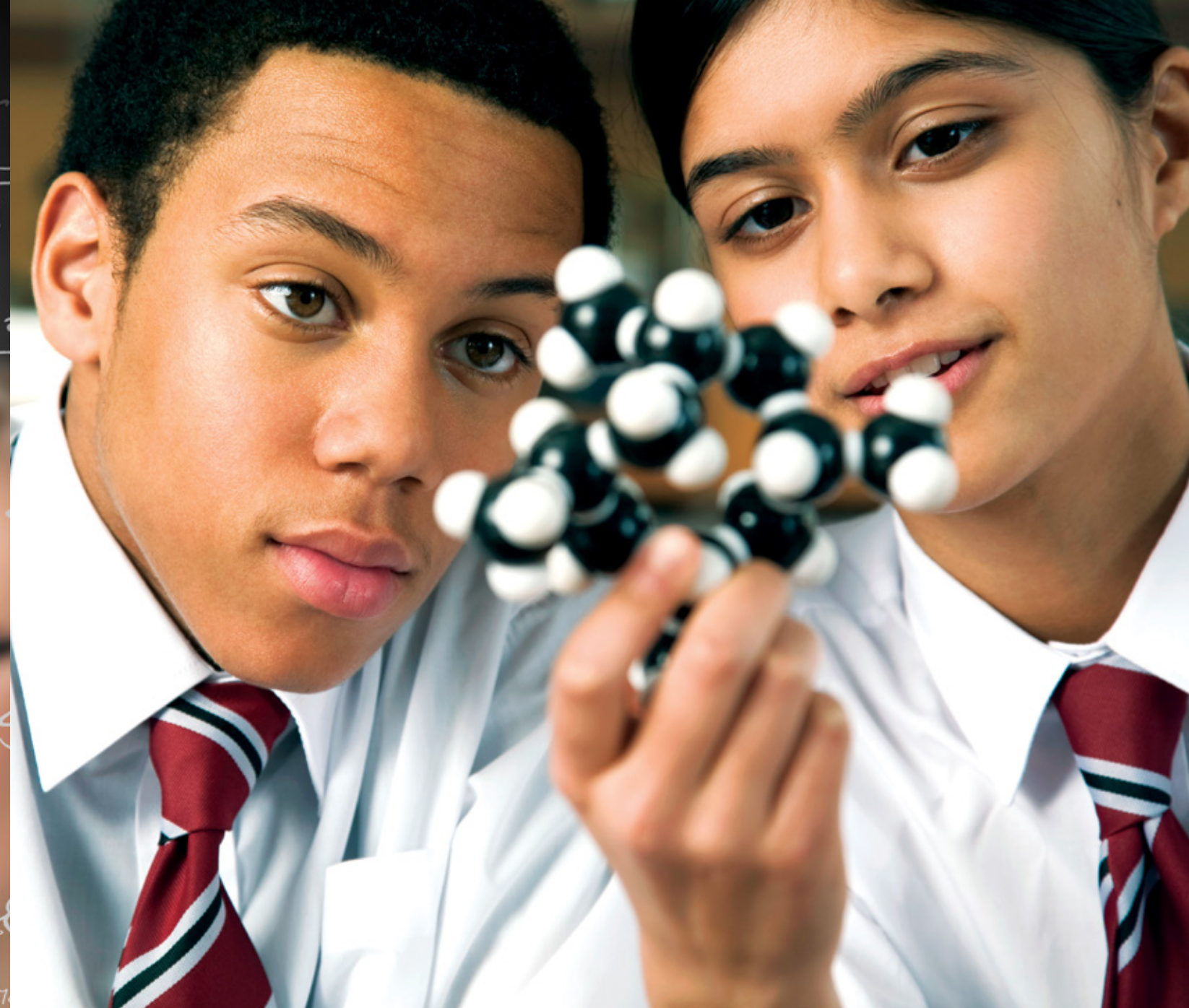
PREMIUM ADVERTISING PACKAGES

	Local	1 Region	2 Regions	National
Advertisement Size (Print)	N/A	FULL PG	FULL PG	FULL PG
Advertisement Frequency	4x(1YR)	4x(1YR)	4x(1YR)	4x(1YR)
Premium Location Priority			☑	☑
Full-Bleed + Color	☑	☑	☑	☑
Print Directory Bold		☑	☑	☑
Online Directory Highlight			☑	☑
School Subscription Sponsorship Credits	50 Credits	25 Credits	35 Credits	75 Credits

STEM FRIENDLY™ MEMBERSHIP

1 Year Membership	☑	☑	☑	☑
Print Top Jobs Call-out (Limited)			☑	☑
Monthly Twitter Event Notification			☑	☑
Online Feature Gallery (15 Photos)				☑

CONTACT US AT 412-269-1663 x138 FOR PACKAGE PRICES, A-LA-CARTE-PRINT ADVERTISING RATES, SPONSORSHIP OPPORTUNITIES AND EDITORIAL INFORMATION.



OUR BRANDS



MILITARYSPOUSE



MILITARY FRIENDLY®



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