

Statistics for Mobile Marketing: Are You Ready?

Research firm, In-Stat, expects the number of mobile-application ("Apps") downloads to reach close to 48 billion in number by 2015.* Reason--probably due to the fast growth of smartphones with TOUCHSCREENS. 90% of smartphones equipped with these are expected to be shipped this year, with that number hitting nearly 100% in upcoming years.

Business is BOOMING for smartphones. In 2010 they accounted for 23% of all phone shipments. In 2015 In-Stat expects that figure to skyrocket to 45%.

In mid-2011, Apple announced that it had over 425,000 applications available in the App Store. Since the opening of the Apple Store, App developers have earned \$2.5 billion. Are your products available yet via Apps? They need to be.

Even Google Play, previously called the Android Market, is gaining ground with over 200,000 free and paid applications available.

If you create products for the education market, make sure your company has a dedicated App. Have trailers made for each item you carry--video is the future. And most importantly, promote those trailers as well as your new Apps in **The Trade Magazine For Homeschool Moms--The Old Schoolhouse**[®].

Fully interactive-digital, TOS comes into readers' email inboxes monthly (which allows more frequency than any other magazine within the homeschool marketplace). Let us bring you an audience representative of the home education community. It's available through TOS Magazine, worldwide.

Carefully peruse this entire media kit and note the dynamic multimedia elements advertisers can utilize within our digital pages: audio, video, slide shows, scrolling features, and 360-degree panoramic views.

The Old Schoolhouse[®] --This Is YOUR Market.