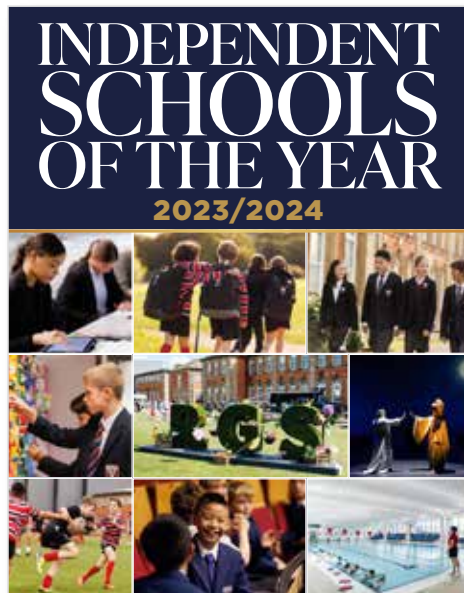


CELEBRATING THE VERY BEST IN EDUCATION

INDEPENDENT SCHOOL PARENT

MEDIA PACK | 2024

PART OF TELEGRAPH MEDIA GROUP



FROM THE EDITOR

Independent School Parent is the termly magazine that helps parents make the right choices about their children's education from nursery through to sixth form. Under the umbrella of *Independent School Parent* sit several associated education titles, websites and awards, most notably **The Guide to Independent Schools**, **Great British Education** and the **Independent Schools of the Year Awards**.

Educating a child in the independent sector is a significant investment. To make an informed decision, parents need to understand how the independent schools sector works and how they can access it to help their children.

With separate editions for prep and senior schools, *Independent School Parent* is a magazine with a mixture of intelligent and lively editorial, providing invaluable guidance for the key milestones of a child's school journey. Our glossy, printed magazines are delivered directly to schools for onward distribution to parents, while enhanced digital editions are free to download and widely promoted across our digital and social platforms.

Long established in the market, and trusted by parents and schools alike, our Editorial Advisory Board includes some of the most prominent figures in education today. *Independent School Parent* works with, and is approved by, the leading schools associations.



Claudia

Claudia Dudman
Editor





OUR PUBLICATIONS

INDEPENDENT SCHOOL PARENT MAGAZINE

FREQUENCY: TERMLY, with separate editions for prep & senior schools (combined summer edition)
FORMAT: Glossy, print magazine and digital edition
READERSHIP: 60,000
UK DISTRIBUTION: Delivered directly to the country's leading schools for onwards distribution to parents. Digital editions are free to download and promoted across our digital and social platforms.



THE GUIDE TO INDEPENDENT SCHOOLS

FREQUENCY: BI-ANNUAL
FORMAT: Glossy, print magazine
READERSHIP: 100,000
DISTRIBUTION: Delivered to both independent and selected state nurseries and primary schools for distribution to parents. On selected newsstands and sent to handpicked locations including corporate headquarters and private clubs. Digital editions are free to download.



GREAT BRITISH EDUCATION

FREQUENCY: ANNUAL, Published in January
FORMAT: Glossy, print magazine
READERSHIP: 100,000 (internationally)
DISTRIBUTION: Sent to 250+ schools in 80 countries. Digital editions are free to download and widely promoted across our digital and social platforms. Print editions are also distributed globally by the Foreign Office via the Diplomatic Bag.



READERSHIP

Readers of the termly editions are the parents of the 600,000 children from the UK and overseas – 7% of all school-age children – who attend the UK’s 2,500 independent schools.

Parents with children at independent schools are among the **top 1% of earners in the UK**, with household incomes **in excess of £145,000 per annum**.

OVERSEAS READERS :

Independent School Parent has partnered with COBIS to distribute copies of our magazines to its 450 member schools in 80 countries around the world. This partnership offers direct access to an overseas market that is worth almost £1.05bn per year to the independent schools sector. Our readers rely on *Independent School Parent* to:

- Provide an explanation of, and insights into, the way that independent schools work, especially for those who did not attend independent schools themselves
- Equip them with the knowledge and language they need in order to make informed decisions and ask the right questions of schools
- Online directory of virtual open days

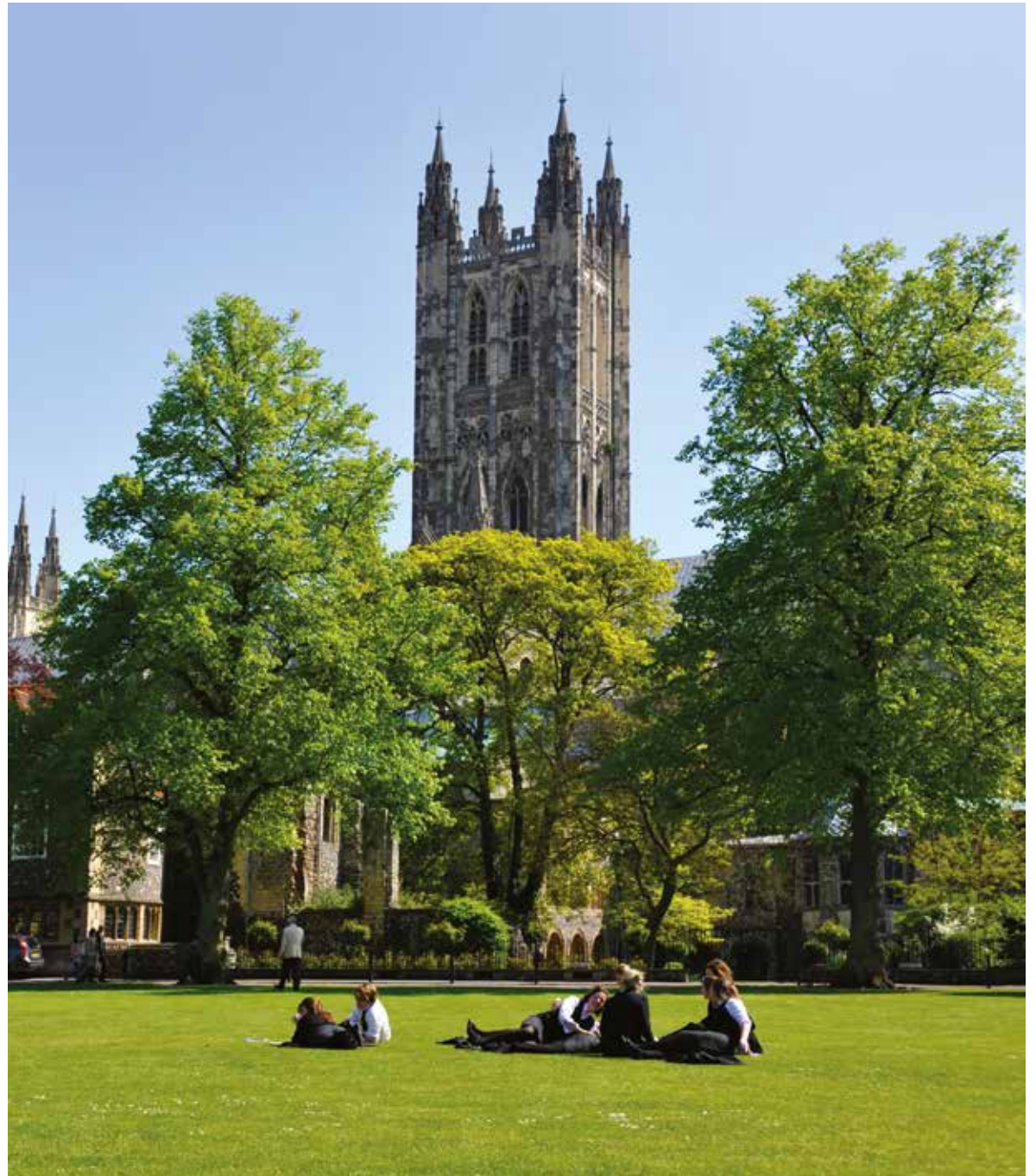
INDEPENDENT SCHOOLS OF THE YEAR AWARDS

Since their inception in 2018, the awards have received thousands of entries from independent schools in the UK and abroad. The awards are free to enter and judged by an independent panel of educational experts.

A bigger and better *Independent Schools of the Year* publication was launched in 2023 providing more opportunities for shortlisted and finalist schools to share their unique stories with prospective parents.

INDEPENDENT
SCHOOLS OF
THE YEAR 2023

celebrating excellence
in independent
school education



DIGITAL

We offer an integrated omni-channel solution through our website, social media and e-marketing platforms.

- **47,000** Monthly Web Page Views
- **25,000** Monthly Web Users
- **7,400** Partner Solus Emails
- **8,000** Email Newsletters

SCHOOLS DIRECTORY

The Independent School Parent Schools Directory is a valuable tool for parents researching schools. Annual listings available.

VIRTUAL OPEN DAYS DIRECTORY

independentschoolopendays.com is the perfect platform for showcasing virtual school tours and open days.

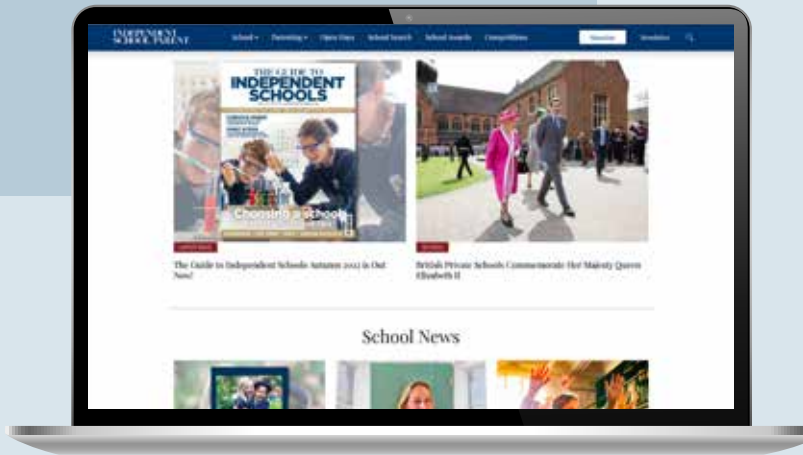
Prospective parents can visit your school from the ease of their desktop



VIRTUAL OPEN DAYS



THE PORTFOLIO HAS A COMPREHENSIVE DIGITAL PRESENCE



WEBSITE

Our website has 25,000 unique users per month with 8,000+ subscribers on our database



SCHOOLS DIRECTORY



SOCIALS

We have over 23,000 followers on Instagram, X (Twitter), LinkedIn and Facebook



ADVERTISING RATE CARD

MAGAZINE

Our glossy magazines boast high production values and are delivered, free on request, to the country's leading schools.

| | |
|---------------------------------|--------|
| OUTSIDE BACK COVER | £4,000 |
| INSIDE FRONT COVER | £3,450 |
| INSIDE BACK COVER | £3,350 |
| DOUBLE PAGE ADVERTORIAL FEATURE | £4,550 |
| DOUBLE PAGE SPREAD ADVERT | £4,000 |
| FULL PAGE ADVERTORIAL FEATURE | £2,890 |
| FULL PAGE ADVERT | £2,550 |
| HALF PAGE | £1,800 |
| QUARTER PAGE | £900 |

*series discounts available

All advertisement bookings are subject to Chelsea Magazine Company's standard terms and conditions. Final copy is required on the ad copy deadline. Cancellations must be made in writing at least eight weeks prior to publication. All advertisements are subject to VAT at the standard rate. A discount of 10% is available to PPA-approved agencies. Production charges for alteration and setting may apply.

DIGITAL

We offer an integrated omni-channel solution through our website, social media and e-marketing platforms.

| | |
|---------------------------------|--------------|
| WEBSITE | |
| ONLINE ADVERTORIAL | £950 |
| COMPETITION | £500 + PRIZE |
| BILLBOARD | £550/MONTH |
| LEADERBOARD | £450/MONTH |
| DOUBLE MPU | £500/MONTH |
| MPU | £450/MONTH |
| ONLINE DIRECTORY, SCHOOL SEARCH | £600/YEAR |
| ONLINE DIRECTORY, OPEN DAYS | £1500/YEAR |
| EMAIL MARKETING | |
| NEWSLETTER ADVERTORIAL | £400 |
| NEWSLETTER LEADERBOARD | £400 |
| BESPOKE SOLUS EMAIL | £450 |

CONTACT US

For more information about advertising opportunities, please contact

Catherine Chapman

GROUP SALES DIRECTOR

07879 644768

• catherine.chapman@chelseamagazines.com

Nicholas Gavigan

ACCOUNT MANAGER

07715 631370

• nicholas.gavigan@chelseamagazines.com

Andrew MacKenzie

ADVERTISEMENT MANAGER

07736 466370

• andrew.mackenzie@chelseamagazines.com



CALENDAR 2024

SPRING
2024

PREP EDITION

BOOKING
1 FEB

DISTRIBUTED:
Mon Feb 12

SPRING
2024

SCHOOLS GUIDE

BOOKING
22 FEB

ON SALE
Fri Mar 8

SPRING
2024

SENIOR EDITION

BOOKING
13 MAR

DISTRIBUTED:
Mon 25 March

SUMMER
2024

PREP & JUNIOR EDITION

BOOKING
13 JUNE

DISTRIBUTED:
Fri 28 June

AUTUMN
2024

SCHOOLS GUIDE

BOOKING
12 SEPT

ON SALE:
Fri 27 Sept

AUTUMN
2024

PREP EDITION

BOOKING
26 SEPT

DISTRIBUTED:
Mon 7 Oct

AUTUMN
2024

SENIOR EDITION

BOOKING
24 OCT

DISTRIBUTED:
Mon 4 Nov

WINTER
2024

ISOTY BOOKAZINE

BOOKING
21 NOV

DISTRIBUTED:
Mon 2 Dec

WINTER
2024

GREAT BRITISH EDUCATION

BOOKING
12 DEC

DISTRIBUTED
Fri 3 Jan