

CELEBRATING THE VERY BEST IN EDUCATION

INDEPENDENT SCHOOL PARENT

MEDIA PACK | 2023



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 career. 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





WHAT WE DO

INDEPENDENT SCHOOL PARENT MAGAZINE

FREQUENCY: TERMLY, with separate editions for prep & senior schools (combined summer edition)

FORMAT: Glossy, print magazine and enhanced digital edition

READERSHIP: 60,000

UK DISTRIBUTION: Delivered directly to the country's leading schools for onwards distribution to parents. Enhanced digital editions are free to download and widely promoted across our digital and social platforms.

CELEBRATING THE VERY BEST IN EDUCATION
INDEPENDENT SCHOOL PARENT



CELEBRATING THE VERY BEST IN EDUCATION
INDEPENDENT SCHOOL PARENT



THE GUIDE TO INDEPENDENT SCHOOLS

FREQUENCY: BI-ANNUAL

FORMAT: Glossy, print magazine

READERSHIP: 100,000

DISTRIBUTION: Delivered directly to both independent and selected state nurseries and primary schools for onwards distribution to parents. On selected newsstands including WHSmith and sent to handpicked nationwide locations including corporate headquarters and private clubs. Digital editions are free to download and widely promoted across our digital and social platforms.



GREAT BRITISH EDUCATION

FREQUENCY: ANNUAL, Published in January

FORMAT: Glossy, print magazine

READERSHIP: 100,000 (internationally)

DISTRIBUTION: Sent to 250 schools in 79 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 622,000 children from the UK and overseas – 7% of all school-age children – who attend the UK's 2,700 independent schools.

Parents with children at independent schools are among the **top 1% of earners in the UK**, with household incomes **in excess of £100,000 per annum**.

OVERSEAS READERS :

Independent School Parent has partnered with COBIS to distribute copies of our magazines to its 250 member schools in 79 countries around the world. This partnership offers direct access to an overseas market that is worth almost £900m 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
- Bespoke Events
- Online Directory of Virtual Open Days

INDEPENDENT SCHOOLS OF THE YEAR AWARDS

Since their inception in 2018, the awards have received more than 800 entries from independent schools in the UK and abroad. The awards are free to enter and judged by an independent panel of educational experts.

NEW FOR 2023 – a special Independent Schools of the Year Awards magazine called *GREAT BRITISH SCHOOLS* will follow the 2022 awards ceremony and feature all shortlisted schools.



DIGITAL

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

- **33,000** Monthly Web Page Views
- **25,000** Monthly Web Users
- **4,000** Partner Solus Emails
- **5,000** Email Newsletters

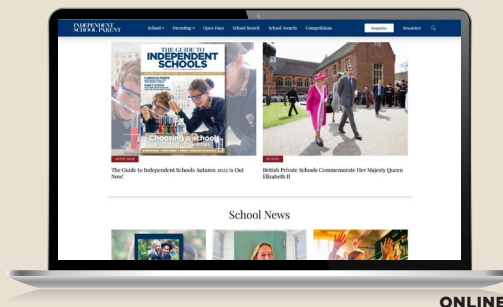
WEBSITE

Our comprehensive website takes an authoritative look at the issues that really matter to parents who have chosen to educate their children privately. Whether it's advice on your choice of school, current exams or pastoral care, **independentschoolparent.com** provides the answers through insightful articles and news stories written by an expert team of writers that includes some of the top names in teaching.

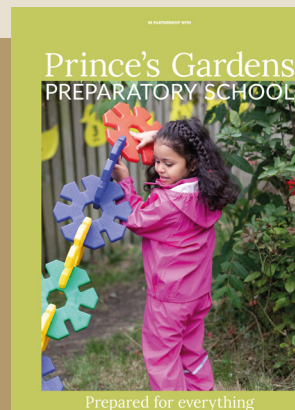
SCHOOLS DIRECTORY

The Independent School Parent Schools Directory is a valuable online tool for parents at home and abroad researching schools. Annual listings available. **independentschoolopendays.com** is the perfect platform for showcasing virtual open days. a valuable online tool for parents at home and abroad researching schools.

Our website has 25,000 unique users per month with 5,000+ subscribers on our database



BI-ANNUAL
SCHOOLS GUIDE



VIRTUAL OPEN DAYS



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

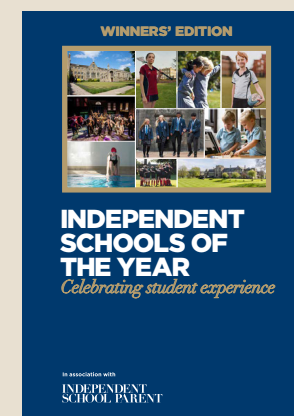


SCHOOLS DIRECTORY

The awards campaign is highly-anticipated in the school calendar



OVERSEAS SCHOOLS GUIDE



INDEPENDENT SCHOOLS OF THE YEAR AWARDS



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	
TAKEOVER WRAPPER	£1750/MONTH
ONLINE ADVERTORIAL	£950
COMPETITION	£500 + PRIZE
BILLBOARD	£550/MONTH
LEADERBOARD	£450/MONTH
DOUBLE MPU	£500/MONTH
MPU	£450/MONTH
ONLINE DIRECTORY, SCHOOL ENTRY	£600/YEAR
ONLINE DIRECTORY, OPEN DAY ENTRY	£1500/YEAR
EMAIL MARKETING	
NEWSLETTER ADVERTORIAL	£400
NEWSLETTER LEADERBOARD	£400
BESPOKE SOLUS EMAIL	£50 PER 1000

CONTACT US

For more information about advertising opportunities, please contact

Catherine Chapman

GROUP SALES DIRECTOR

07879 644768

• catherine.chapman@chelseamagazines.com

Harriet Cottrell

ADVERTISEMENT SALES MANAGER

+44 (0)20 7349 3717

• harriet.cottrell@chelseamagazines.com

Nicholas Gavigan

ACCOUNT MANAGER

+44 (0)20 7349 3774

• nicholas.gavigan@chelseamagazines.com



SPRING 2023 PREP EDITION BOOKING 20 JAN DISTRIBUTED: Fri Feb 3	SPRING 2023 SCHOOLS GUIDE BOOKING 10 FEB ON SALE Fri Feb 24	SPRING 2023 SENIOR EDITION BOOKING 3 MAR DISTRIBUTED: Fri 17 March	SUMMER 2023 PREP EDITION BOOKING 12 MAY DISTRIBUTED: Fri 26 May	SUMMER 2023 SENIOR EDITION BOOKING 9 JUNE DISTRIBUTED: Fri 23 June
AUTUMN 2023 SCHOOLS GUIDE BOOKING 1 SEP ON SALE: Fri 15 Sep	AUTUMN 2023 PREP EDITION BOOKING 29 SEP DISTRIBUTED: Fri 13 Oct	AUTUMN 2023 SENIOR EDITION BOOKING 27 OCT DISTRIBUTED: Fri 10 Nov	WINTER 2023 ISOTY BOOKAZINE BOOKING 24 NOV DISTRIBUTED: Fri 8 Dec	WINTER 2023 GREAT BRITISH EDUCATION BOOKING 18 DEC DISTRIBUTED Mon 5 Jan