

SCHOOL HOUSE

MEDIA PACK 2020/21



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School House is the UK's largest guide to independent education, with the widest distribution. Edited by Annabel Heseltine, this biannual magazine and directory features contributors including Rachel Johnson, Barnaby Lenon, Cristina Odone and Yasmin Alibhai-Brown.

School House is an indispensable resource for parents, providing them with the latest educational news and a tailor-made guide to the very best London and country schools.

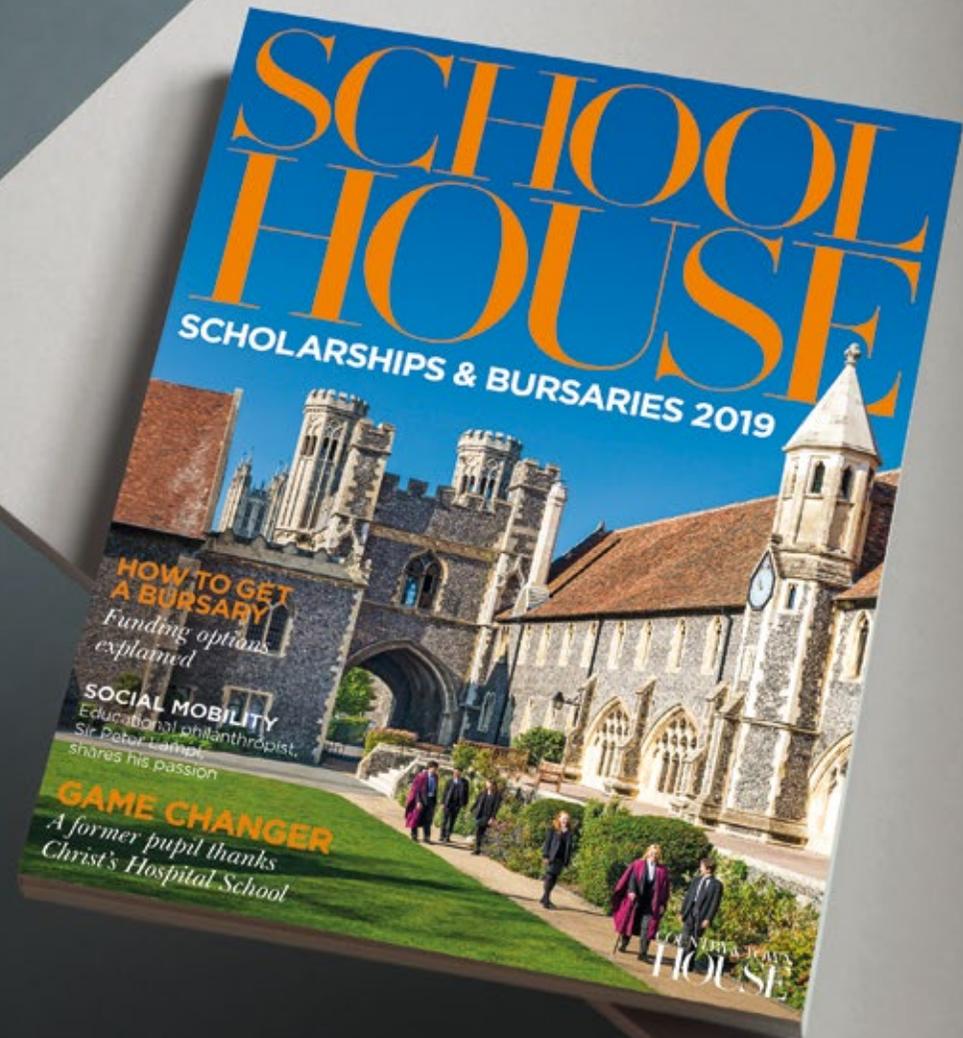


SCHOLARSHIPS & BURSARIES

Never before has there been greater availability of scholarships and bursaries within the independent education sector. Nor has there been such a high level of interest from parents regarding how they can be achieved and how they work.

School House Scholarships & Bursaries, launched in 2018, focuses solely on promoting schools' scholarships and bursaries, as well as helping parents navigate, identify and apply for the best awards for their children. It reveals the uncelebrated extent to which schools facilitate affordable school fees for deserving pupils.

Edited by Annabel Heseltine, this unique annual magazine and directory features contributors that are leading the charge for social mobility, such as Sir Peter Lampl.



ADVERTISING

School House is published twice a year, in February and September, specifically to assist leading independent schools to market their open days to the UK's most affluent parents. The regional directory section includes the details of hundreds of pre-prep, prep and senior schools so parents can easily select and contact the schools in the area that interests them.

School House Scholarships & Bursaries is published once a year, in October, to enable leading independent schools to market their opportunities to the parents of the UK's most talented children. The regional directory section includes the details, deadlines and entry points of each school's scholarship and bursary options.

RATE CARD

Inside Front Cover Spread	£5,500
First 4 Double Page Spread	£4,000
Double Page Spread	£3,000
Full page	£1,800
Advertorial	£2,200
Half Page	£1,000
Quarter Page	£600
Outside Back Cover	£4,000
Inside Back Cover	£2,500

Schools wishing to appear in the directory are offered a range of advertising options. Each featured school also benefits from a free listing in the regional guide, which gives details of open days in School House magazine, and details of scholarship and bursary awards in School House Scholarships & Bursaries.

For lifestyle brands wishing to target affluent London parents in an educational environment, display advertising at the front of each issue is also available.

SCHEDULE

Published with the October, November & March issues of C&TH.

ISSUE	BOOKING
School House (Spring/Summer)	16 Jan 2020
School House (Autumn/Winter)	14 Aug 2020
Scholarships & Bursaries	11 Sept 2020

For more details please contact

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Brighton College

360°

Magazine, Online, Tablet, Mobile, Social,
Video, Digital Solutions, Podcast & Events



AUDIENCE

PRINT

UK Circulation	60,000	61% Female
UK Readership	150,000	39% Male
Worldwide Circulation	80,000	90% AB
Worldwide Readership	200,000	99% ABC1

DIGITAL

Total page views/month	40,000+
Unique visitors/month	25,000+
Demographic	65% Female 35% Male
Age	25-54
Social reach	52,000+

CIRCULATION

UK & Ireland

School House is a biannual title hand-delivered to Central London's most affluent homes. The magazine is also on sale in WHSmith, Waitrose, Marks & Spencer and 2,500 other retail outlets throughout the UK and Ireland. It is available at all leading estate agents nationwide, targeted five-star hotels and UK and worldwide first-class airline and private jet lounges.

School House Scholarships & Bursaries is an annual title hand-delivered to ABC1 homes in London and also available at the same outlets and institutions as School House.

Overseas

In addition to the highly targeted AB UK distribution, School House benefits from a high volume international circulation into BA First Class lounges worldwide, together with Cathay Pacific, Singapore Airlines, Emirates, American Airlines and United Airlines. As a result School House will be available to AB International travellers coming into the UK in First Class and private jet lounges worldwide from cities including Amsterdam, Bahrain, Barcelona, Boston, Brussels, Cape Town, Chicago, Dubai, Frankfurt, Geneva, Hong Kong, Istanbul, Johannesburg, Lagos, Madrid, Miami, Montreal, Moscow, Paris, San Francisco, Singapore, Tokyo, Vancouver and Washington.

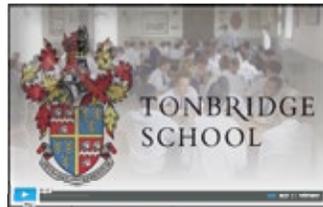


WEBSITE

schoolhousemagazine.co.uk is your complete resource for excellence in independent education and beyond, to university. Whether you're looking for a new school for your child, searching for a reliable tutoring service, want news about the latest government policies on education or are looking for an educational break for the family, School House has everything in one place.



TONBRIDGE SCHOOL, KENT



THE CURRICULUM: Tonbridge aims to ensure that all pupils fulfil their academic potential. Pupils take GCSEs and IGCSEs in Year 11, and for some subjects take the new Tonbridge School Certificate. The sixth-form all study the International Baccalaureate, a rigorous two year course designed to provide a broad, balanced education, recognised as a qualification for university entry in the UK and overseas.

GAMES & THE ARTS: Pupils regularly achieve honours at rugby, cricket, hockey, netball, cross-country, basketball, sailing, shooting and tennis. There is a strong emphasis on music, drama and art; a performing arts centre, 'The Space', opened in 2010.

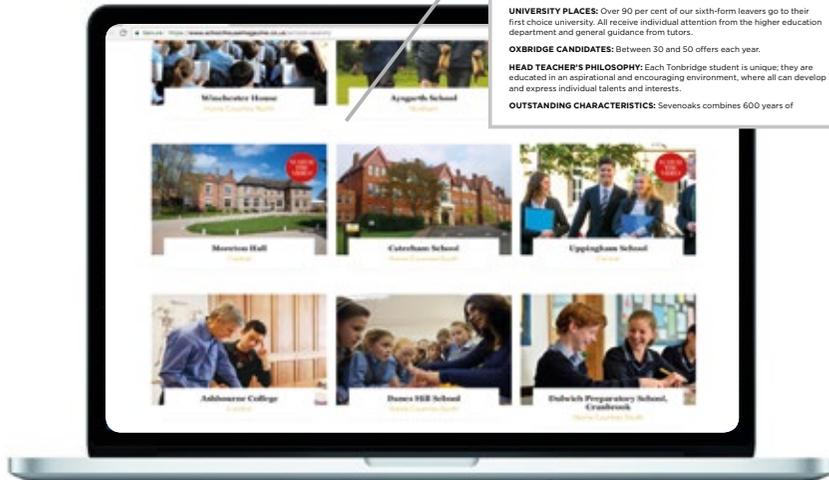
PASTORAL CARE: Pastoral care is provided by a team of tutors and divisional heads, who provide guidance and support to pupils which is in addition to the care pupils receive in the classroom.

UNIVERSITY PLACES: Over 90 per cent of our sixth-form leavers go to their first choice university. All receive individual attention from the higher education department and general guidance from tutors.

OXBRIDGE CANDIDATES: Between 30 and 50 offers each year.

HEAD TEACHER'S PHILOSOPHY: Each Tonbridge student is unique; they are educated in an aspirational and encouraging environment, where all can develop and express individual talents and interests.

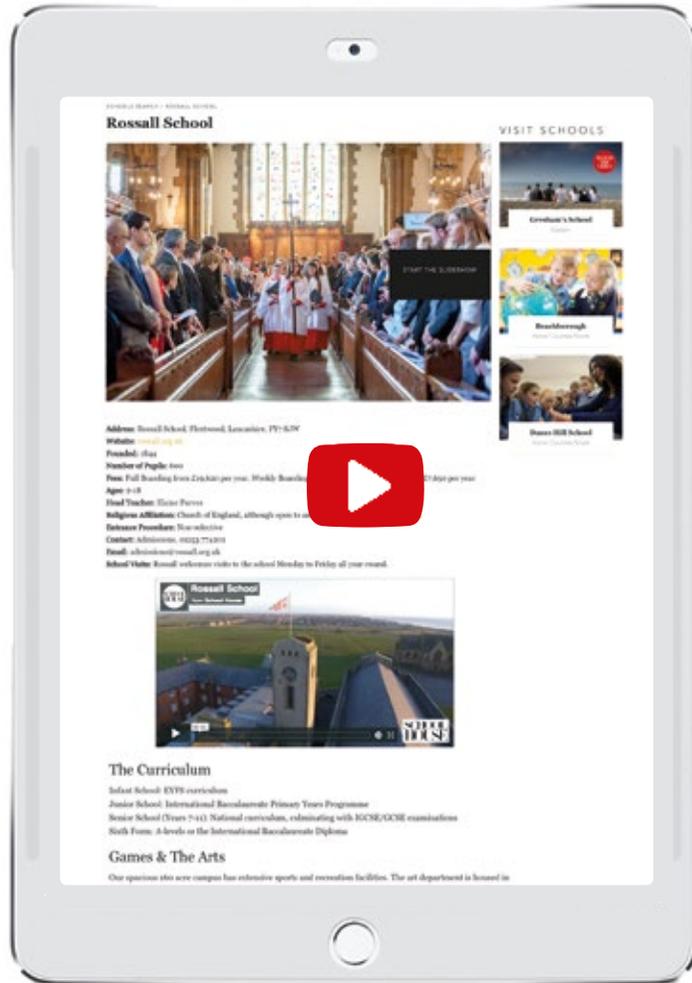
OUTSTANDING CHARACTERISTICS: Sevenoaks combines 600 years of



Ibstock Place School,
Roehampton

VIDEO HOSTING

Schools have the opportunity to have videos in the online listings and we can also host videos in our news pieces. This is included in the yearly subscription



Old Palace of John Whitgift School, Croydon

ONLINE SPONSORSHIP

Exclusive Online Opportunity

The new School House website and online directory is an interactive platform for schools to communicate with prospective parents around the globe. Video content, image galleries and detailed descriptions supplied by each school will provide School House parents with all the information they need to find the best school for their child. Schools that buy a full listing will benefit from:

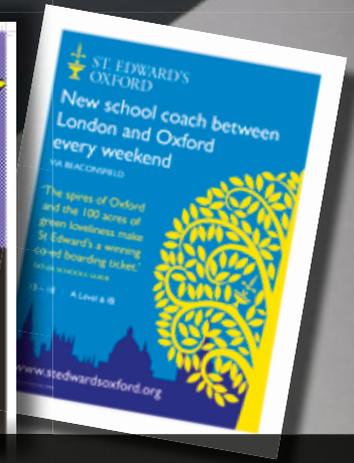
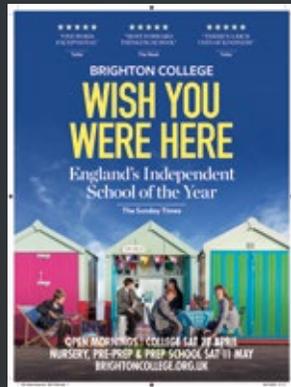
- » A webpage listing with large and impactful display photo or photo gallery
- » Option to provide video assets for maximum engagement and to transport the user to your school campus
- » Up-to-date information on school curriculum, games and arts, pastoral care, the head teacher's philosophy and the outstanding characteristics that set your school apart from the rest
- » 2019/20 Open Days
- » Full school contact details and each listing will link directly to the school's website and social platforms
- » Schools that buy a full listing can also submit stories to a dedicated school news section of the website

6 MONTHS ENTRY SPONSORSHIP: £600

1 YEAR ENTRY SPONSORSHIP: £1,000

Shrewsbury School, Shropshire





MAGAZINE ADVERTISEMENT FORMATS



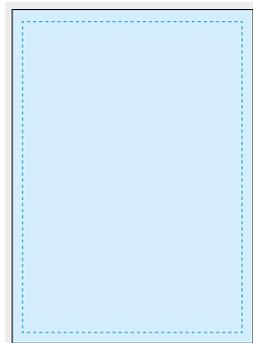
DOUBLE PAGE SPREAD

Trim size:
H 298mm x W 450mm

With 3mm bleed:
H 304mm x W 456mm

Safe type area per page:
H 288mm x W 215mm

Centre fold:
Please allow a 6mm centre gutter for any image that runs across the spread. It is advised that 3mm is applied either side of the centre fold.

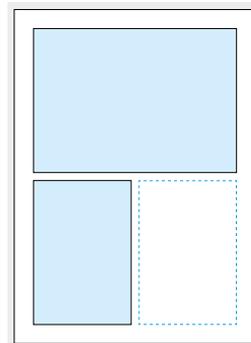


FULL PAGE

Trim size:
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With 3mm bleed:
H 304mm x W 231mm

Safe type area per page:
H 288mm x W 215mm

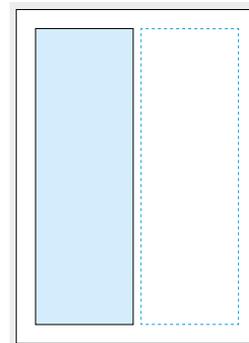


HALF HORIZONTAL

Trim size:
H 129.5mm x W 195mm

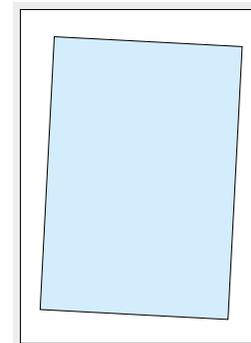
QUARTER

Trim size:
H 129.5mm x W 95.5mm



HALF VERTICAL

Trim size:
H 263mm x W 95.5mm



LOOSE INSERT

Maximum size:
H 270mm x W 200mm

TECHNICAL GUIDELINES

Resolution:
300 DPI

Colour mode:
CMYK

Colour profile:
Europe ISO Coated
Fogra 39

File format:
Press quality PDF

For more details please contact **Alex Bloom-Davis**
alex@schoolhousemagazine.co.uk

TESTIMONIALS

This is the directory that we've all been waiting for – a goldmine for parents looking for schools and a rare opportunity for schools to hit just the right target audience. I'm not surprised that it has established itself so quickly as a 'must' for all the top schools.

HURTWOOD HOUSE

School House is an ideal way of reaching our target market – a high quality magazine, delivered to the people we most want to attract.

CHARTERHOUSE

The magazine is going from strength to strength. It really is a high quality product; it looks terrific and contains such relevant information that it must be an indispensable reference guide for the parents which we are all trying to target

TONBRIDGE

We love working with School House - their professionalism and dedication to education is apparent in their beautiful and highly-readable publication

BRIGHTON COLLEGE



Dauntsey's,
Wiltshire

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