

SCHOOL HOUSE

FOR THE BEST IN EDUCATION



MEDIA INFORMATION 2021/22

PUBLISHED BY
COUNTRY & TOWN HOUSE

FROM THE EDITOR

Education matters - and nowhere more than in the pages of School House, the UK's largest guide to independent education, with the widest distribution. As the new magazine's new editor, I'm delighted to offer you the chance to engage with one of the most interested, discerning and well-informed readerships in the UK.

School House is an indispensable resource, a bi-annual magazine and directory providing the latest educational news and a tailor-made guide to the best schools in the UK. We offer a comprehensive directory too, so families of prospective students have the latest facts and figures at hand while making one of the most important decisions of all: selecting their child's independent school.

My own education - Clifton High School in Bristol and then Royal Holloway, University of London where I read English Literature - set me up perfectly for my career in journalism. For more than 30 years, I've worked for the major British newspapers, principally the Daily Telegraph, where I am a Senior Commissioning Editor. I'm also the co-author of the psychotherapy self-care book *Boundaries* (Harper Collins).

It's an exciting time to be joining School House. As our children look to a world full of unimaginable challenges and thrilling opportunities, what could be more important than making sure they attend the school that is right for them. And what greater privilege do we at School House have - through both editorial and advertising - than helping parents to make that decision with confidence and clarity.



Victoria Lambert
Editor



DISTRIBUTION

UK Distribution

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 Distribution

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.



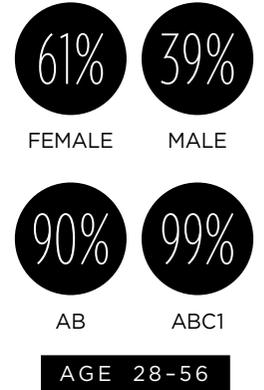
360° PRINT, ONLINE, TABLET, MOBILE, SOCIAL, VIDEO, DIGITAL SOLUTIONS, PODCAST & EVENTS

PRINT AUDIENCE

UK distribution	60,000
UK readership	150,000
Worldwide total distribution*	80,000
Worldwide total readership	200,000

Figures by independent reader survey

* For Great British Brands



DIGITAL AUDIENCE

Total page views/month	3 million+
Unique visitors/month	330,000+
Session dwell	2min 30secs
Ad impressions	3 million+
Demographic (F/M %)	65/35
Age	25-54
Total reach	500,000+

All figures as at August 2021



51k
NEWSLETTER
Email Subscribers

280k
PODCASTS
Downloads

ADVERTISING

PRINT

– 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

ONLINE

- Publication of school news online and across social media
- Extended Online listing with school details, open days, entrance procedures and detailed school life information when advertising in print
- Basic Online listing with school details, open days and entrance procedures for all previous advertising schools

SCHEDULE

– School House (Spring/Summer)	Feb 2022
– School House (Autumn/Winter)	Sept 2022
– Scholarships & Bursaries	Oct 2022

For more details please contact
Camilla van Praagh on 020 7384 9023
or email camilla@schoolhousemagazine.co.uk
OR Melissa Campbell on 07968 254 773
or email melissa@schoolhousemagazine.co.uk

For online enquiries please contact
Ruby Featherstone on 020 7384 9020
or email ruby@schoolhousemagazine.co.uk



DESIGN EXAMPLES

SENIOR SCHOOLS

Green drabs, heroic songs and sporting changes

RIBS AND REES
Senior Schools have been awarded the title of 'Best Senior Schools' in the UK for the second year running. The award is presented to the schools that have achieved the highest scores in the annual survey conducted by the Independent Schools Council (ISC).

WINE TREATMENTS
The School of Wine and Viticulture at the University of Exeter has been awarded the title of 'Best School of Wine and Viticulture' in the UK for the second year running. The award is presented to the schools that have achieved the highest scores in the annual survey conducted by the International Wine Centre (IWC).

RICKY MIX SPORTS
The School of Sports at the University of Exeter has been awarded the title of 'Best School of Sports' in the UK for the second year running. The award is presented to the schools that have achieved the highest scores in the annual survey conducted by the International Sports Federation (ISF).

PERFORMING ARTS
The School of Performing Arts at the University of Exeter has been awarded the title of 'Best School of Performing Arts' in the UK for the second year running. The award is presented to the schools that have achieved the highest scores in the annual survey conducted by the International Performing Arts Association (IPAA).

QUALITY SCIENCE
The School of Science at the University of Exeter has been awarded the title of 'Best School of Science' in the UK for the second year running. The award is presented to the schools that have achieved the highest scores in the annual survey conducted by the International Science Association (ISA).

NEW CURRICULUM
The School of Education at the University of Exeter has been awarded the title of 'Best School of Education' in the UK for the second year running. The award is presented to the schools that have achieved the highest scores in the annual survey conducted by the International Education Association (IEA).

MASTERS
The School of Masters at the University of Exeter has been awarded the title of 'Best School of Masters' in the UK for the second year running. The award is presented to the schools that have achieved the highest scores in the annual survey conducted by the International Masters Association (IMA).

MUSICAL MAESTROS
The School of Music at the University of Exeter has been awarded the title of 'Best School of Music' in the UK for the second year running. The award is presented to the schools that have achieved the highest scores in the annual survey conducted by the International Music Association (IMA).

PERSON POINT

THE WHOLE PERSON THE WHOLE POINT

Imogen Jones and Finn Sansom, Shrewsbury School, Shropshire

Person Point is a magazine for students, featuring articles on school life, sports, and personal development. It is published by Rugby School.

SCHOOL HOUSE

AUTUMN/WINTER 2021

School House is a magazine for students, featuring articles on school life, sports, and personal development. It is published by St Edward's Oxford.

DYNAMIC

Oxford school!

Leading the way in educational initiatives is instinctive for this Oxford school!

They will tell you it is down to earth – we say it's FLYING HIGH!

School coach from London via Beaconsfield every Sunday evening

www.stedwardsoxford.org

READ & LEARN

Inside our approved course materials

Library

Read & Learn is a magazine for students, featuring articles on school life, sports, and personal development. It is published by St Edward's Oxford.

BOLD VOICES

Mark Morrison, Headmaster of Bryanston, says the responsibility to address the European climate revolution must be shared by schools, parents and the government

Bryanston is a proud member of the Bluefield Schools' Network of local state schools, the majority of which are primary schools. The intention is for our pupils to work with younger children at an age where gendered perceptions are formed.

Bryanston is a proud member of the Bluefield Schools' Network of local state schools, the majority of which are primary schools. The intention is for our pupils to work with younger children at an age where gendered perceptions are formed.

A CALL TO ARMS

Medics, engineers and cyber geeks are the armies of today's frontline and we need more of them as the pace of change accelerates, say professionals and educationalists

A Call to Arms is a magazine for students, featuring articles on school life, sports, and personal development. It is published by Bryanston School.

FOCUS

Brave New World

Victoria Lambert considers how schools are preparing pupils for a workforce barely conceived

Brave New World is a magazine for students, featuring articles on school life, sports, and personal development. It is published by Bryanston School.

Westbourne House

Where are the skills your child will need to resolve global conflict?

SEVEN DAYS SCHOOL

OPEN DAYS 17th & 18th September 2021

Westbourne House is a magazine for students, featuring articles on school life, sports, and personal development. It is published by Seven Days School.

DISCOVER MORE

Developing remarkable people

DISCOVER MORE

DISCOVER MORE

Discover More is a magazine for students, featuring articles on school life, sports, and personal development. It is published by Berkhamsted School.

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



C&TH PRINT & DIGITAL ADVERTISING TERMS & CONDITIONS

1 DEFINITIONS

- (a) the "Advertiser" means the person or entity booking advertising space in Country & Town House (C&TH) or any Country & Town House publication, whether an advertising agency, brand owner or whomsoever.
- (b) "Advertising Copy" means the advertising and promotional content (including any Sales Promotions as defined below) requested by the Advertiser to be published by C&TH in one or more of its Publications.
- (c) "C&TH" means Country & Town House Limited of Studio 2, Chelsea Gate Studios, 115 Harwood Road, London SW6 4QL
- (d) "C&TH Publication" means any of the magazine titles published by C&TH from time-to-time.
- (e) "Digital Versions" means any C&TH Publication as made available in an electronic format compatible with one or more handheld or tablet end-user devices (such as, without limitation, Kindles and iPads).
- (f) "Premium" and "Premium Plus" advertising options means in relation to "Premium" including but not limited to scrolling advertisements, slide shows and 30 second videos and "Premium Plus" including but not limited to photo explorer, photo 360 and 60 second video.
- (g) "Production Work" means any and all artwork, sketches, layouts, mock-ups, graphics, photography, processing or other work, work product, services and service product that the Advertiser may request C&TH to perform or provide from time-to-time.
- (h) the "Publication Date" means, in relation to each version of a C&TH Publication (print, Digital and PDF) the date(s) on which the relevant version comes on sale in the United Kingdom.
- (i) "PDF Versions" means any C&TH Publication as made available in a "static format" digital magazine issue (e.g. on Zinio, LeKiosk etc.).
- (j) "Press Date" means C&TH's various deadline(s) for receipt of any Advertiser's Advertising Copy, as the same may be notified by C&TH to the Advertiser in respect of each instance of publication of such Advertising Copy in a conventional, print-media C&TH Publication, a Digital Version or a PDF Version.
- (k) "Rates" means C&TH's costs and charges for the publication of Advertising Copy in C&TH Publications, as evidenced in the C&TH Rate Card in force at the relevant time, but not including any additional fees and costs for any Production Work as described in Section 2(b) below which shall be payable in addition to the Rates.
- (l) "Rate Card" means the table of C&TH Rates for the publication of Advertising Copy in C&TH Publications
- (m) "Technical Specifications" means C&TH technical requirements for Advertising Copy provided by or on behalf of Advertisers from time-to-time.

2 RATES & COSTS

- (a) Rates are quoted in the Rate Card exclusive of VAT and may be increased at any time upon 3 months' written notice, "written notice" for these purposes to include notice posted on this web page as part of these Terms & Conditions.
- (b) In addition to the Rates, if the Advertiser requires any Production Work to be performed by C&TH, it will pay C&TH for the same at the cost quoted by C&TH at the time of request, plus any applicable VAT or other sales tax at the prevailing rate.
- (c) All rights, including all copyright, in any Production Work performed by C&TH will vest in C&TH and the Advertiser may use the same solely for the limited purpose of publishing the associated Advertising Copy in the relevant C&TH Publications pursuant and subject to these Terms and Conditions. Where an Advertiser wishes to receive an assignment of rights in any Production Work then the same shall be subject to the written agreement of C&TH (which it may grant or withhold in its absolute discretion and which may include the agreement of any further terms).

3 ORDERS

- (a) Agents must disclose the name of their principals and nature of the advertised goods, services, Sales Promotions and Advertising Copy at time of booking. Any incomplete or misleading disclosure or failure fully to disclose, or any non-compliance of any matter with applicable regulation, entitles C&TH to reject or cancel the order.
- (b) The C&TH Rate Card is not an offer to contract. A contract between C&TH and the Advertiser (and C&TH's obligation to publish any Advertising Copy on these Terms & Conditions) arises only upon and subject to C&TH's acceptance of the Advertiser's order.

- (c) Cancellations cannot be accepted from Advertisers within 2 months of the Publication Date of the conventional, print-media C&TH Publication. Orders for Advertising Copy comprising covers, Sales Promotions and advertorials are non-cancellable.
- (d) Orders for next to or facing editorial positions can only be accepted subject to availability at the time of going to press.
- (e) It is the Advertiser's responsibility to notify C&TH within 7 days of receipt of C&TH's written acceptance of the Advertiser's order for the publication of its Advertising Copy if the booking details set out in C&TH's acceptance confirmation are incorrect.
- (f) Advertisers are required to specify, in their orders, which C&TH Publications (and which digital versions) they wish their Advertising Copy to appear in. Where a C&TH Publication is published in both Digital and PDF Versions, C&TH will, unless notified otherwise by the Advertiser, publish the Advertising Copy in all of the Digital Versions and PDF Versions of the relevant C&TH Publication, to all of the compatible end-user devices. The Advertiser may, if it so specifies in its order to C&TH elect not to have its Advertising Copy published in the PDF Version of the relevant C&TH Publication, but in this regard the Advertiser acknowledges that this 'opt-out' will be universal in respect of all PDF Versions across all end-user devices.

4 COPY ARTWORK AND MATERIALS

(I) PRINT ADVERTISING COPY

- (a) All Advertising Copy (which must be in the form of PDF files and digital proofs) provided by or on behalf of the Advertiser to C&TH must comply with C&TH's Technical Specifications. C&TH may reject for publication any Advertising Copy which is not compliant with the Technical Specifications.
- (b) The technical compliance of Advertising Copy provided by the Advertiser to C&TH for publication in Digital Versions remains the responsibility of the Advertiser. C&TH accepts no responsibility and will have no liability to the Advertiser for any of the consequences (including the state of the resulting published Advertising Copy) where any materials provided to C&TH do not comply with the Technical Specifications.
- (c) If the Advertiser does not provide a PDF file and digital proof of the relevant Advertising Copy by the Press Date C&TH is entitled (but not obliged) to re-publish any previous Advertising Copy previously published in the relevant C&TH Publication.
- (d) C&TH will be under no obligation to review or make corrections to any pre- or post-publication Advertising Copy.

(II) TABLET ADVERTISING COPY

- (a) Advertising Copy intended for publication in Digital Versions must comply with the 'Tablet Advertising Material Specifications' section of the Technical Specifications. PDF Versions do not require compliance with any technical specifications other than the general Technical Specifications. C&TH may reject for publication any Advertising Copy which is not compliant with the Tablet Advertising Material Specifications.
- (b) Advertisers may email C&TH for full details of C&TH's technical requirements for Digital Versions and information about the Technical Specifications.
- (c) The technical compliance of Advertising Copy provided by the Advertiser to C&TH for publication on the C&TH website and in Digital Versions remains the responsibility of the Advertiser. C&TH accepts no responsibility and shall have no liability to the Advertiser for any of the consequences (including the state of the published Advertising Copy) where any materials provided to C&TH do not comply with the 'Tablet Advertising Material Specifications' element of the Technical Specifications.
- (d) If the Advertiser does not provide Advertising Copy compliant with this Section 4(ii) by the notified Press Date for the Digital Version C&TH is entitled (but not obliged) to re-publish any previous Advertising Copy previously published in the relevant Digital Version.
- (e) For the avoidance of doubt, any links embedded in any Advertising Copy for any Digital Version will only be enabled when the relevant end-user device is connected to the Web via WiFi or 4G.

(III) GENERAL

- (a) All Advertising Copy supplied by the Advertiser will be held by C&TH at the owner's risk and must be insured against loss or damage and backup copies retained by the owner.

5 PAYMENT

- (a) Payment is due on publication of the issue in which the advertisement appears.
- (b) If payment is not made in full within 30 days of the date of C&TH's invoice the Publisher reserves the right to suspend insertions. The Advertiser shall pay interest under The Late Payment of Commercial Debts (Interest) Act 1998, at 8% above Bank of England base rate.
- (c) New Advertisers will be required to pay in advance for the first three insertions of Advertising Copy.

6 GENERAL

- (a) The Advertiser accepts that the Advertiser is a principal in law and accordingly warrants that all Advertising Copy (and its constituent parts) when submitted to C&TH for production and upon publication will: (i) be neither defamatory nor obscene, and must comply in all respects with the requirements of the British Code of Advertising Practice and other relevant industry codes, and (ii) comply with and not contravene the requirements of (a) any Act of Parliament, statutory instrument, code of practice or regulation promulgated thereunder including any law of the European Community for the time being in force or applicable in the United Kingdom and (b) any acts, decrees, regulations or authorities in those markets in which the advertisement (and in particular comparative advertising) may be accessed: (iii) in the case of financial advertising comply with the Financial Services and Markets Act 2000 and other relevant statutes and regulations issued pursuant to statute or by any regulatory body: (iv) not breach any contract or infringe or violate any copyright, trademark or any other personal or proprietary right of any person or entity or render C&TH liable to any proceedings or liabilities whatsoever, wheresoever.
- (b) Notwithstanding anything to the contrary set out herein, C&TH is entitled at its absolute discretion to reject or exclude any Advertising Copy submitted for publication notwithstanding: (i) C&TH's previous acceptance of the relevant Advertiser's order; and (ii) whether or not the relevant Advertising Copy has been previously accepted for publication or published previously.
- (c) The Advertiser will indemnify C&TH fully in respect of any costs, claims, damages, losses or liabilities of any sort suffered or incurred by C&TH arising directly or indirectly from the production or publication of any Advertising Copy which is in breach of any of the warranties set out in Section 6(a) above.
- (d) Any complaint concerning the production or publication of any Advertising Copy must be notified in writing to C&TH within 4 weeks of Publication Date.
- (e) C&TH will exercise reasonable care in preparing and publishing Advertising Copy but if any Advertising Copy is not published in accordance with the booking confirmation issued by C&TH due to the act or omission of C&TH, C&TH's maximum liability will be limited to the amount of any payment made for the relevant Advertising Copy. C&TH will not be liable in any manner to the Advertiser for any error, misprint or omission which does not materially detract from the look or meaning of any Advertising Copy nor will C&TH be liable to the Advertiser for any such error, misprint or omission to the extent attributable to the Advertiser's non-compliance with these Terms and Conditions. C&TH may (subject to Section 6(b) above) at the Advertiser's request carry further or corrective Advertising Copy of a similar type and standard to the Advertising Copy which has not been published in accordance with the booking confirmation issued by C&TH which will be the Advertiser's sole and exclusive remedy.
- (f) The Advertiser may not recharge a client for advertising space at an increased rate without C&TH's written consent.
- (g) For Advertising Copy including a Sales Promotion or a special offer the Advertiser must provide all details when placing its order.
- (h) C&TH and the Advertiser warrant that they will observe their respective obligations under the Data Protection Act 1998 arising in connection with these Terms and Conditions.
- (i) These Terms and Conditions will be construed under and governed by the law of England and the parties submit to the exclusive jurisdiction of the English Courts.



SCHOOL HOUSE

— PUBLISHED BY —

COUNTRY & TOWN HOUSE

CONTACT US

For further information on advertising please call +44 (0)20 7384 9011;
or email camilla@schoolhousemagazine.co.uk

Studio 2, Chelsea Gate Studios, 115 Harwood Road, London SW6 4QL

schoolhousemagazine.co.uk

countryandtownhouse.co.uk