



JOIN THE SCHOOL *CLUB*

Targeted advertising to a pure independent school parent audience

The School Club

Market your school to an engaged network of independent school parents to encourage growth in your registrations.

Joining The School Club will give you:

- Access to our pure independent school parent audience
- An opportunity to engage your alumni
- A constant presence in our online, searchable directory
- Search responsive marketing across the entire website
- Advertising in our termly magazine, *Noticed*
- Email advertising direct to all our member parents
- Opportunities to promote your school, open days and fundraising initiatives

8,000
web users
per month

60,000
web hits
per month

9,000
member
parents

90,000
magazine
readership

+10,000
drop to selected London postcodes

School Club Advertising Packages



Hub page advertising



Business Directory advertising



Banner advertising



Sidebar advertising
(available on request)

	Silver	Gold
Advertising across the parent Noticeboard	✓	✓
School advertising within our online Directory	✓	✓
A lead editorial feature on the School Notices Blog	✓	✓
Editorial promotion via newsletter and social media	✓	✓
3 newsletter adverts to the parent database	✓	✓
Magazine advertising in our School Club Directory	✓	✓
Targeted advertising to 3 feeder schools of your choice*		✓
PRICE based on a six month agreement	£99 per month	£199 per month

*Individually priced at £500/each



Additional marketing

Headspace features

Each term our glossy magazine, *Noticed*, features a Head Teacher from one of our member schools. A fantastic opportunity to showcase your school's attributes, as well as giving a glimpse 'behind the scenes'!

Cost: £1,500

More about *Noticed* magazine:

- Distributed to parents via member schools
- Hand delivered to 10,000 selected London households
- Readership of 90,000
- Featured on our hugely popular blog

Hub page banners

Advertise directly on additional feeder prep or nursery school hub pages to be seen by all members of that school's community.

Cost: £500/hub page

*3 hub page banners are included in the Gold Campaign



Contact us

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