Inter Schools
ADVERTISER

MEDIA PACK 2022

ABOUT US

- The **Inter Schools Advertiser** is the 'original' inter schools magazine, having launched in 1991
- A well established, tried and trusted source of local information
- Aimed at parents, school children and teachers at independent schools and private nurseries

WEBSITE OFFERS YEAR ROUND ADVERTISING

www.interschoolsadvertiser.com

EACH ISSUE CONTAINS:

- Editorial Features
- What's On Guide
- New Business Section
- Tuition & Education Sections
- Home Improvements & Interiors
- Family Recipes
- Family Holiday Accommodation
- Local Interviews

OUR READERS

Since 1991 we have built up a local and engaging readership in the South London area.

2 **MINIMUM READERS PER HOUSEHOLD**

30k **ESTIMATED READERSHIP PER ISSUE**

ABC1 **UPMARKET READERSHIP**
We reach the primary purchase decision makers in each family

25-44 **PARENTAL READER AGE BRACKET**

6-16 **CHILD READER AGE BRACKET**

Most readers keep the magazine for reference until the publication of the next issue.

OUR ADVERTISERS

savills
Raymond Gubbay
Herne Hill School – Love Care Excellence
John D Wood & Co. – London, Country & International Property
eclectic – Clapham & Dulwich Kitchen Specialist
jonesnickolds
Hornsby House School
Fitter Feet for life
First Aid for Life
The London Karting Co.
Affordable Art Fair
Independent Schools Show
KILLIK & Co
Tennis-4-Kids
Oakfield
ten Dental Facial
The Traditional Shutter Company
Rosemead Preparatory School & Nursery
Dulwich Prep – Values & Academic Excellence since 1885

DISTRIBUTION

120 Distributed through over **120** independent schools and private nurseries in **SOUTH WEST** and **SOUTH EAST LONDON**

Additional copies available in playgroups, coffee shops, children's clothes shops, doctors & dentists surgeries and other child-friendly outlets in the local area.

Magazines also posted out to loyal subscribers.

3 **ISSUES PER YEAR** Distributed before half term, each term, in **SPRING, SUMMER & WINTER**

OVER 15K **PHYSICAL & DIGITAL MAGAZINES DISTRIBUTED PER ISSUE**
Reaching high profile private school parents

365 **DAYS A YEAR**

Website offers year round advertising **FREE** to advertisers in the magazine

The website features additional editorial and interviews, schools news, recipes, up-to-date events plus a digital version of the magazine.

ONLINE ADVERTISING

Homepage banner and other display options available. Prices can be found on our rate card.

FOLLOW US ON SOCIAL MEDIA

@InterSchoolsAdv

InterSchoolsAdvertiser

Interschoolsadvertiser

RATE CARD

PRINT ADVERTISING

BUSINESS DISPLAY ADVERTISING

	1 ISSUE	3 ISSUES
Inside Front Cover	£675	£1,875
Inside Back Cover	£625	£1725
Outside Back Cover	£750	£2,175
IFC Double Page Spread	£1,350	£3,750
First Right Hand page	£675	£1,875
Full page	£595	£1,650
1/2 page	£395	£1,050
1/4 page	£225	£600
1/8 page	£150	£375

HOLIDAY ACCOMMODATION

	1 ISSUE	3 ISSUES
Boxed lineage with photograph	£100	£275

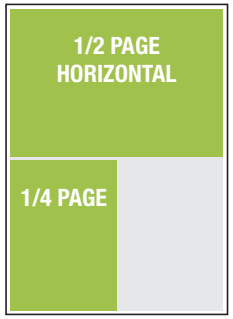
TUITION

	1 ISSUE	3 ISSUES
Lineage	£35	£90
Boxed lineage	£50	£120

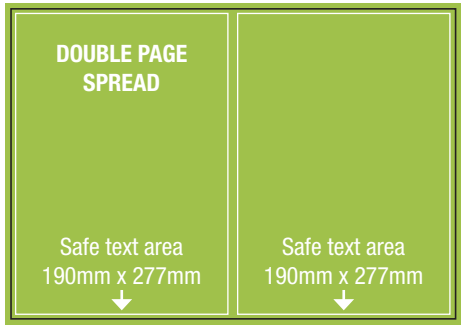
SPECIFICATIONS

Trim size
210mm x 297mm
With 3mm bleed
216mm x 303mm

190mm x 273mm



1/2 page
190mm x 134mm
1/4 page
92.5mm x 134mm



Trim size
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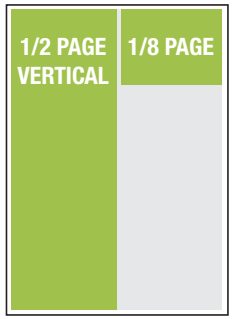
With 3mm bleed
426mm x 303mm



1/2 page vertical
92.5mm x 273mm
1/8 page
92.5mm x 64mm

ONLINE ADVERTISING

Homepage Banner	£200
Full page Display	£250
1/2 page Display	£150
1/4 page Display	£125
1/8 page Display	£75

ADVERTISEMENT DESIGN SERVICE

	NEW DESIGN	RE-SET EXISTING
Full page	£75	£50
1/2 page	£50	£35
1/4 page	£35	£25
1/8 page	£25	£15

Stock photos available £10 per image.

ADVERTORIAL

Available as a full or ½ page and charged at usual advertising rate. A 10% design fee will be added. Writing fees are charged if required.

ARTWORK

Artwork must be supplied at the exact size in CMYK format as a PDF or 300dpi JPEG. Email to sophie@interschoolsadvertiser.com

Prices quoted are gross. VAT is not charged.

PUBLICATION DATES & COPY DEADLINES

ISSUE	COPY DEADLINE	PUBLICATION DATE
Spring 2022	31st January	22nd February
Summer 2022	9th May	27th May
Winter 2022	26th September	14th October

CONTACT DETAILS

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@InterSchoolsAdv InterSchoolsAdvertiser Interschoolsadvertiser

TESTIMONIALS

PARENTS, ADVERTISERS & SCHOOLS HAVE GREAT THINGS TO SAY ABOUT US...

PARENT TESTIMONIALS

"The Inter Schools Advertiser is actually a mine of information for locally sourced services. Knowing that it is mostly parents of the schools in the area that use it makes me feel that it is trustworthy".
S.B, Balham (Alleyn's)

"Such a useful magazine, we always keep a copy in the house so that we can refer to the adverts if we need them".
M.W, Streatham (Hornsby House & Alleyn's)

"The Inter Schools Advertiser is a great way of keeping up with local news and events. It is incredibly useful and much looked forward to each term".
E.L, Tooting (Broomwood Hall)

"I love pouncing on my copy of the inter schools advertiser when it arrives in the book bags. It's the best place to find holiday lets in beautiful places – the first page I turn to!" **K.L, Balham (JAGS)**

"The ISA is the number 1 "go to" for anything from traders to what's on for my children. It is the most reliable, thorough local magazine for SW London."
N.F, Clapham (Broomwood Hall)

I am new to the Inter Schools Advertiser, it's a useful, informative, detailed and helpful catalogue of "Stuff" we all need to know. Wish I'd come across it sooner!"
S.B, Clapham (Parkgate House)

ADVERTISER TESTIMONIALS

"As an advertiser there is a very clear market, and the price is very reasonable".
Sam Bourne, Nutritional Therapist & Yoga Teacher, FoodSpa & Nutrikids

"It's a great place for us to advertise for new reading helper volunteers. We are always looking for local people who want to pass on their love of reading for pleasure to children". **Kate Loynes, Beanstalk**

SCHOOL TESTIMONIALS

"The Inter Schools Advertiser is a great way to find out about what is going on in the local area, from school news and open days, to second-hand uniform, bikes for sale and even holiday homes to rent. Broomwood Hall is happy to distribute such a useful publication".
Carole Jenkinson, Headmistress, Broomwood Hall Upper School

FACTS AND FIGURES

CONTACT: 020 7498 8648, info@interschoolsadvertiser.com

3 ISSUES PER YEAR

OVER 15,000
PHYSICAL & DIGITAL MAGAZINES DISTRIBUTED PER ISSUE

DISTRIBUTION - OVER 120 SCHOOLS & NURSERIES SW AND SE LONDON

WEBSITE OFFERS YEAR ROUND ADVERTISING

www.interschoolsadvertiser.com

ESTIMATED READERSHIP **30,000** PER ISSUE

MINIMUM READERS PER HOUSEHOLD

"As an advertiser there is a very clear market, and the price is very reasonable"

UPMARKET DEMOGRAPHIC **ABC1**

ADULT READER AGE BRACKET **25-44**

CHILD READER AGE BRACKET **6-16**