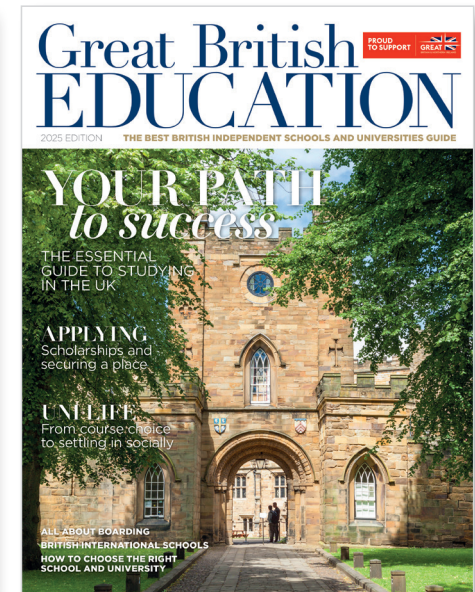
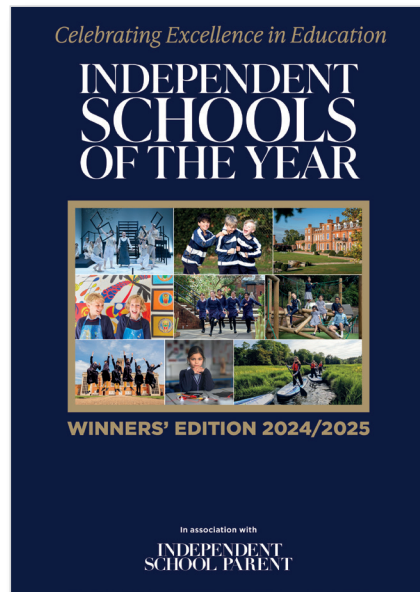


CELEBRATING THE VERY BEST IN EDUCATION

# INDEPENDENT SCHOOL PARENT

MEDIA PACK | 2025

PART OF TELEGRAPH MEDIA GROUP



## 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 a combined prep and senior termly edition, *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 journey. 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





# OUR PUBLICATIONS

## INDEPENDENT SCHOOL PARENT MAGAZINE

**FREQUENCY:** TERMLY, with a combined prep and senior schools' edition

**FORMAT:** Glossy, print magazine and digital edition

**READERSHIP:** 60,000

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



## THE GUIDE TO INDEPENDENT SCHOOLS

**FREQUENCY:** BI-ANNUAL

**FORMAT:** Glossy, print magazine

**READERSHIP:** 100,000

**DISTRIBUTION:** Delivered to both independent and selected state nurseries and primary schools for distribution to parents. On selected newsstands and sent to handpicked locations including corporate headquarters and private clubs. Digital editions are free to download.



## GREAT BRITISH EDUCATION

**FREQUENCY:** ANNUAL, published in January

**FORMAT:** Glossy, print magazine

**READERSHIP:** 100,000 (internationally)

**DISTRIBUTION:** Sent to 250+ schools in 80 countries. Digital editions are free to download and widely promoted across our digital platforms. Shared via the Department for Business & Trade to all commercial attaches and education leads at British Embassies and High Commissions worldwide.



## READERSHIP

Readers of the termly editions are the parents of the 600,000 children from the UK and overseas – 7% of all school-age children – who attend the UK's 2,500 independent schools.

Parents with children at independent schools are among the **top 1% of earners in the UK**, with household incomes **in excess of £145,000 per annum**.

### OVERSEAS READERS :

*Independent School Parent* has previously partnered with COBIS to distribute copies of our magazines to its 450 member schools in 80 countries around the world. This partnership offers direct access to an overseas market that is worth almost £1.05bn 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
- Online directory of virtual open days

## INDEPENDENT SCHOOLS OF THE YEAR AWARDS

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

A bigger and better *Independent Schools of the Year* publication was launched in 2023 providing more opportunities for shortlisted and finalist schools to share their unique stories with prospective parents.

INDEPENDENT  
SCHOOLS  
OF THE YEAR  
•AWARDS•



# DIGITAL

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

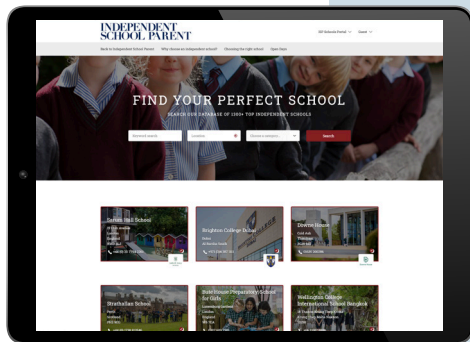
- **47,000** Monthly Web Page Views
- **27,000** Monthly Web Users
- **9,000** Partner Solus Emails
- **10,500** E-Newsletter Subscribers
- **25,000** Social Media Followers

# SCHOOLS DIRECTORY

The Independent School Parent Schools Directory is a valuable tool for parents researching schools. Annual listings available.

# VIRTUAL OPEN DAYS DIRECTORY

[independentschoolopendays.com](http://independentschoolopendays.com) is the perfect platform for showcasing virtual school tours and open days.



SCHOOLS DIRECTORY

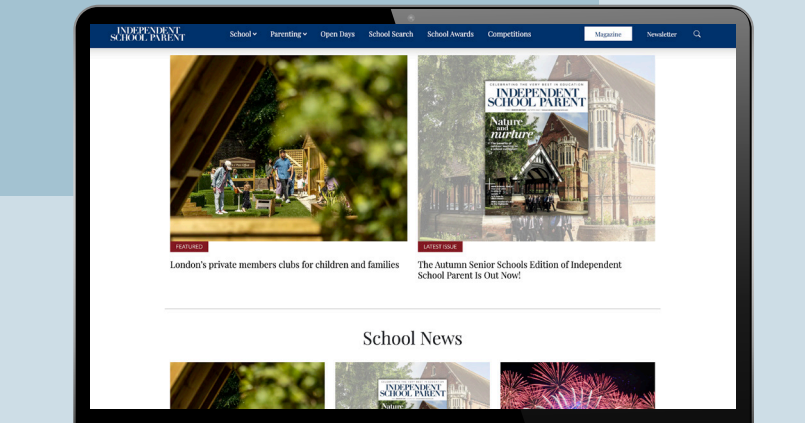


VIRTUAL OPEN DAYS

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

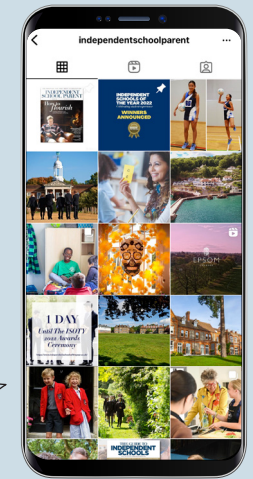


THE PORTFOLIO HAS A COMPREHENSIVE DIGITAL PRESENCE



WEBSITE

Our website has 27,000 unique users per month with 10,500 subscribers on our database



SOCIALS

We have 25,000 followers on Instagram, X, LinkedIn and Facebook



## 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.

<b>WEBSITE</b>	
ONLINE ADVERTORIAL	£950
COMPETITION	£500 + PRIZE
BILLBOARD	£550/MONTH
LEADERBOARD	£450/MONTH
DOUBLE MPU	£500/MONTH
MPU	£450/MONTH
ONLINE DIRECTORY, SCHOOL SEARCH	£600/YEAR
ONLINE DIRECTORY, OPEN DAYS	£1500/YEAR
<b>EMAIL MARKETING</b>	
NEWSLETTER ADVERTORIAL	£400
NEWSLETTER LEADERBOARD	£400
BESPOKE SOLUS EMAIL	£450

## CONTACT US

For more information about advertising opportunities, please contact

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**Harriet Cottrell**

ADVERTISEMENT MANAGER

**07739 286437**

• [harriet.cottrell@chelseamagazines.com](mailto:harriet.cottrell@chelseamagazines.com)



# CALENDAR 2025

<p><b>SPRING 2025</b></p> <p><b>SCHOOLS GUIDE</b></p> <p>BOOKING 21 FEB</p> <p>DISTRIBUTED: Fri Mar 7</p>	<p><b>SPRING 2025</b></p> <p><b>INDEPENDENT SCHOOL PARENT</b></p> <p>BOOKING 14 MAR</p> <p>DISTRIBUTED Mon Mar 31</p>	<p><b>SUMMER 2025</b></p> <p><b>INDEPENDENT SCHOOL PARENT</b></p> <p>BOOKING 13 JUNE</p> <p>DISTRIBUTED: Wed 25 June</p>
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<p><b>AUTUMN 2025</b></p> <p><b>SCHOOLS GUIDE</b></p> <p>BOOKING 19 SEPT</p> <p>ON SALE: Fri 3 Oct</p>	<p><b>AUTUMN 2025</b></p> <p><b>INDEPENDENT SCHOOL PARENT</b></p> <p>BOOKING 17 OCT</p> <p>DISTRIBUTED: Wed 29 Oct</p>	<p><b>WINTER 2025</b></p> <p><b>ISOTY BOOKAZINE</b></p> <p>BOOKING 21 NOV</p> <p>DISTRIBUTED: Wed 3 Dec</p>	<p><b>WINTER 2025</b></p> <p><b>GREAT BRITISH EDUCATION</b></p> <p>BOOKING 12 DEC</p> <p>DISTRIBUTED Mon 5 Jan</p>
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