



INDEPENDENT SCHOOL PARENT

MEDIA INFORMATION 2026



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



OUR PUBLICATIONS

INDEPENDENT SCHOOL PARENT MAGAZINE

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

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

READERSHIP: 100,000 (internationally)

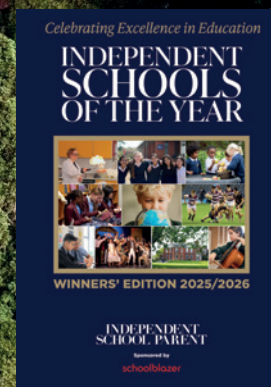
DISTRIBUTION: Sent to 250+ schools in 80 countries. Digital editions are free to download and widely promoted across our digital platforms. Shared via the Department for Business & Trade to all commercial attaches and education leads at British Embassies and High Commissions worldwide.

INDEPENDENT SCHOOLS OF THE YEAR

FREQUENCY: ANNUAL

READERSHIP: 40,000

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.





READERSHIP

OUR AUDIENCE

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



PRINT

Our glossy magazines boast high production values and are delivered, free on request, to the country's leading schools.

DIGITAL

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

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 is the perfect platform for showcasing virtual school tours and open days.

COMBINED REACH - PRINT & DIGITAL

PRINT	
Print readership	60,000 to 100,000
WEBSITE	
Average monthly web page views	47,000
Average monthly users	27,000
EMAIL	
Partner solus emails	9,000
Email subscribers	10,500
Average open rate	33.99%
SOCIAL MEDIA	
Social Media followers	25,000

AWARDS

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 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.

AUDIENCE SCHOOLS & PARENTS

- Over 2,500 independent schools across the country
- Headteachers, bursars, and governors
- Parents of 620,000 students at independent schools
- Parents of 25,000 international students
- Prospective parents considering independent school education for their child
- High-net-worth and ultra-high-net-worth individuals residing in the country's most affluent postcodes
- High-net-worth and ultra-high-net-worth individuals living overseas
- Former parents
- Donors and alumni



SPONSORSHIP

Custom packages includes print, digital media, and video coverage before, during, and after the campaign

- Ongoing digital social media and newsletter campaigns throughout the awards program
- Branding is included in all communications related to the winners
- The sponsor's branding will appear on the cover of the winners' guide, on various assets, as well as on the rosettes for shortlisted, finalist, and winning schools, as well

For more information on how your brand can be part of this prestigious event, please contact
Nicholas Gavigan
07715 631 370
nicholas.gavigan@chelseamagazines.com

ADVERTISING PRINT PRODUCTS

QUARTER PAGE

FULL PAGE

EATON HOUSE SCHOOLS
 Providing an outstanding education since 1877

Your Child's Potential.
 Our Passion.

Our academically outstanding, non-selective* single-sex schools for boys and girls in Belgravia and Clapham achieve exceptional results. We feed into Westminster, Eton, St Paul's, Wycombe Abbey, Dulwich College, King's College, Wrenbladen, Winchester, JAGS, and other fine schools.

Wellbeing is at the core of this well-rounded education. Each child is supported as an individual so that they can flourish academically and socially.

Finding the potential in each child truly is our passion.

If you would like to speak to our Head of Admissions, Miss Sam Felding, about your child's Eaton House journey, call 020 3917 5050 during school hours.

BOOK A VISIT AT **BOOKOPEN.DAY**

HALF PAGE

ADVERTORIAL

HOLLAND PARK GATE:
 redefining family living in London

In a London, few people believe tradition and modernity quite like Kensington. Its best streets and elegant architecture are matched by an energy that comes from world-class culture, retail and education. For families, the appeal is even greater: here, some of the city's finest schools sit within walking distance of parks and gardens that feel a world away from central London's hectic pace.

Opposite the gates of Holland Park, a new development is shaping what family living in the capital can look like. Holland Park Gate is a collection of around 70 residences arranged around four distinct buildings, designed to put progress into living spaces with thoughtful services that support daily life.

What makes the project stand out is its understanding of the rhythm of family living. London's views are beyond creating beautiful interiors, it's about building an environment where children can grow parents can find time and moments that link both connected and calm. A concept team can assist with everything from choosing materials to family rooms being open each to the climate and family rooms being people together from start

into quiet corners, with interiors finished to the exacting standards for which London is known. Taken together, the home feels like the apartment and more the recreation designed around family life.

Life at Holland Park Gate is further enriched by its location. Kensington High Street is just steps away, while London's best museums, cultural institutions and private schools are close at hand. For international families, excellent international connections mean Holland Park is less than 30 minutes away from world-class universities such as Imperial College London and the Royal College of Art are nearby, ensuring opportunity at every stage of life.

Holland Park Gate is more than an address - it's an invitation to a way of life where families are supported, daily routines feel effortless and children grow up with nature, culture and community at their doorstep. In one of London's most sought-after neighbourhoods, it represents a new benchmark for modern family living. @ hollandparkgate.com

COVER SPONSORSHIP
 AVAILABLE

CELEBRATING THE VERY BEST IN EDUCATION

INDEPENDENT SCHOOL PARENT

FREE | PREP & SENIOR EDITION | AUTUMN 2025 | independentschoolparent.com

Early years excellence

INDEPENDENT SCHOOLS OF THE YEAR AWARDS
 Meet the 2025 winners

EXPERT ADVICE
 How to support your child's reading
 HOLD THE LINE
 Restricting smartphone use
 TO BE OR NOT TO BE?
 The philosophy behind the discipline
 A TO ZZZZZZ
 The importance of sleep hygiene

ADVERTISING CONTACTS

NICHOLAS GAVIGAN Portfolio Manager nicholas.gavigan@chelseamagazines.com 07715 631370

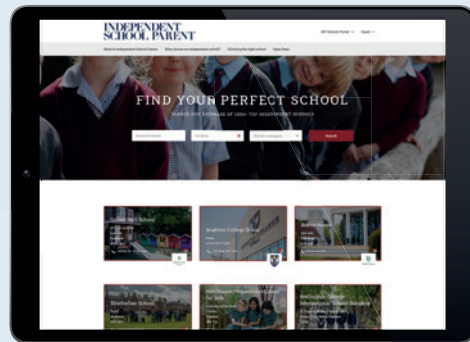
MELANIE HARRIS Acting Advertisement Manager melanie.harris@chelseamagazines.com 07561 291475

ADVERTISING DIGITAL PRODUCTS

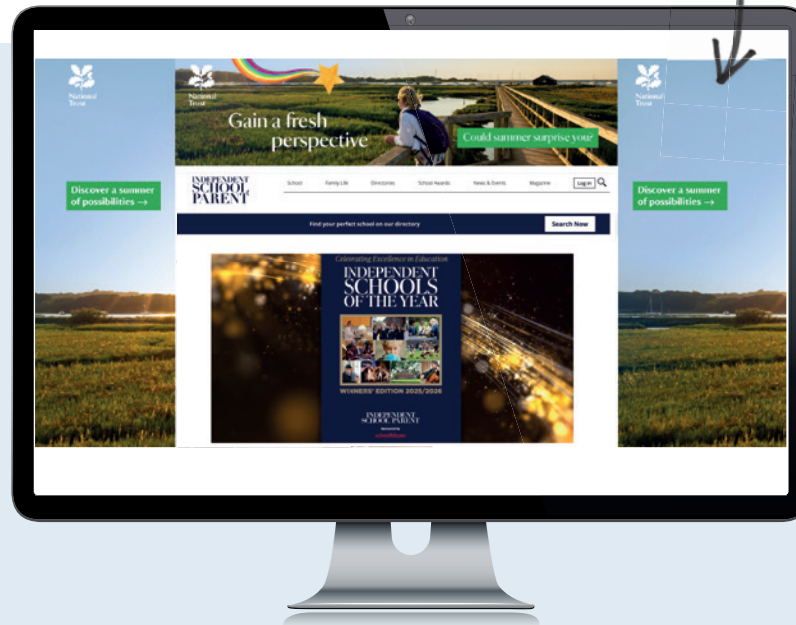
VIRTUAL
OPEN DAYS



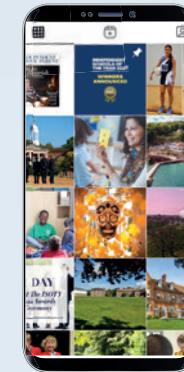
SCHOOLS
DIRECTORY



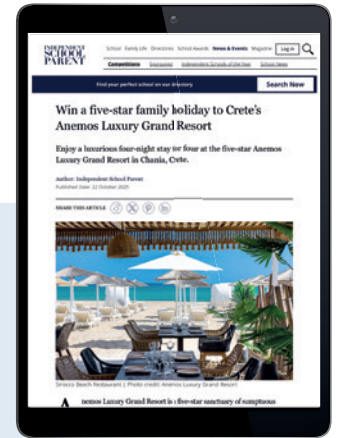
RESKIN



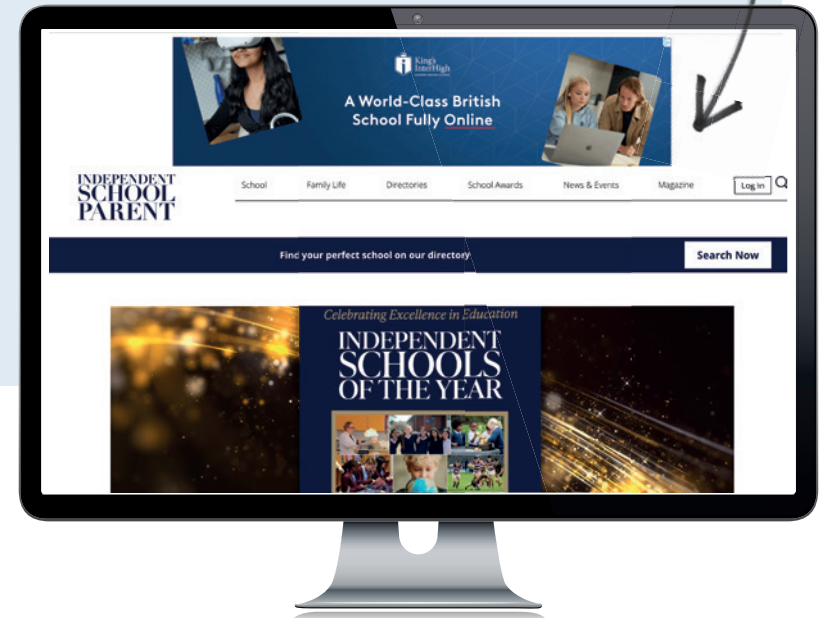
SOCIAL MEDIA
POST



COMPETITION



BILLBOARD



ADVERTISING CONTACTS

NICHOLAS GAVIGAN Portfolio Manager nicholas.gavigan@chelseamagazines.com 07715 631370

MELANIE HARRIS Acting Advertisement Manager melanie.harris@chelseamagazines.com 07561 291475

2026 EDITORIAL CALENDAR

ISSUE	AD DEADLINE	ON SALE
SPRING TERM		
Independent School Parent	30 January	9 February
The Guide to Independent Schools	27 February	20 March
SUMMER TERM		
Independent School Parent	5 June	14 June
AUTUMN TERM		
The Guide to Independent Schools	13 September	25 September
Independent School Parent	23 October	2 November
ISOTY Bookazine	20 November	7 December
Great British Education	11 December	20 December



ADVERTISING CONTACTS

NICHOLAS GAVIGAN Portfolio Manager nicholas.gavigan@chelseamagazines.com 07715 631370

MELANIE HARRIS Acting Advertisement Manager melanie.harris@chelseamagazines.com 07561 291475