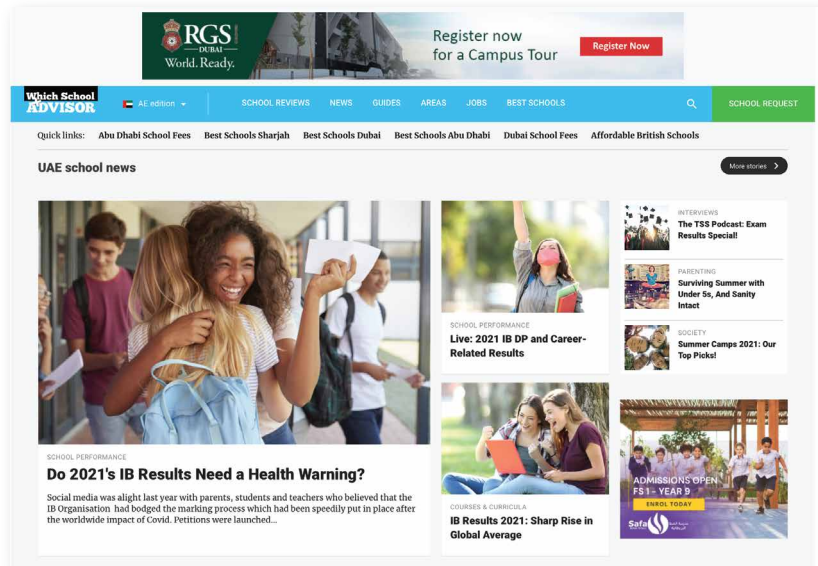


# Which School ADVISOR

THE UAE'S DEDICATED SCHOOL GUIDE



with those seeking school places for their children.

- **1 in 2 users** on WSA are actively looking for school places
- **80%** of WSA's audience are new visitors

“At RGS Guildford Dubai (RGSGD), we knew that WhichSchoolAdvisor has a proven track record of bringing both new and existing schools to the forefront in the most competitive private education marketplace in the world – the UAE. With its editorial and commercial expertise in education and school admissions – and unmatched insights into the UAE education sector – we have found WSA to be the ideal partner for a launching school. WSA has showcased the unique and unrivalled offerings of RGSGD to parents through editorial, social media and PR engagement, and played a key role in the very successful launch of our school.” **Caterina Perlini (Marketing & Admissions Manager RGS Guildford Dubai)**

The first online guide for schools & nurseries providing **current** news, in depth analysis and **independently researched** reviews.

Reaching an average of 100,000 visitors and over 350,000 page views each month we are the **trusted** source for information on which parents rely to help them make the correct decisions for their child's education.

We know that our highly engaged audience are currently researching schools in the UAE. This makes WhichSchoolAdvisor a superb platform for communicating directly



**6,345,991** Visitors  
Page Views: 22,414,494 since 2013

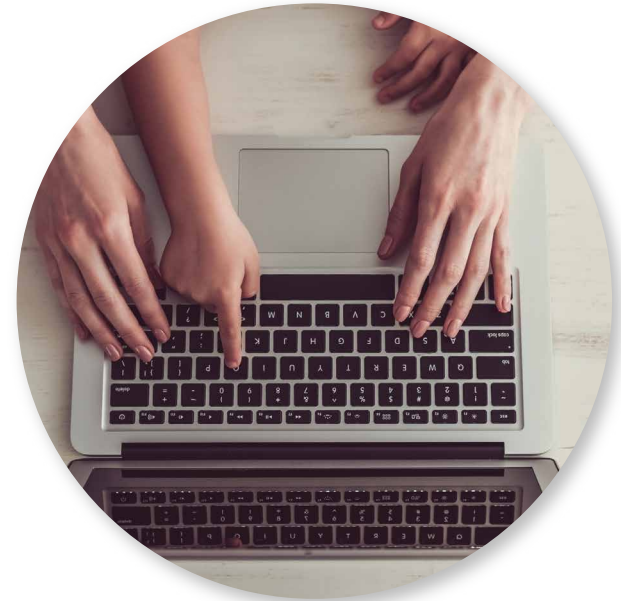
# EDITORIAL STRENGTH

Our editorial team has decades of experience in communications, journalism and education. We are specialists across all curricula, teaching and admissions.

## We have one key audience: Parents

WhichSchoolAdvisor provides parents with reliable information to help to make the right decision for their child's education. This is the **guiding philosophy** of all editorial content and the litmus test for whether to write and publish any story.

## It is why parents trust us



“Thank you for all the support and amazing work that you and your wonderful team give to our schools. We really enjoy working with all of you.”  
**Sameer Merchant (Managing Partner Safa Schools)**

### 500+ School and Nursery Reviews

- In-depth, independent and objective
- Constantly updated

### 1000+ Articles

- Relevant and current education news
- Informative content

### 1000+ Guides

- Which school, what curriculum and when to make the move?
- WSA helps parents choose

“We've used WSA for sharing news and updates about our developments and the response has always been incredibly positive. We know that parents use their information and reviews so we really value their support and the ability to advertise on their platforms. We've tracked website data and WSA traffic is always the highest quality!”  
**Shaun Robison (Governor IDEA ELC)**

# AUDIENCE

## USERS BY DEVICE



via desktop

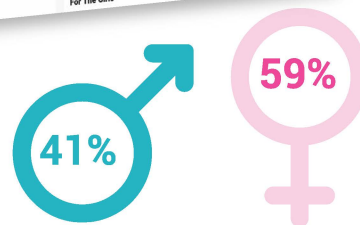
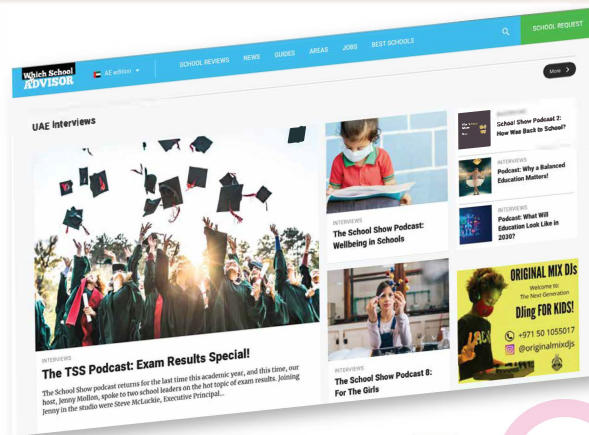


via tablet



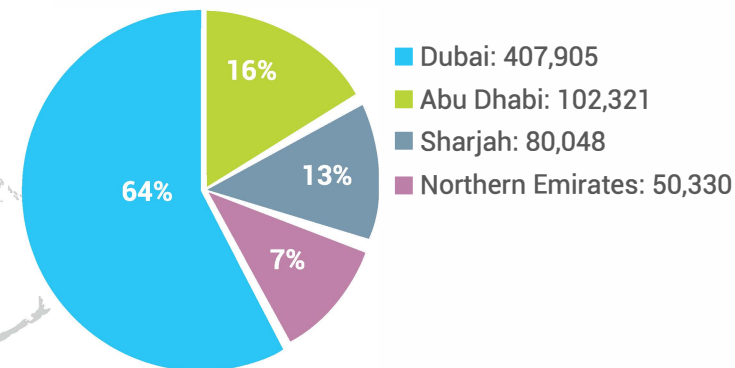
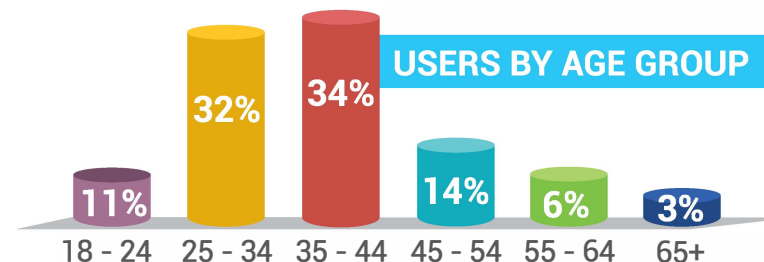
📍 UAE: 639,075

- 📍 US: 70,134
- 📍 India: 59,246
- 📍 UK: 45,616
- 📍 South Africa: 5,017
- 📍 Pakistan: 11,477
- 📍 Canada: 5,491
- 📍 Egypt: 4,828
- 📍 Singapore: 5,423
- 📍 KSA: 5,180



**952,647** Visitors  
Page Views: 2,485,593 1st July 2020 - 30th June 2021

## USERS BY AGE GROUP



## SOCIAL MEDIA

**f 52,439** fans **t 4,295** followers **i 2,702** followers **e 40,777** subscribers

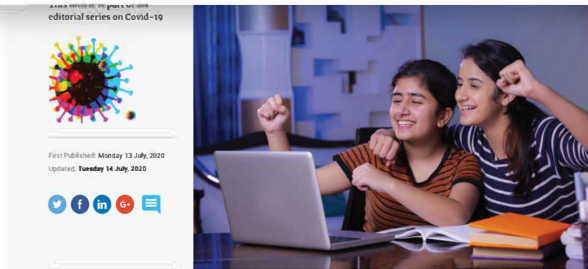
•Source: Google Analytics 1st July 2019 - 30th June 2020

WhichSchoolAdvisor.com is a trusted, highly authoritative environment to advertise and communicate your key messages. For further information please contact [Eimear at eimearmckennasingh@which-media.com](mailto:Eimear@eimearmckennasingh@which-media.com)

# ADVERTISING OPPORTUNITIES



**Leaderboard - Desktop 1940px by 240px**  
**Tablet: 1160px by 180px, Mobile 640px by 180px**



Do your children attend a UAE school? Take our survey and help other parents.

WhichSchoolAdvisor's annual school survey.

LET'S GO

Two days after the announcement of the CISCE Board Examination results, India's largest school board, the CBSE (Central Board of Secondary Education), announced the 2020 Grade 12 results unexpectedly on its websites, [www.cbse.nic.in](http://www.cbse.nic.in) and [cbseresults.nic.in](http://cbseresults.nic.in).

Overall, 88.78 per cent of the 1,192,961 exam entrants passed the school-leaving board exams this year, which saw delays and the eventual cancellation of some papers due to the coronavirus pandemic.

Once again, girls outshone boys, with a pass rate of 92.15 per cent (almost six percent higher than boys). In schools outside India, 94.26 per cent of the 16,043 candidates passed (lower by around one per cent compared to last year).

However, students who came across the publication of the results were not immediately able to access them due to

**In article MPU**

Just over half of all students enrolled in international branch campuses in Dubai, representing 16,517 student in 282 programmes, were covered in the initial cycle of inspections.

**MPU 1**

**MPU 2**

**MPU 3**

**MPU 4**  
**600x500px**

**MPU 5**

Positions	Share	Rate
Leaderboard	100%	AED 70,000
MPU 1	33%	AED 28,450
	100%	AED 60,000
In Article MPU	33%	AED 24,720
	100%	AED 60,000
MPU 2	33%	AED 17,500
	100%	AED 46,500
MPU 3 & MPU 4	33%	AED 15,500
	100%	AED 41,500
MPU 5	33%	AED 17,500
	100%	AED 46,500

• All display advertising is subject to availability and rates are exclusive of VAT

## Long term package discounts:

- 3 months: 5%
- 6 months: 8%
- 12 months: 12%

Active display advertisers will receive access to leads generated by <https://whichschooladvisor.com/uae/request-information> for matching curriculum and similar price point

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# ADVERTISING OPPORTUNITIES

 **eDirect Mail 40,777** subscribers



**AED 15,000 plus VAT**

Active WSA Display Advertisers: AED 5,000 plus VAT

 **52,439** fans



**FB Package of 3x posts - AED 12,000 plus VAT**

Active WSA Display Advertisers: AED 6,000 plus VAT

**Facebook 'Live' Video Tour -**

**Exclusive to Active WSA Display Advertisers:**

**AED 20,000 plus VAT**

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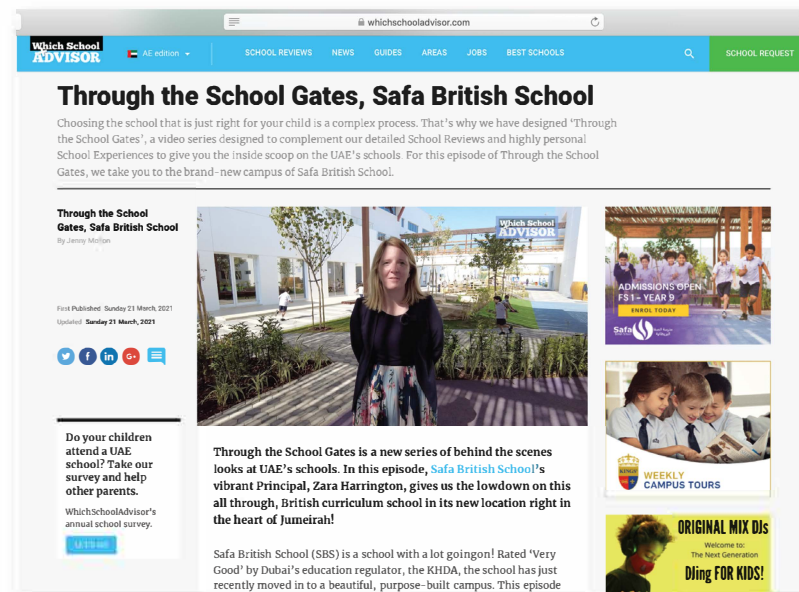
# ADVERTISING OPPORTUNITIES

'Through the School Gates' is a new WhichSchoolAdvisor.com series of a 'behind the scenes' look at UAE's school and is an opportunity not only for you to showcase your school's amazing facilities, and unique strengths but also to highlight the warmth and character of your leadership team. Please see the example on the right:

<https://whichschooladvisor.com/uae/guides/through-the-school-gates-safa-british-school>

**Active MPU 'Which Media' Advertisers: AED 22,500 plus VAT**

**Non MPU 'Which Media' Advertisers: AED 35,000 plus VAT**



## ▶ A Day In The Life Video:

Share the ethos and culture of your school or nursery by including a video snapshot of your facilities on your WhichSchoolAdvisor Review.

### Pre shoot planning includes:

- Tour of facilities, introduction to key members of staff and preparation of script with professional videographer (2-3 hours)
- On site filming (full day)
- Production of edited video

- Supply of unedited video
- Video embedded in WSA Review for a minimum 12 months

**AED 30,000 plus VAT**

**Active WSA Display Advertisers: AED 25,000 plus VAT**

### Optional 'A Day in the Life' Video add-ons:

- Supplied unbranded and uncut: **AED 3,500 plus VAT**
- Edited to 60 seconds and captioned for Social Media:

**AED 12,000 plus VAT**

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# CREATIVE SPECIFICATIONS

## Leaderboard and Footer Dimensions:

- Desktop: 1940px by 240px
- Tablet: 1160px by 180px
- Mobile: 640px by 180px
- Format: JPG or GIF

As the site is fully adaptive for mobile, tablet and desktop, the Leaderboard and Footer locations need to be provided separately.

## MPU Dimensions:

- 600px by 500px
- Format: JPG or GIF

It is possible to supply a maximum of 12 frames on each creative up to a maximum weight of 600KB.

## WSA Newsletter Advertisement:

- 640 px

## e-Direct Mail:

- Can either be an image or HTML format and must be static (no animations or flash)
- It should have a width between 700-750 pixels
- For HTML, please include all images etc linked correctly and in a zipped file

*The link below is a helpful guide on creating a campaign:*

<https://mailchimp.com/help/import-a-zip-file-to-create-a-campaign/>

## Facebook Posts:

- JPG – Please note all images require to be supplied in landscape orientation

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