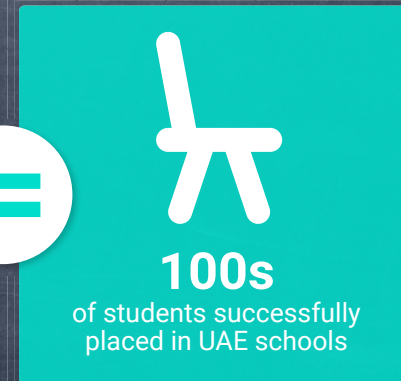
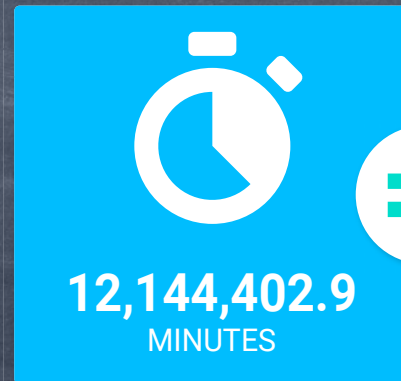
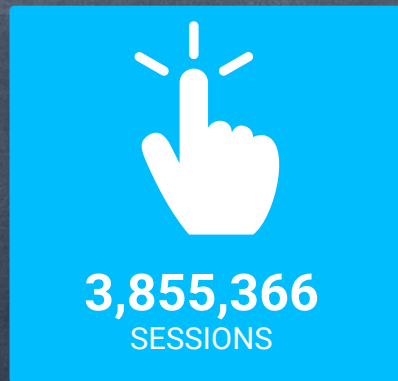
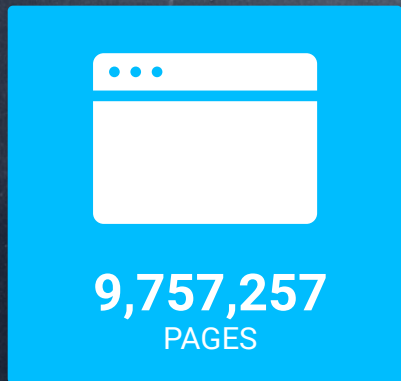


Which School ADVISOR

THE WORLD'S DEDICATED SCHOOL GUIDE

Since its launch in 2013 almost 2.5 million parents have found their way to WhichSchoolAdvisor.com with the primary purpose of finding a school place for their child. We are the only site in the world that gives parents the information they need to choose a school, not just to rule against it.

In that time WhichSchoolAdvisor.com has served:

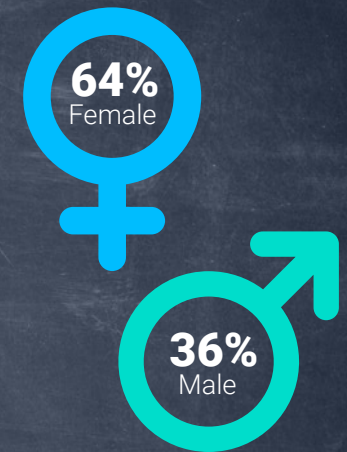
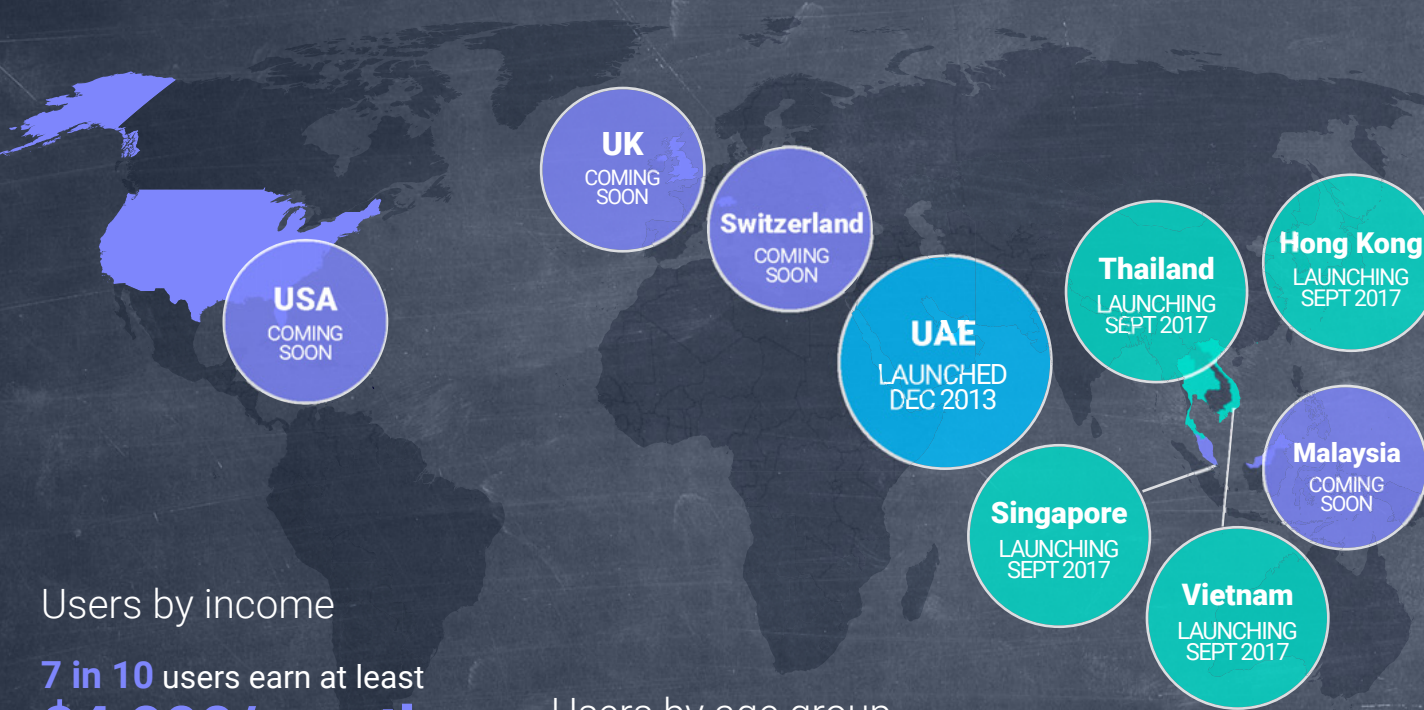


"We have found WhichSchoolAdvisor.com to be a very cost effective platform for informing parents about our school. They are part of the standard tool kit employed by parents when they are researching the school landscape and have a good reputation for impartiality and thorough research. We would not hesitate to suggest that on a like for like basis they represent a very cost effective solution."

Michael Embley, Nord Anglia Education



Over 1.2 million visits and more than 3 million page views annually.*
 And that's before WhichSchoolAdvisor.com goes global...



Users by income

7 in 10 users earn at least **\$4,000/month**

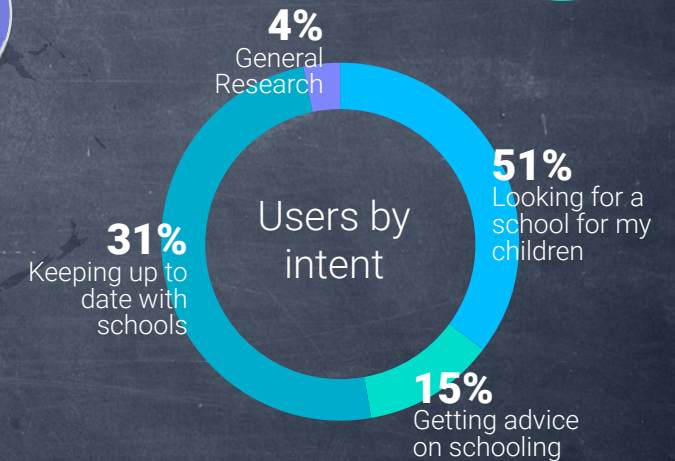
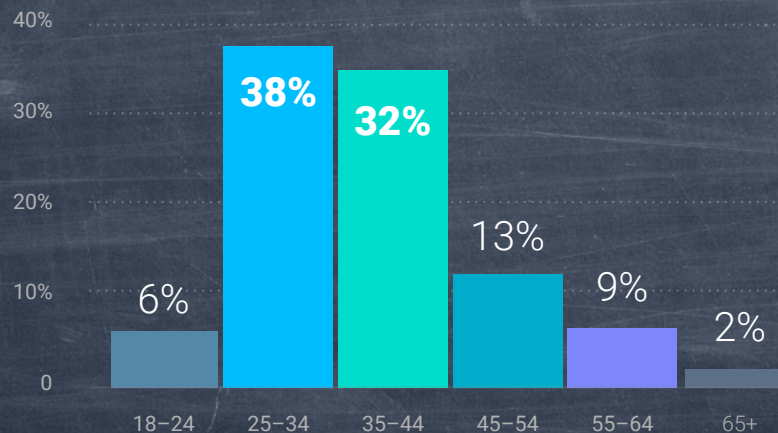
2 in 5 users earn at least **\$8,000/month**

1 in 5 users earn over **\$12,000/month**

1 in 10 users earns over **\$20,000/month**

Users by age group

67.27% of total sessions



Users by device



Source: Google Analytics for our UAE site: 1st April 2016 to 31st March 2017, Monthly traffic (May 2017) - 313,000 page views monthly, 90,300 users, 127,000 sessions.

1 in 2

users on [WhichSchoolAdvisor.com](https://www.WhichSchoolAdvisor.com) are,
right now, actively looking for a school place.

Fill in your availability details on site,
and reach out to our through editorial
and advertising opportunities.

Source: UserReport.com user profiling

Editorial Strength

The WhichSchoolAdvisor.com Editorial team has decades of experience in communications, journalism and education with specialists across curricula, teaching, and admissions.

It has one audience: Parents.

The team provides parents with the information they need to base decisions on and to act. This is guiding philosophy of all our editorial content, and the litmus test for whether to write and publish any story. It is why parents trust us to base their school decisions on.

In-depth reviews

In-depth, objective, information packed reviews of KG, Primary, and Post-16.

All key expat schools covered

100% independent and objective

Constantly updated

Articles

School news, openings, launches and more, parents turn to WhichSchoolAdvisor.com for daily school news and views.

Timely

Actionable

Relevant

Guides

When to, what to, where to and how to, WhichSchoolAdvisor.com helps parents make the key decisions for their children's education.

Which School

What curriculum?

When to make a move?

Reaching the right audience

By the time parents reach WhichSchoolAdvisor.com they are qualified, and have an active intent of searching for a school place. A WhichSchoolAdvisor.com reader is by definition a potential prospective parent of a child at your school.



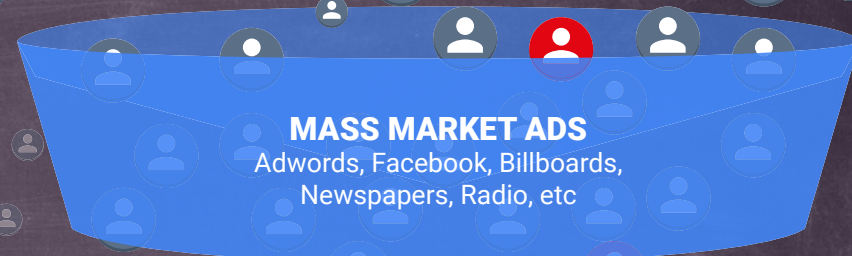
A parent actively seeking a place within a school.



General users, multiple interests, ages, motivations. Unlikely to be the audience you are interested in.

LEAST TARGETED

Finding users searching for a school place outside the WhichSchoolAdvisor.com environment will be like finding a needle in a haystack.



MASS MARKET ADS

Adwords, Facebook, Billboards, Newspapers, Radio, etc

COMMUNITY

Use WhichSchoolAdvisor.com's Facebook page and its followers to engage with a highly relevant audience interested in your messaging. You can also push messages directly to our newsletter subscribers



WHICH SCHOOL ADVISOR NEWSLETTERS & FACEBOOK PAGE

TARGETED ADVERTISING

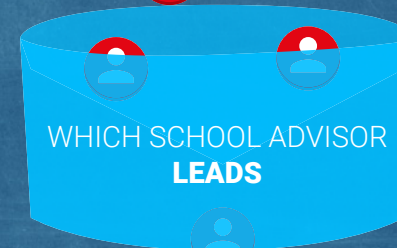
The most effective platform for school advertising. Our typical user is in active buying mode, searching for a school and looking for the information to convince them. Advertising within this environment to this audience is proven to be highly effective.



WHICHSCHOOLADVISOR.COM

ONE TO ONE MARKETING

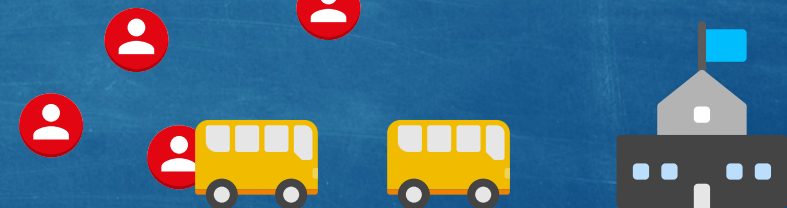
WSA Leads is your opportunity to contact directly parents actively looking for a school like yours. This is defined in terms of curriculum, area and fee range. You can also subscribe to the direct referral service for any user that expresses interest directly in your school.



WHICH SCHOOL ADVISOR LEADS

SCHOOL PLACEMENTS

Using the focused approach of WhichSchoolAdvisor.com is the most effective way to meet your admissions goals



**Which School
ADVISOR**

THE WORLD'S DEDICATED SCHOOL GUIDE

Advertising & Marketing Solutions

How to use WhichSchoolAdvisor.com

	I want to build my brand and awareness of who we are	I have empty seats - I need to fill school places	I am launching a new school/ new section/ new service - I need UAE parents to know!	I need market intelligence and insight to make decisions	I need parents coming to my open day/event	I want to assure my parents they made the right decision	Parents don't understand "Why My School" - what it is that makes it unique...
WSA Editorial - at the discretion of the Editor, not commercial	✓	✓	✓	✓	✓	✓	✓
Banner Advertising	✓	✓	✓		✓	✓	✓
WSA Leads		✓					
WSA Social Media					✓	✓	
WSA Newsletter Advertising	✓		✓		✓		
WSA Direct Mails		✓	✓		✓		
WSA Sponsorship	✓					✓	
WSA Native Advertising	✓						
WSA Video: A Day in the Life						✓	✓
WSA Social Media Video	✓					✓	✓
The Education Intelligence Group - WSA's consultancy				✓			

Not all options available on launch

WSA Leads

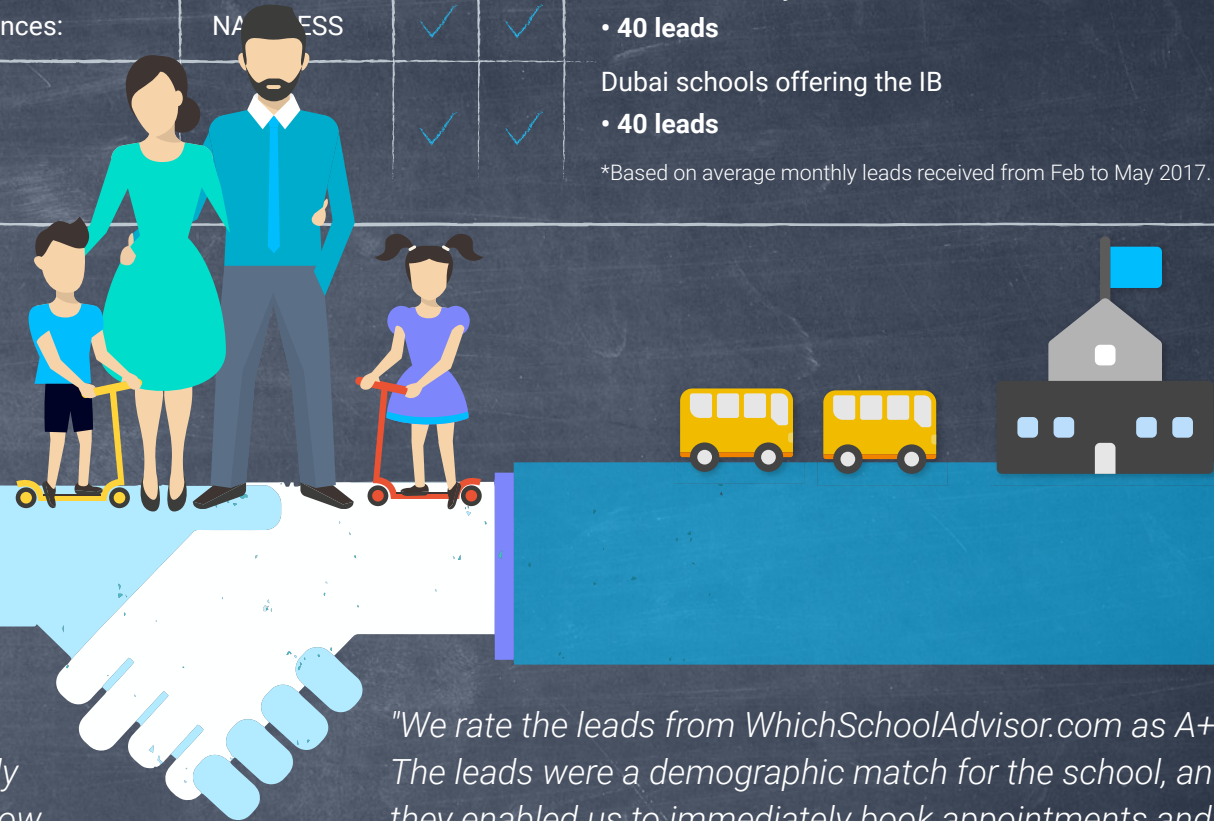
Giving schools access to parents needing school places.

We are able to link parents looking for a school, with schools that have availability. What's more, we make sure fruitful contacts are made. We collect names, emails, school preference, residential status, curriculum preference and more to ensure leads are passed onto schools with the right offering.

By making the service a subscription offering we ensure when we pass on leads the schools that receive them want them, have places to offer, and will actively reach out to communicate to our parents.

** Note: WhichSchoolAdvisor.com will handle the initial correspondence between parties.*

Curriculum pref:	IB or UK	✓	✓	Example packages (Number received each month) Premium Fee schools in Dubai • 75 leads UK curriculum, Premium Fees, Dubai • 45 leads Schools in Sharjah, Indian Curriculum, Value • 40 leads Dubai schools offering the IB • 40 leads <small>*Based on average monthly leads received from Feb to May 2017.</small>
Number of children:	2	✓	✓	
Residential status:	Res	✓	✓	
School preferences:	NA ESS	✓	✓	
Budget range:		✓	✓	



"Within one week of receiving two leads, generated by WhichSchoolAdvisor's RFI feature, we have successfully registered both into confirmed school places. We are now looking forward to welcoming these pupils to Kent College."

Emma Starling, Marketing & Communications Manager, Kent College Dubai

"We rate the leads from WhichSchoolAdvisor.com as A+. The leads were a demographic match for the school, and they enabled us to immediately book appointments and school tours, leading to enrolled children."

Shaun Robison, Newlands School

Contact

If you would like more information, please do not hesitate to contact:

James Mullan

Co-Founder and Managing Director

jamesmullan@whichschooladvisor.com

Tel: +971 50 455 9047