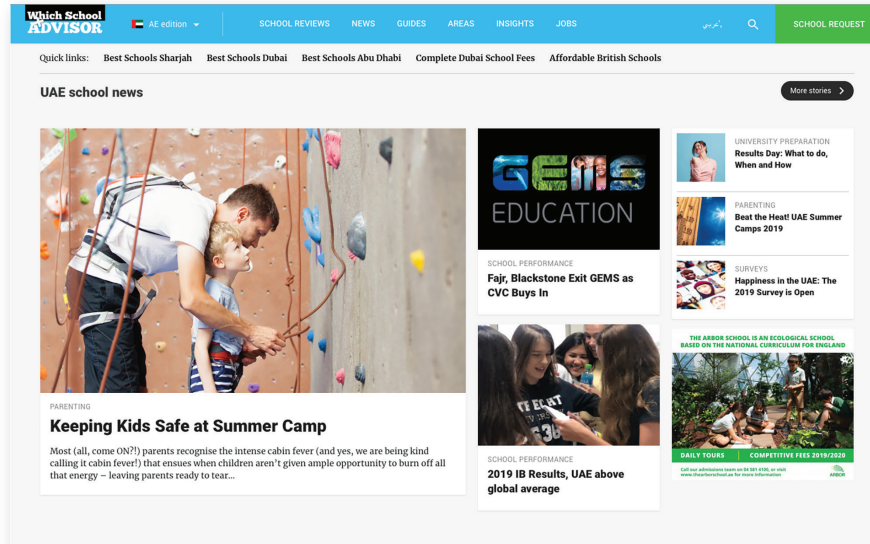


Which School ADVISOR

THE UAE'S DEDICATED SCHOOL GUIDE



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** 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



4,210,150 Visitors
Page Views: 17,046,744 since 2013

“Collaborative discussions, excellent relationship management and the drive to add value every step of the way. We value our partnership with WhichSchoolAdvisor and look forward to creating new content and engaging with our community in ways we have never done before.”

Penelope Georgakis (Group Marketing & Communications Director at Evolve Knowledge Investments)

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

500+ School and Nursery Reviews

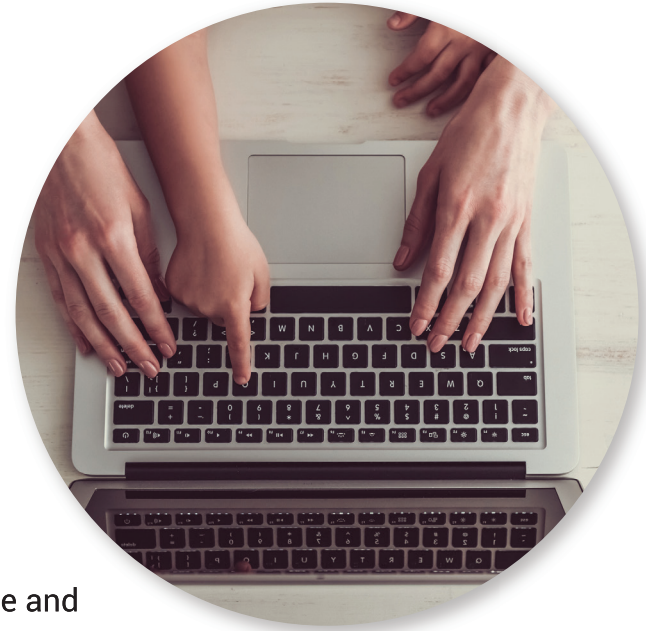
- In-depth, independent and objective
- Constantly updated

1000+ Articles

- Relevant and current education news
- Informative content

1000+ Guides

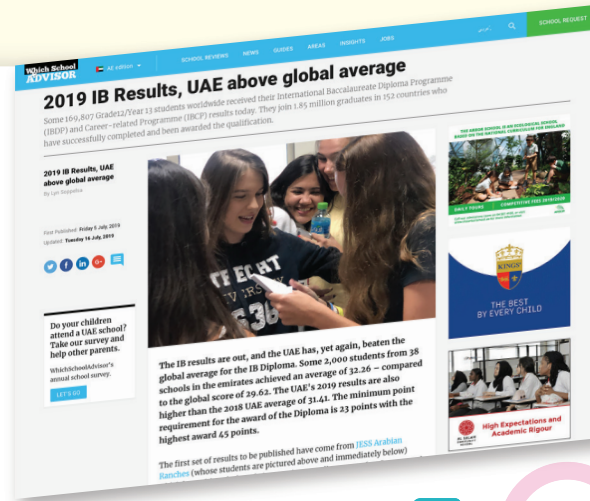
- Which school, what curriculum and when to make the move?
- WSA helps parents choose



“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



1,058,234 Visitors

Page Views: 3,608,505 1st July 2018 - 30th June 2019

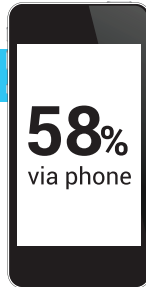
USERS BY DEVICE



via desktop



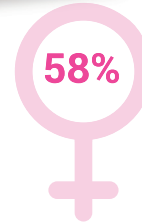
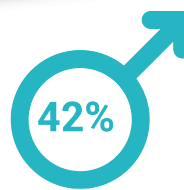
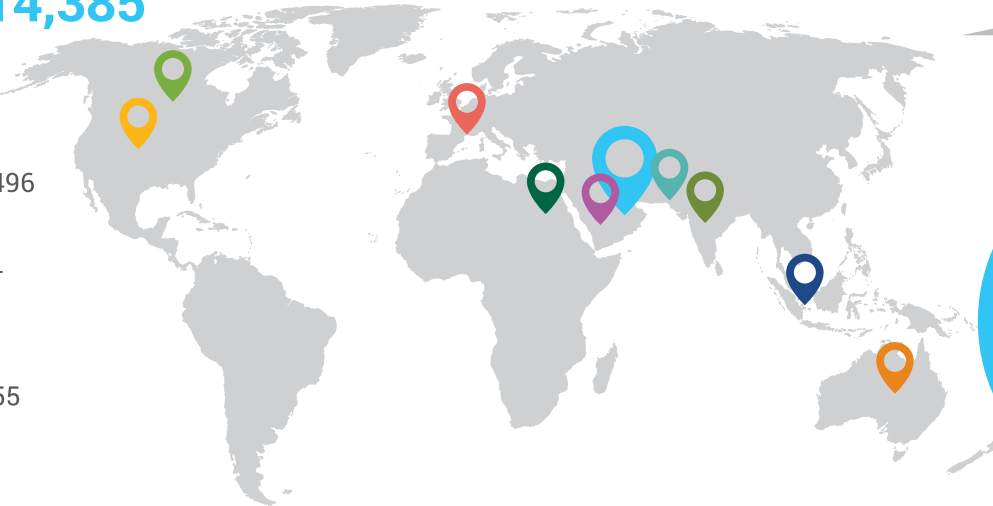
via tablet



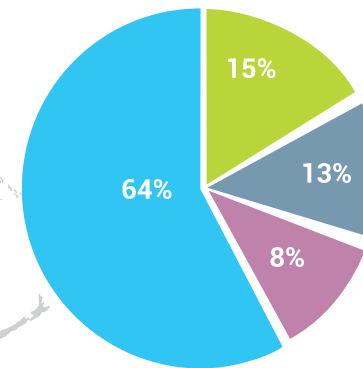
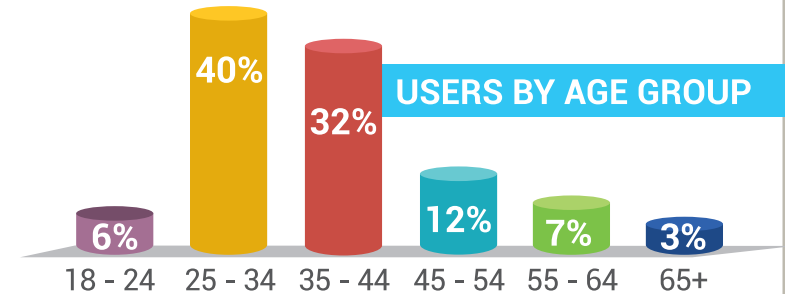
via phone

UAE: 614,385

- 📍 US: 69,157
- 📍 Canada: 7,800
- 📍 UK: 62,853
- 📍 Singapore: 56,496
- 📍 India: 52,096
- 📍 Pakistan: 8,254
- 📍 Egypt: 5,058
- 📍 KSA: 5,981
- 📍 Australia: 14,755
- 📍 Other: 161,399



USERS BY AGE GROUP



- Dubai: 400,186
- Abu Dhabi: 97,391
- Sharjah: 82,850
- Northern Emirates: 33,958

SOCIAL MEDIA

f 52,202 fans **t 2,650** followers **i 1,425** followers **e 38,000** subscribers

•Source: Google Analytics 1st July 2018 - 30th June 2019

WhichSchoolAdvisor.com is a trusted, highly authoritative environment to advertise and communicate your key messages. For further information please contact [Maureen at maureenmcdonald@whichschooladvisor.com](mailto:maureenmcdonald@whichschooladvisor.com)