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:

- 9,757,257 pages
- 3,855,366 sessions
- 12,144,402.9 minutes
- 100s of students successfully placed in UAE schools

“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 device

40.4% access the site via Desktop
6.2% access the site via Tablet
53.5% access the site via Mobile

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 are, right now, actively looking for a school place.

Fill in your availability details on site, and reach out to us 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.

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<table>
<thead>
<tr>
<th>In-depth reviews</th>
<th>Articles</th>
<th>Guides</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-depth, objective, information packed reviews of KG, Primary, and Post-16.</td>
<td>School news, openings, launches and more, parents turn to WhichSchoolAdvisor.com for daily school news and views.</td>
<td>When to, what to, where to and how to, WhichSchoolAdvisor.com helps parents make the key decisions for their children's education.</td>
</tr>
<tr>
<td>All key expat schools covered</td>
<td>Timely</td>
<td>Which School</td>
</tr>
<tr>
<td>100% independent and objective</td>
<td>Actionable</td>
<td>What curriculum?</td>
</tr>
<tr>
<td>Constantly updated</td>
<td>Relevant</td>
<td>When to make a move?</td>
</tr>
</tbody>
</table>

WhichSchoolAdvisor.com is a trusted, highly authoritative, environment in which to advertise, and communicate your key messages.
**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.

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

### 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.

### 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.

### 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.

### SCHOOL PLACEMENTS
Using the focused approach of WhichSchoolAdvisor.com is the most effective way to meet your admissions goals.
# Advertising & Marketing Solutions

How to use WhichSchoolAdvisor.com

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

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

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

<table>
<thead>
<tr>
<th>Curriculum pref:</th>
<th>IB or UK</th>
<th>✓</th>
<th>✓</th>
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<tbody>
<tr>
<td>Number of children:</td>
<td>2</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Residential status:</td>
<td>Res</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>School preferences:</td>
<td>NAS/JESS</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Budget range:</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Curriculum pref:   IB or UK
Number of children:   2
Residential status:   Res
School preferences:   NAS/JESS
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
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