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.

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 UAE 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.* Last year 60% of the WSA audience were new visitors.

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

*Source: Google Analytics: 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.
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.

500+ In-depth reviews
In-depth, objective, information packed reviews of KG, Primary, and Post-16 schools across the UAE

1,000+ Articles
School news, openings, launches and more, parents turn to WhichSchoolAdvisor.com for daily school news and views

1,000+ Guides
When to, what to, where to and how to, WhichSchoolAdvisor.com helps parents make the key decisions for their children's education.

90% of UAE schools covered

100% independent and objective

Constantly updated

Timely

Actionable

Relevant

Which School

What curriculum?

When to make a move?

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.

A parent actively seeking a place within a school in the UAE

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.

Targeted Advertising
The most effective platform for school advertising in the UAE. 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.
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.*

**Example packages**
(Number received each month)

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

<table>
<thead>
<tr>
<th>Premium Fee schools in Dubai</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 75 leads</td>
</tr>
<tr>
<td>UK curriculum, Premium Fees, Dubai</td>
</tr>
<tr>
<td>• 45 leads</td>
</tr>
<tr>
<td>Schools in Sharjah, Indian Curriculum, Value</td>
</tr>
<tr>
<td>• 40 leads</td>
</tr>
<tr>
<td>Dubai schools offering the IB</td>
</tr>
<tr>
<td>• 40 leads</td>
</tr>
</tbody>
</table>

*Based on average monthly leads received from Feb to May 2017.

"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:

Maureen McDonald
Commercial Director
maureenmcdonald@whichschooladvisor.com
Tel: +971 50 433 5338