

whichschool? magazine



Print Magazine



Website



WhichSchool App
Interactive Digital Magazine

MULTIMEDIA EXPOSURE



Social Media

whichschool?

magazine

Whichschool? Magazine is a premium guide to private schools within New Zealand.

Take advantage of the modern media landscape

Today's parents are informing themselves on their education choices through a variety of media – websites, apps, print magazines and more.

WhichSchool? engages all of these modern mediums of communication and is now encouraging schools to take advantage of these options by facilitating the creation of your own customised content.



Print Magazine

- Available at key distribution points to target audiences. A combination of print and editorial ensures maximum readership cut-through.



Website

- www.whichschoolmag.co.nz is Australia's top databases of non-government schools. Parents can search by state or suburb. Full picture listings and catered text ensure maximum SEO. Listings include school profile, slide show and 1 minute video.



NEW WhichSchool app!

- WhichSchool? is excited to present the WhichSchool? app. Available for free via iTunes, the WhichSchool? app will expand distribution to thousands of parents around the country and the globe.
- Static ads - All print ads will be automatically included as a static ad with an option to upgrade to a dynamic ad.
- Dynamic ads will allow the integration of a slide show of six photos, and a one-minute video. (Limited availability).

Features and Benefits

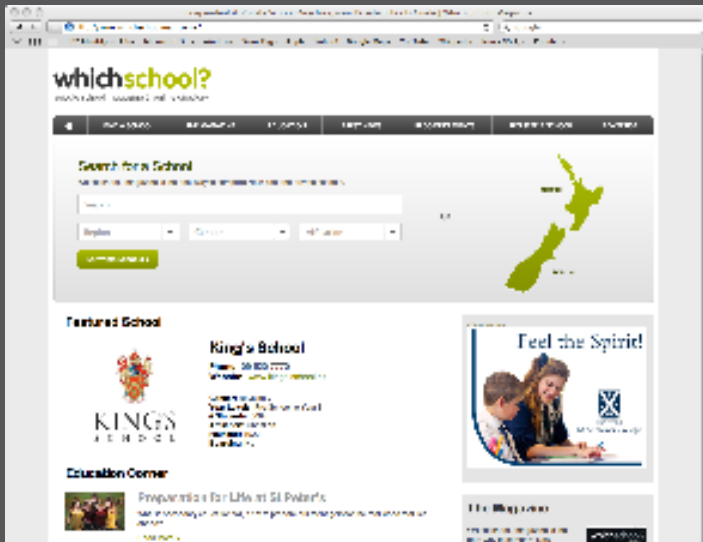
- **Premium production values and brand synergy**
Whichschool? Magazine takes pride in presenting your school in an elite category, providing a platform to communicate your message that matches your brand and core values.
- **Exclusive market participation**
Whichschool? Magazine is a publication for non- government schools only.
- **High quality editorial**
Whichschool? Magazine is not just another directory. We believe in providing readers with valuable content, engaging with parents through relevant and informative editorial.
- **Exceptional Magazine/website interaction**
Whichschool? Magazine is supported by a state of the art website. The combining of these two platforms (web and magazine) ensures that your brand awareness is increased exponentially.
- **Targeted distribution**
Whichschool? Magazine reaches more than 60,000 readers. It is strategically placed in the market to achieve a greater cut through to ensure your message is getting in front of the right people.
- **One full year of exposure**
Whichschool? Magazine is an annual publication that is available through multiple channels all year round. You are paying for one advertisement and receiving the benefits for the entire year.
- **iPad APP**
Available as a free download on iTunes

For more information contact Chelsea Daniel

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NZ website only

The **Whichschool?** website is a fantastic resource for searching and viewing your school profile online. Schools have the opportunity to upgrade to a Premium listing which means that whenever someone does a search in your area, or selects a field that matches your profile, your school will be 'top of the list' in the displayed search results. Premium web listings are an inexpensive way to ensure your school is front of mind when parents and prospective students do a search. For even greater impact we have **"Banner Advertising options"** allowing your school to be seen throughout the entire site. All schools are provided the opportunity of a basic listing free of charge.

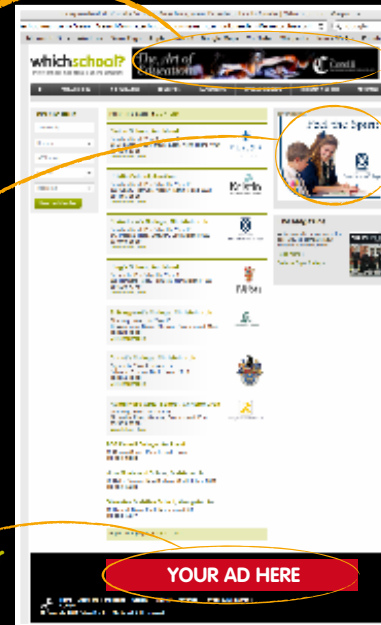


www.whichschoolmag.co.nz

Top Leader Board

Side Tile Bar

Bottom Leader Board



Premium Profile

- Our most popular display listing.
- Your school appears at the top of any search that matches your school criteria (in alphabetical order if required).
- Your listing is displayed with your school logo and is boxed out for maximum impact.
- Click through to your school's own dedicated page. Includes basic school info, photos, direct link to your schools website, google map, latest news and much more.
- Option of a one minute video.



Web banners

- Only 6 positions available (rotates each time a page is reloaded).
- Links directly to your school's own website.
- Appears on every page of the Whichschool? website, including search pages (regardless of the search criteria)
- Price includes a FREE premium profile page

NZ

advertising specs

DOUBLE PAGE SPREAD ADVERTISEMENT SET UP

SCHOOLS TO SUPPLY ARTWORK FOR THIS SECTION

ADVERTISEMENT IMAGE
630mm (width) x 250mm (height)
To be supplied as a press ready pdf with a 5mm bleed area

School name goes here

Text area for school profile.
Please supply as a Word doc.
Max. 500 words or 6100 characters.

Map area. We may supply and insert.

About School name

Contact details:
Please supply address, phone, fax, email and web address

School name

Text area for school profile.
Please supply as a Word doc.
Max. 450 words or 2800 characters.

Contact details (please supply):
A:
T:
F:
E:
W:

HALF PAGE ADVERTISEMENT SET UP

SCHOOLS TO SUPPLY ARTWORK FOR THIS SECTION

ADVERTISEMENT IMAGE
315mm (width) x 150mm (height)
To be supplied as a press ready pdf.

Text area for school profile.
Please supply as a Word doc.
Max. 250 words or 1600 characters.

Contact details:
Please supply address, phone, fax, email and web address

School name

Text area for school profile.
Please supply as a Word doc.
Max. 250 words or 1600 characters.

Contact details:
Please supply address, phone, fax, email and web address

FULL PAGE ADVERTISEMENT SET UP

SCHOOLS TO SUPPLY ARTWORK FOR THIS SECTION

ADVERTISEMENT IMAGE
207mm (width) x 225mm (height)
To be supplied as a press ready pdf.

Text area for school profile.
Please supply as a Word doc.
Max. 250 words or 1600 characters.

Contact details:
Please supply address, phone, fax, email and web address



FAQs

Frequency

WhichSchool? Magazine is published and distributed annually.

Circulation

Distributed annually throughout NZ to 1000+ outlets, providing extensive, targeted local coverage for NZ independent schools. A/B demographic is identified and then clusters of distribution points are established in the catchment areas of those who advertise in Whichschool Magazine to ensure ample coverage in local markets and to maximise brand awareness.

NZ Distribution

- All independent schools
- Cafés
- Childcare centres
- Community centres (inc. religiously-affiliated)
- Educational exhibitions
- Educational offices and associations
- Independent Schools Of New Zealand
- Kindergartens
- New Zealand Trade Commission and Embassies
- Primary schools
- Professional offices
- Real Estate agents
- Salons
- Selected car dealerships
- Selected Newsagencies
- Waiting rooms

Audience

Parents or guardians of children of school age
- whether it's pre-school, primary school or secondary school Educational professionals

Bookings and Enquiries contact Chelsea Daniel

Phone 03 9690 8766 Mobile 0425 699 878 Email chelsea.daniel@primecreative.com.au