

# whichschool? magazine



Print Magazine



Website



WhichSchool App  
Interactive Digital Magazine



Social Media

## MULTIMEDIA EXPOSURE

# whichschool?

magazine

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

## 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.com.au 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-Young

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# QLD

## 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.com.au

### Top Leader Board



### Side Tile Bar

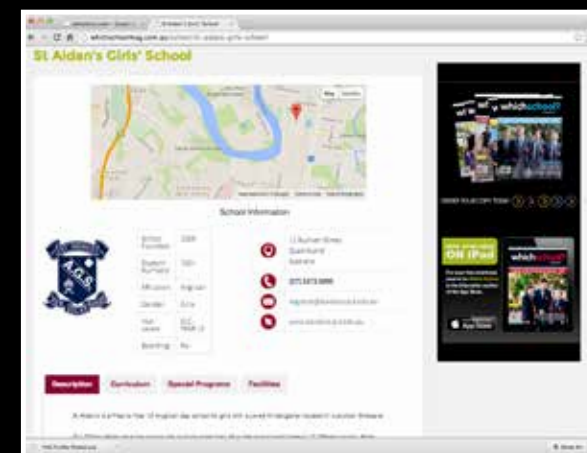
### Bottom Leader Board

### 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

### 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.



**DOUBLE PAGE SPREAD ADVERTISEMENT SET UP**

SCHOOLS TO SUPPLY ARTWORK FOR THIS SECTION

**ADVERTISEMENT IMAGE**  
 2370mm (width) x 220mm (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 2800 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. 400 words or 2800 characters.

**HALF PAGE ADVERTISEMENT SET UP**

SCHOOLS TO SUPPLY ARTWORK FOR THIS SECTION

**ADVERTISEMENT IMAGE**  
 1020mm (width) x 1020mm (height)  
 To be supplied as a press ready pdf.

Text area for school profile.  
 Please supply as a Word doc.  
 Max. 200 words or 1600 characters.

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

**FULL PAGE ADVERTISEMENT SET UP**

SCHOOLS TO SUPPLY ARTWORK FOR THIS SECTION

**ADVERTISEMENT IMAGE**  
 2070mm (width) x 220mm (height)  
 To be supplied as a press ready pdf.

School name goes here

Text area for school profile.  
 Please supply as a Word doc.  
 Max. 200 words or 1600 characters.

Contact details:  
 please include address, phone, fax, email and web address



## FAQs

### How regularly is WhichSchool? produced?

WhichSchool? is published and distributed annually.

### How many people read the it?

WhichSchool? has a total readership of more than 50,000 parents. This is partially achieved through our partnership with the Australian Scholarships Group, through which we send our print publication to 10,000 residences in your target state.

### What is the Australian Scholarships Group?

The Australian Scholarships Group is a national organisation set up to assist parents to afford non-government education with specialised finance options and advice. Our partnership with ASG ensures we reach readers we know to be considering their children's education options.

### Can the magazine be found elsewhere?

Beyond our major distribution partner, we also distribute the magazine through:

- Non-government schools
- Childcare centres, kindergartens and various education institutions
- Relocation agents
- Selected news agencies

### Who is WhichSchool?'s audience?

Parents or guardians of children at or near school age (primary and secondary school ages included)  
 Education professionals

Bookings and Enquiries contact Chelsea Daniel-Young

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