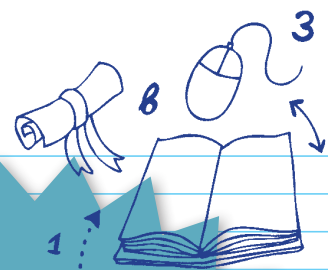


MEDIA INFORMATION



TheSchoolRun.com is the first stop for proactive parents seeking information, advice and resources to support their child's educational journey from Early Years Foundation Stage through Key Stages 1 and 2.

Written by a team of experts, TSR demystifies the national curriculum for parents and successfully merges educational needs with the core concerns of the parent community.

THE BENEFITS OF USING TSR

- * Directly target parents of children aged 3-13
- * Cost-effective, high-impact advertising options
- * Reach a highly engaged audience with relevant messaging
- * Align your brand or service with TheSchoolRun's educational journey

TSR USERS*

- * 94% Female
- * 44% 26-40
- * 52% 41-55
- * 51% Household income +£50,000
- * 80% visit the site weekly or more!
- * 100% of our users would recommend TheSchoolRun.com
- * Biggest challenge for our parents is understanding what's being taught and how to support learning at home

ADVERTISING OPPORTUNITIES

Maximise your exposure to our parenting community with display advertising on TheSchoolRun.com or solus emails to our highly engaged audience!

- * Banner and MPU advertising on a ROS basis
- * Advertorials
- * Bespoke sponsored activity
- * Solus email campaigns (we send your message on your behalf to our registered users)
- * Social media activity (only available as part of a package)

MEDIA RATES

- * Leaderboard £10cpm
- * MPU £15cpm
- * Solus email £20cpm
- * Advertorials and sponsorship POA

'Of all the resources we searched last year, TheSchoolRun became our "go to" site.'

- Ruth, Worcestershire

'I've loved TheSchoolRun website and have recommended it to many of my friends. It has been an invaluable resource. Thank you.'

- Debbie, Twickenham

For more information or to discuss your media activity, please contact:
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