

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 our 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 www.theschoolrun.com
- * Biggest challenge for our parents is understanding what's being taught and how to support learning at home

'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

TSR IN NUMBERS

- * 795k unique users/month
- * 1.5 million page views/month
- * 250k registered users
- * 64k Facebook followers
- * 13k Twitter followers

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
- * Solus email campaigns (we send your message on your behalf to our registered users)
- * Inclusion in weekly newsletter
- * Advertorials
- * Bespoke sponsored activity
- * Social media activity

MEDIA RATES

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

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