



# The Independent Schools Magazine

The professional journal for management & staff  
with a total distribution in excess of 6,000



2025  
Media Pack

**BOOK YOUR ADVERTISING SPACE**  
in the Independent Schools Magazine  
T: 01242 259246 E: [sean.mckeon@fellowsmedia.com](mailto:sean.mckeon@fellowsmedia.com)

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# The Independent Schools Magazine

## Strength Through Truth since 2007

### Informs. Interests. Inspires.

The Independent Schools Magazine (ISM) is read by decision makers and opinion formers throughout the UK's fee-paying independent education sector.

ISM is a mix of news, views, ideas and information of real use and interest to professionals in the field.

A complimentary copy of ISM is mailed personally to named individuals in every fee-paying independent school in the UK. Others are mailed directly to government ministers, associations, and trade bodies. Further e-copies are provided by request. Every issue is fully available to read on-line and also easily downloadable.

ISM is produced by an experienced team of editorial, advertising, and publishing specialists.

Content is guided editorially by a distinguished Editorial Advisory Board of people with a unique insight into the sector

**Tory Gillingham:** Managing Director of AMCIS – Association for Admissions, Marketing and Communications in Independent Schools

**Elisabeth Lewis-Jones:** a governor of Bloxham School, Oxfordshire; 2008 President of the Chartered Institute of Public Relations and Director of Liquid Public Relations, a consultancy with expertise within the education sector

**Emily Roberts:** Communications Officer, Independent Schools Council (ISC)

**Darren O'Connor:** Partner specialising in independent schools and not-forprofits at Accountants and Business Advisors James Cowper Kreston

**Alex Beynon:** Media Co-ordinator, Independent Schools Council (ISC)

**Kevin Fear:** Head, Nottingham High School

**Jesse Elzinga:** Head, Sevenoaks School, Kent

**Ceri Jones:** Head, Caterham School, Surrey  
**Deborah Leek-Bailey OBE:** Head of Independent schools, Education Development Trust; Education Advisor Child Bereavement UK; Consultant DLB Leadership

**Natalie Sanderson:** Managing Director of Sublime Public Relations – journalist and independent PR specialist with particular expertise in the independent education sector

The Independent Schools Magazine is produced by experienced journalists dedicated to accuracy and relevance.

Editorial is targeted at both academic and business orientated managers and includes:

- Latest trends and surveys
- Exclusive Interviews, including the ever-popular Head 'Profile' on the centre pages
- Independent schools news
- Classroom ideas and initiatives
- Interesting products and services
- Legal, financial, educational and marketing updates

The Independent Schools Magazine seeks not only to provide this compelling, readable content but also to provide a forum for the exchange of informed views and to champion the cause of fee-paying independent schools amongst opinion-formers.

### What advertisers say..

"Schoolblazer have regularly advertised in The Independent Schools Magazine over the past ten years which has helped our business grow substantially to become the leading Independent School uniform and sportswear retailer."

**Clare Burrows, Business Development Manager, Schoolblazer**

"Many journals cover education, but as a PR company looking for targeted promotion, Independent Schools Magazine excels in its field. It has a clearly defined readership and contains well-researched, topical and current articles, which lend the right backdrop for advertising and promotional activity within its pages."

**Charmian Robson, ABR Publicity**

"The education market is important for Harlequin Floors and we advertise with Independent Schools Magazine to address our target audiences in the independent sector. Independent Schools Magazine is a high quality publication that continues to offer strong editorial content of interest to the readership. We appreciate the high level of professional support we receive from the title's editorial and advertising team."

**Mark Rasmussen, Group Marketing Manager, Harlequin Floors**

"Modulek has worked with Independent Schools Magazine for the past 2 years. The reach that it gives us is perfect for informing potential clients about our services. The magazine is thoughtfully put together with current topical issues being addressed for its readers. The staff are super helpful and always on hand to discuss new ideas with us."

**Carly Toogood, Marketing Manager**

"Independent Schools Magazine is an important element in our media mix and remains a useful window into the offices of independent school decision makers."

**Jon Elson, Account Director, Media Managers Ltd (agency for CIE)**



## At-a-glance facts



Printed subscriptions and **free** e-magazines available upon request



A4 size



Distributed by the **Royal Mail**



**4,000** printed copies



Printed in the **UK**



**Full colour** throughout



High-quality Gloss paper and **eco-friendly** paper-wrapper

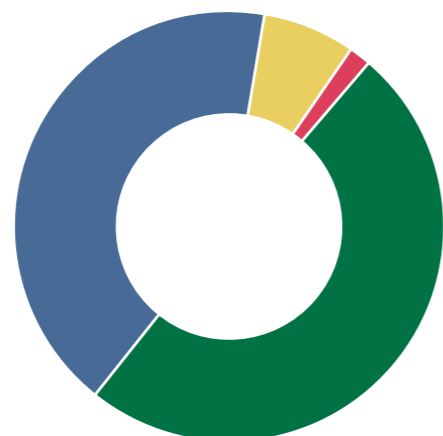


**Distinguished** editorial board



to read the e-mag version visit [www.independentschoolsmagazine.co.uk](http://www.independentschoolsmagazine.co.uk)

## October 2023 Distribution breakdown



- 1,810 Heads
- 1,390 Bursars
- 350 Deputy heads
- 410 Others
- Plus 2,500 E-mag recipients

## Advertorial features schedule Jan – Dec

**Music, drama, dance – special feature every issue**

Advertisers are invited to submit editorial to complement their advertisements in these advertorial features.

### January

**Marketing** Attracting new pupils – how best to go about it.  
**Administration & Management** IT software packages designed to support school office functions.  
**Air Quality** assessing air quality in schools

### February

**Transport** Contract Hire, leasing, outright purchase signwriting. 'Green' conversions. Safety.  
**Modular Buildings** Exploring the increasingly attractive option – cost-effective and convenient.  
**School Fees & Finance** The Range of specialist advice and services tailored for independent schools.  
**Legal** Services for independent schools from specialists.

### March

**Insurance** Cover for staff and pupils. Insuring buildings and equipment.  
**Catering** In-house or contract, what's best? Equipment and service providers.  
**Field Studies** Outdoor centres and facilities.  
**Outdoor Learning** Stimulate and educate – includes the best in outdoor school equipment.

### April

**Educational trips** The best service and outcomes for schools and pupils.  
**Sports & Equipment** Activities, equipment, facilities. Playing fields. Gymnasium and fitness equipment.  
**ICT** The latest available.  
**Design and Technology** How pandemic initiatives can evolve into lasting everyday classroom benefits.  
**Marketing** Branding. New media. Using external consultants. Market & parent research.

### May

**Flooring** Practical, safe, hard-wearing affordable floorings.  
**'Going Green':** A look at buildings and facilities management inside and outside, with special emphasis on 'green' Solar and woodchip heating options.  
**Library** Administration systems, library furniture, book supplies, security, signage.  
**School buildings** Creating the right learning environment.

### June/July/August

**Schoolwear** Create the right school image, with the best quality and service.  
**Marketing** Attracting new pupils – how best to go about it.  
**Catering** Our second look at catering ahead of the new academic year.  
**Off-site construction** Who offers the best service and range?  
**Administration and Management** IT Software packages designed to support school office functions, associated hardware providers and servicing, data and access security.  
**School fees** The best options for planning, paying or protecting school fees.  
**Finance and Insurance** The range of specialist advice and services tailored for the independent sector.  
**Sports** Another look at this important subject.

### September

**School Trip** Covering types of trips, planning tips, practical advice & insurance.  
**Administration & Management** IT software packages designed to support school office functions.  
**Sports** Winter sports facilities, equipment centres & indoor gymnasium equipment.

### October

**Transport** Our second look.  
**Drama/Theatre Suppliers** Looking at theatrical equipment, stage kits, flooring, products & ticketing systems for large scale productions  
**Access & Special Needs** Latest products and services.  
**New buildings and design** Ensuring investments make financial sense and blend with existing facilities.

### November/December

**Estate Management** Building purchase & ground maintenance.  
**Construction** Who offers the best service, range & creation of innovative learning environments?  
**Insurance** Cover for staff, pupils, buildings & equipment.  
**Utility & Heating** Helpful tips to manage costs.

### Advertising and promotional opportunities

- Market leader for the independent school sector
- Up to 72-pages packed with news and information
- Read by decision makers – heads, governors, bursars, senior staff – in every mainstream UK fee-paying independent school
- Up-to-date mailing via Royal Mail to named individuals, carefully revised every year
- E-mag free subscriptions
- Honest, verifiable distribution
- Available on-line with links to advertisers' own websites
- Informative advertorial features and company profiles

### Service and support from industry professionals

- Help and advice from experienced sales and editorial staff
- Honest distribution of the printed magazine
- Online links to advertisers own websites
- Cost effective advertisement and leaflet rates
- Complimentary artwork and design service

## Advertisement rates & data

### Full colour advertisement rates:

#### Display:

Full page	£1,740
Half	£980
Quarter	£600

#### Classified:

(Per scc)	£10
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#### Product reviews:

(150 words plus image)	£145
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#### Company profiles:

(full page advertorial style) £950

#### Leaflet inserts:

(to 10gms weight max A4) (per thousand)	£125
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Other sizes available upon request  
Volume and Agency discounts available  
Prices exclude VAT  
Prices subject to change without notice

### Full colour advertisement sizes (in mm)

#### Display:

	Trim size	Type area	Bleed
Full page	297x210	277x190	300x213
Half landscape	135x190	-	-
Half portrait	277x90	-	-
Quarter landscape	65x190	-	-
Quarter portrait	135x90	-	-

#### Classified:

Column width	34mm
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### Full colour artwork supply

Artwork should be supplied in PDF high resolution 300 dpi cmyk format with fonts embedded.  
See [www.pass4press.com](http://www.pass4press.com) for details.

For further guidance please email [studio@independentschoolsmagazine.co.uk](mailto:studio@independentschoolsmagazine.co.uk)



The Independent  
Schools Magazine



FELLOWS MEDIA

## SuperList Exclusive e-mail send

The ISM SuperList reaches **OVER 10,000** subscribers, all of whom are UK only fee-paying independent nursery, primary, secondary, special and International schools.

SuperList Exclusive Takeover send **£700 + VAT** per send

This will include **ALL** your own content and images, which will see you gain a fantastic level of exposure. (HTML to be supplied)



## Digital Opportunities

The Digi-ad package offers:

- A mini-ad in of the printed magazine, with weblink online.
- The same mini-ad and weblink featured on the e-alert which goes out each issue to e-subscribers advising that the new edition is now available online.
- The same mini-ad and weblink featured on the Current Issue page of the ISM website.

Banner size **700 x 100px** Rate - **£195 + VAT**

### 2025 Ad Schedule Deadlines

(subject to change)

	Ad sales	Ad copy
<b>Spring Term</b>		
Jan	6 Jan	9 Jan
Feb	3 Feb	5 Feb
Mar	6 Mar	10 Mar
<b>Summer Term</b>		
Apr	3 Apr	7 Apr
May	8 May	13 May
Jun/Jul	13 Jun	17 Jun
<b>Autumn Term</b>		
Sep	4 Sep	8 Sep
Oct	2 Oct	7 Oct
Nov/Dec	13 Nov	17 Nov



Packages  
by Term or  
by Year  
available.

• **LATE BOOKING DEADLINES**

• **LATE COPY DEADLINES**

• **FREE PROFESSIONAL ARTWORK SERVICE WITH FREE PROOFS**

The e-mag is generally available on the third week of month, with printed copies arriving in schools a few days later

Please send copy to e-mail: [studio@independentschoolsmagazine.co.uk](mailto:studio@independentschoolsmagazine.co.uk)