

INTERNATIONAL  
SCHOOL

parent

MAGAZINE



## International School Parent Magazine

International School Parent Magazine is a tri-annual print periodical devoted entirely to helping parents, students and teachers make the most of the excellent academic and extra-curricular opportunities that an education at an international school can offer.

Our online offering is continuously updated with new and exciting content covering academia, extra-curricular activities, lifestyle, sports, health, nutrition, and much more.

International School Parent Magazine brings together all the information and services parents need to feel part of the school community, from the moment they arrive in their new location.

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## Audience

Women: 82%

Men: 18%

Age 25-54: 73%

Print Readership: ~7000 per issue

E-Magazine Readership: ~3000/issue

Facebook followers: +2500

Website visitors: ~8000-15000/month

*"International School Parent print and online magazine connects advertisers with 1000s of highly diverse, discerning, and affluent English speaking families across Switzerland and the world."*

Nick Gilbert  
Publishing Director



## Marketing to help you

### STRATEGY

Our integrated marketing campaigns are hand-tailored to meet the needs of our discerning advertising clients. At International School Parent Magazine, we have different platforms to develop strategies for meeting your objectives.

### CONTENT

At International School Parent Magazine we see it as our responsibility to ensure that content is king—for both ourselves and our clients and in every medium imaginable. It is for this reason that we choose only top experts to write for us alongside our excellent in-house team.

### CREATIVE

We have great design talent to create stylish, groundbreaking adverts, an excellently produced magazine, digital marketing and high-impact marketing programmes.

### DIGITAL

Our digital capabilities engage your desired demographics with targeted newsletters, Facebook marketing, and great original online content on our website.