



Media Kit for Advertisers

Date Modified: 27th January 2015

Website: SchoolGuide www.schoolguide.co.za

Site Overview:

SchoolGuide (www.schoolguide.co.za) is the most searched and definitive guide to schools in South Africa. Visitors find, compare and select schools based on criteria that are important to them, as well as find other useful schooling related news, articles and information.

SchoolGuide has approximately 1.5 million visitors annually (2014: 1.5m sessions, 1m users, 3.6m page views). Visitors are parents looking for information about schools and schooling.

SchoolGuide offers prospective brands and advertisers a unique opportunity to positively associate their brand, product or service with schools and schooling in South Africa. **SchoolGuide** is a local-specific directory, and provides interest location as well as a host of other tags related to schools and school information our users are reviewing.

SchoolGuide is looking for advertising partnerships with brands and companies that want to be seen to add value to the community of school going families in South Africa.

Our Value Proposition:

FIND: Find Research and compare relevant schools. Create your shortlist, and apply to your best schools. We have over 9,000 schools in our database categorized by type, level and location.

READ: Read Articles and advice from our experts to aid you with difficult decisions. Stay informed about the curriculum relevant to you.

LEARN: A library of workbooks, worksheets, study guides and mock tests, created by our specialists as well from the Department of Education.

PARTICIPATE: Participate Engage with educators and specialists. Feedback to schools about your experiences. Community: Rate & review

Our visitors:

SchoolGuide has a highly focused demographic. All persons visiting the site have children, and are displaying a specific interest in schools or schooling. Visitors are predominantly:

- looking for information about a particular school
- looking for schools in an area
- looking for particular types of schools
- comparing schools
- looking for information about schooling
- looking for school holiday dates and activities

Each search action as well as each individual school listing allows users to find similar, nearby or other related schools, as well as compare and shortlist schools.



Our business:

SchoolGuide started in 2001. Historically and currently, our primary activity is our school directory.

Based on our de facto top position in the industry, beginning 2015, we have branched out to now offer visitors articles and other specialist information about schools and schooling. Traffic on these sections will grow during 2015. Our website was re-launched with an updated look and feel before the start of the 2015 school year.

Our proposition to schools is that parents will find their school, and that their school will be top-of-mind when making critical schooling choices.

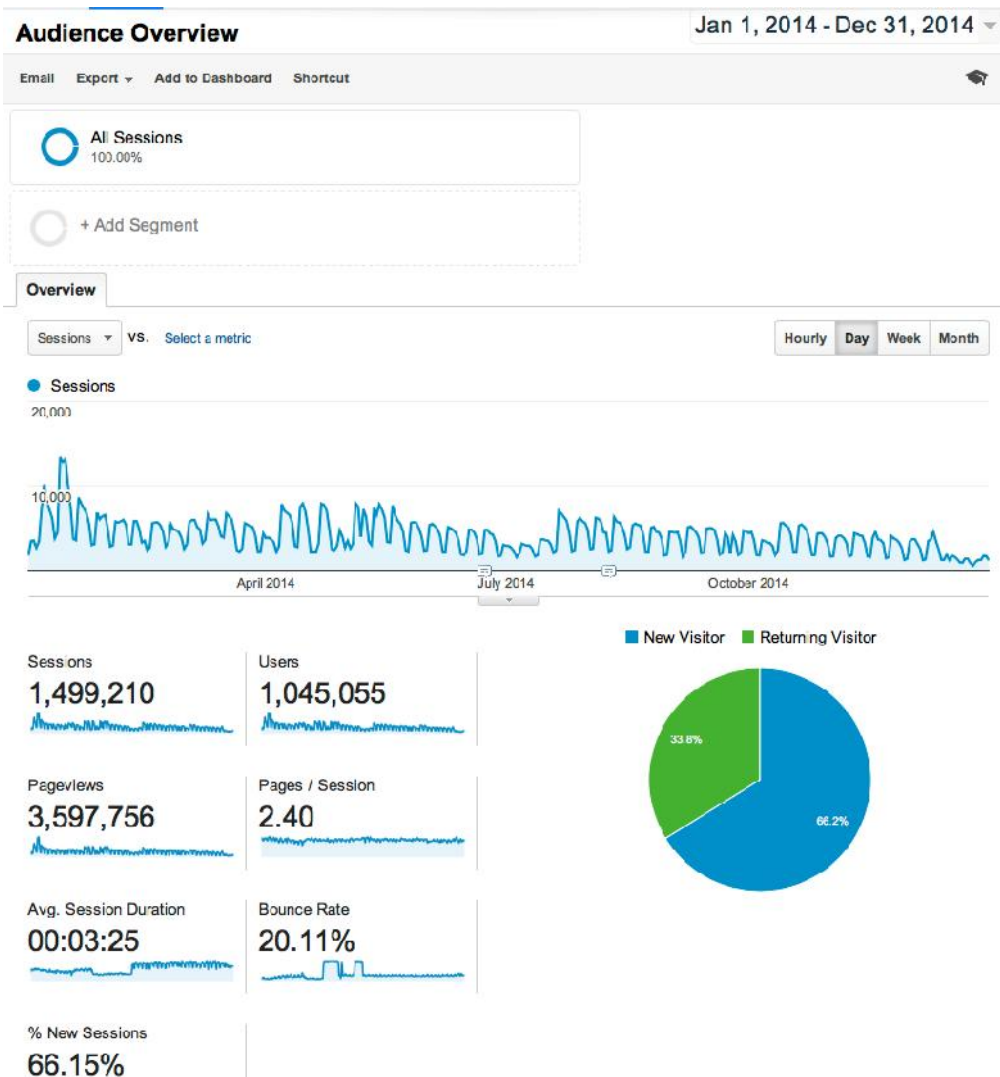
Our proposition to parents is that they can find, compare and select schools, be informed about the curriculum, be supported with information during their children's schooling careers and obtain study and revision material, as well as feedback by reviewing individual schools.

Our directory of schools:

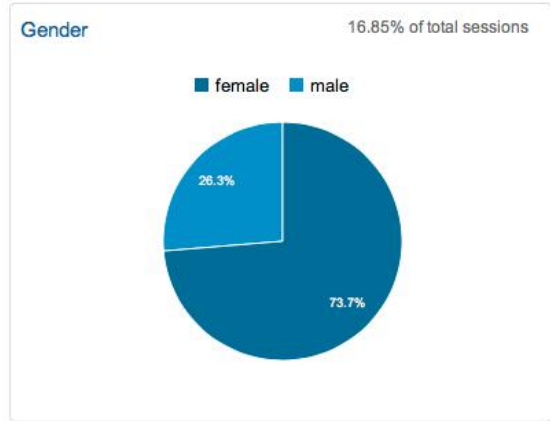
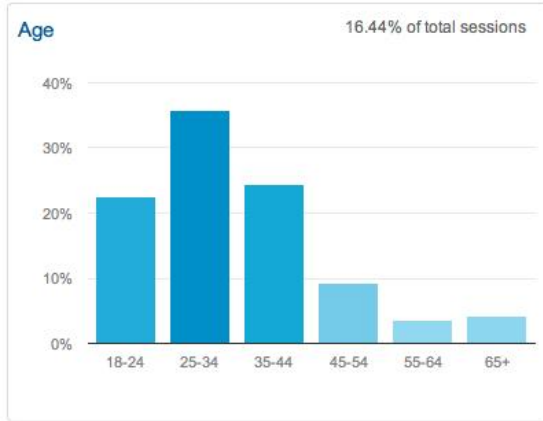
SchoolGuide's school directory presently consists of the + 9,000 listings. Schools are maintained per area (province, city, suburb), as well as by type (boarding, girls, boys, home, ordinary, private, special needs, technical, farm, pre-primary).

2014 statistics:

Our traffic patterns correlate to the school year and school terms. Please find summary information from Google Analytics below.



Key Metric: Sessions



Demographics

- Language
- Country**
- City
- System**
- Browser
- Operating System
- Service Provider
- Mobile**
- Operating System
- Service Provider

Country	Sessions	% Sessions
1. South Africa	1,103,250	73.59%
2. Netherlands	111,422	7.43%
3. United States	92,599	6.18%
4. Kenya	58,479	3.90%
5. (not set)	34,421	2.30%
6. United Kingdom	17,673	1.18%
7. Brazil	11,564	0.77%
8. Nigeria	11,315	0.75%
9. Bangladesh	6,529	0.44%
10. Germany	6,510	0.43%

Region	Acquisition		
	Sessions	% New Sessions	New Users
	1,103,250 % of Total: 73.59% (1,499,210)	63.57% Avg for View: 66.15% (-3.90%)	701,367 % of Total: 70.72% (991,793)
1. Gauteng	781,739 (70.86%)	61.78%	482,938 (68.88%)
2. Western Cape	149,308 (13.53%)	67.63%	100,976 (14.40%)
3. KwaZulu-Natal	96,325 (8.73%)	67.42%	64,938 (9.26%)
4. Eastern Cape	25,989 (2.36%)	70.37%	18,289 (2.61%)
5. Free State	16,191 (1.47%)	69.35%	11,229 (1.60%)
6. North West	11,704 (1.06%)	66.31%	7,761 (1.11%)
7. Limpopo	9,534 (0.86%)	71.24%	6,792 (0.97%)
8. Mpumalanga	7,775 (0.70%)	65.02%	5,055 (0.72%)
9. Northern Cape	3,030 (0.27%)	73.33%	2,222 (0.32%)
10. (not set)	1,652 (0.15%)	70.52%	1,165 (0.17%)



Key Metric: Sessions

Affinity Category (reach) 18.15% of total sessions

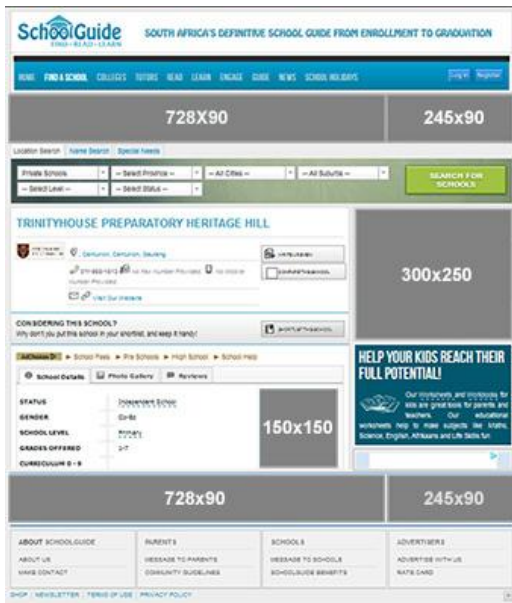
6.06%	News Junkies & Avid Readers
5.27%	Technophiles
5.19%	Movie Lovers
5.16%	Travel Buffs
5.07%	Music Lovers
5.05%	TV Lovers
4.15%	Sports Fans
3.56%	Shutterbugs
3.50%	Cooking Enthusiasts
3.03%	Auto Enthusiasts

In-Market Segment 10.34% of total sessions

6.51%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
5.52%	Real Estate/Residential Properties/Residential Properties (For Rent)
5.24%	Real Estate/Residential Properties/Residential Properties (For Sale)
4.43%	Real Estate/Residential Properties/Residential Properties (For Rent)/Apartments (For Rent)
3.99%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
3.66%	Real Estate/Residential Properties/Residential Properties (For Rent)/Houses (For Rent)
2.81%	Real Estate/Residential Properties
2.76%	Home & Garden/Home Furnishings
2.45%	Consumer Electronics/Mobile Phones
2.14%	Autos & Vehicles/Motor Vehicles/Motor Vehicles by Brand/Toyota

On-site advertising:

We have the below banners and can offer site-take-overs and branding items. Our banner sizes are of AIB Standard and need to be supplied by the advertisers/client. Impressions range minimum 250,000 to 500,000, with the exception of the 150x150 banner which will be slightly less.



SITE SECTION	AD SIZE	POSITION	CPM RATE
ROS	728x90	TOP	R65
ROS	245x90	TOP	R35
ROS (all pages except home page)	300x250	RIGHT	R45
School Listings	150x150	IN CONTENT	R25
ROS	728x90	BOTTOM	R45
ROS	245x90	BOTTOM	R25

* CPM = Cost per thousand impressions

Contact Details:

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