



# Classlist

Making parent life easier.



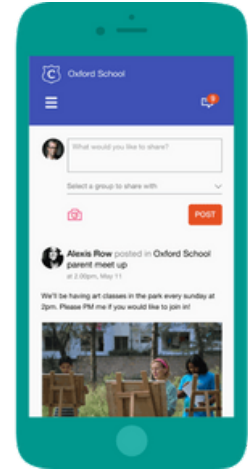
## Advertising Media Pack

Promote your products and services to the highly targeted audience of school parents, both locally and nationally, with Classlist.

# Introducing Classlist

Classlist is the UK's largest school parent-to-parent communication platform and mobile app enabling parents to connect with each other about anything related to their child's school life.

Things like; inviting the class to a birthday party, seeking out a lost jumper, selling tickets to a PTA fundraiser and sharing the school run are just some of the things that parents use Classlist for, and it's completely FREE for them to use.



## What's in it for you?

This unique and award winning platform offers you an extremely targeted audience of school parents to promote your business to. Great if you're a local business who wants to target specific schools in your catchment, and great for national advertisers who want to reach parents of school aged children across the UK.



**100%**

SCHOOL PARENTS

**350k+**

PUPIL POPULATION

**80%**

FEMALE USERS

**1500+**

SCHOOLS

ALL SCHOOL TYPES; STATE PRIMARIES,  
PREP SCHOOLS, INDEPENDENTS, ACADEMIES



Figures from September 2017

# A completely new channel for advertisers...

- Highly targeted – parents at local schools
- Intensive use within a trusted community
- Each school site has limited, high quality local or nationally relevant advertising perfectly suited to the parent market
- Qualified, engaged audience means top results for advertisers
- 70% open rates on parent digest email
- Up to 10 x higher than average click through rate
- Dedicated account manager to help you monitor and optimise your campaigns



“Classlist helps us target local parents - our most important customer base”

Partner/Head of Office: Carter Jonas, Oxford



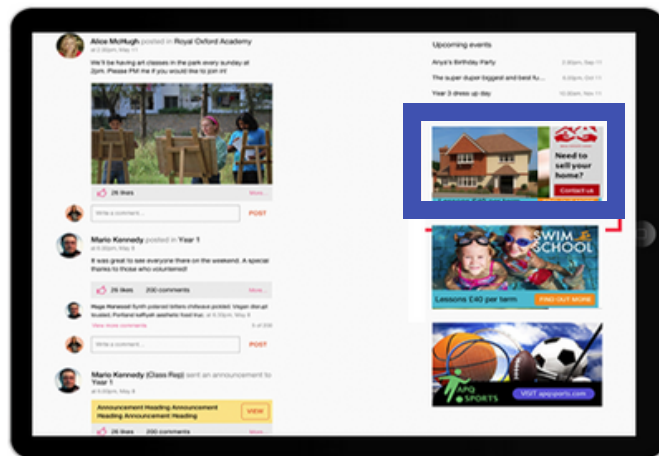
“We’re renewing with Classlist because it’s such an effective way of reaching parents”

Camp Wilderness Manager, St Albans

# The opportunity

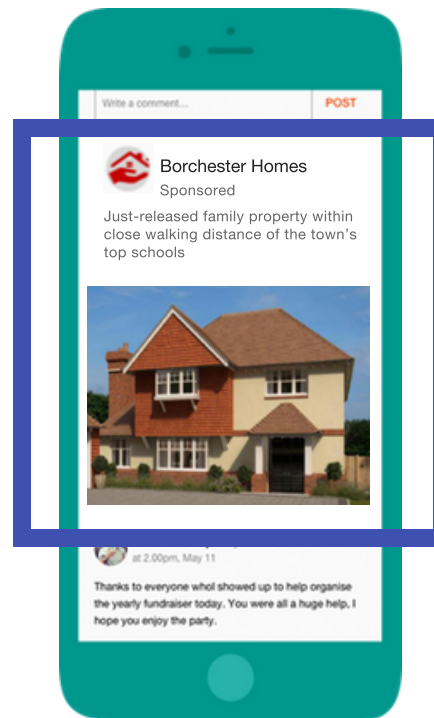
Reach your customers throughout their Classlist experience...

## In-app banner



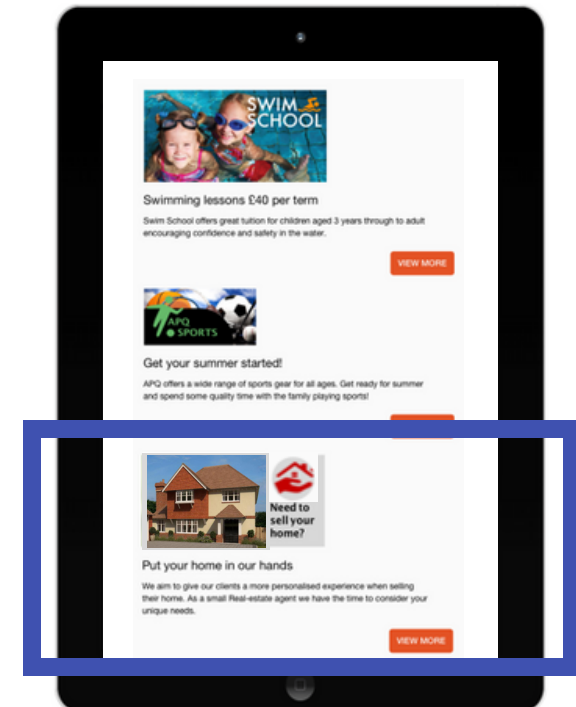
Visible on desktop or tablet whilst browsing newsfeed

## Sponsored post



In stream on mobile\*  
iOS or Android

## Email banner



Within the weekly Parent Digest email

Contact the sales team for information regarding banner specifications or details of our graphic designer partner for banner creation; [advertise@classlist.com](mailto:advertise@classlist.com)

# Growing the community with compatible advertising partners...



**St James**  
Designed for life



**Carter Jonas**

**Active**Education  
GROUP

*Summertown* style 



THE  
**BUSHCRAFT**  
company



 **Knight  
Frank**



  
Kingswood  
Camps

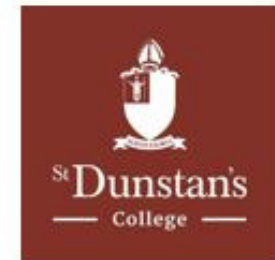
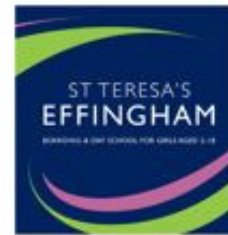
  
**CHRIS LEWIS**  
FIRE & SECURITY



# Positioning your brand with vibrant school communities...



The Mall School



# Advertising rate card



**Classlist**

Making parent life easier.

All our school sites have limited commercial space to ensure the optimum experience for parents.

Schools are ranked according to size\*:

	School Classification	Cost (excl. VAT)	Period
Appear in stream on mobile, newsfeed side bar on desktop and in the Parent digest email	Large 500+ pupils	£85 per school	Monthly
	Medium 300-500 pupils	£70 per school	Monthly
	Small Up to 300 pupils	£60 per school	Monthly

Rates applicable to 12 month contracts - shorter term contracts available. If you are interested in reaching a group of schools or a national advertising campaign, discounted rates may apply. Please contact our sales team for more information; [advertise@classlist.com](mailto:advertise@classlist.com)

\*Some schools may attract higher rates depending on location