



# Service Parents', GUIDE TO Boarding Schools

**bsa** | BOARDING  
SCHOOLS'  
ASSOCIATION  
Part of the **BSA** Group

## Media pack

2024/25

The Service Parents' Guide to Boarding Schools aims at helping Armed Forces personnel choose a UK boarding school, using the Continuity of Education Allowance (CEA) available to them.

**BSA Group's** mission is to support excellence in boarding, safeguarding, inclusion and health education. BSA Group delivers services for more than 1,700 organisations and individuals in 52 countries worldwide.

The BSA represents over 600 independent and state boarding schools in the UK and internationally. BSA services include professional development, government relations, communications, media, publications, conferences and events.



# Service Parents' GUIDE TO Boarding Schools



Printed in full colour – size **A4** portrait

Published twice a year in **March** and **September**

Distributed via British Forces Postal Office (both UK & Overseas) to the Royal Navy, Army & Royal Air Force:

- Children's Education Advisory Service (CEAS)
- HIVES
- Officers Messes/Wardrooms
- WO and Sergeants' Messes
- Education and Resettlement Officers
- Administration Officers
- Medical Centres
- Dental Centres
- Also distributed to UK Diplomatic families via Foreign & Commonwealth Office
- Copies requested after seeing advertisements in Quest: (The Tri-Service Education and Resettlement Magazine).





# Advertising rates

|                    |        |
|--------------------|--------|
| Outside back cover | £3,575 |
| Inside front cover | £3,300 |
| Full page          | £2,750 |
| Half page          | £1,870 |
| Quarter page       | £1,072 |

All prices are exclusive of VAT

Many service parents are eligible to claim the Continuity of Education Allowance (CEA), which provides assistance with meeting the boarding fee. Consequently, Service children make up a vital proportion of those boarding, and their needs and special circumstances are well understood within the schools.

The Independent Schools Council's Annual Census reported that the total number was 4,820 of whom 873 were new pupils, compared with 954 pupils in 2014 and with 879 in 2013. Service children are distributed across about 440 schools, 38 of which are state boarding schools, and they represent about 7% of the total number of children in boarding schools in the UK.

# Sizes and how to supply *your* adverts



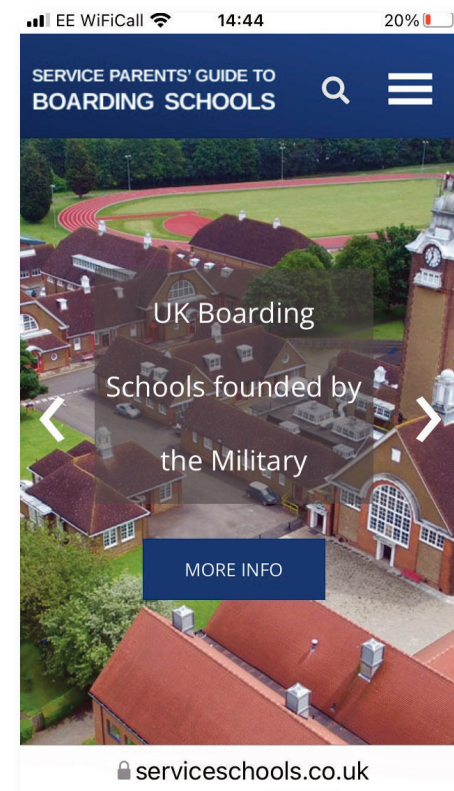
Please supply the advert as a print ready PDF. Please ensure that all colours and colour pictures are set to CMYK. Remember to keep text and anything important away from the spine and edges of the magazine as we don't want to lose them! We can design your advert for you, at an additional cost: all we will need are the ingredients and our designers will do the rest.



# Service Parents'

GUIDE TO

# Boarding Schools



**Annual online profiles** provide the ability to write positively about your School and showcase its attraction to prospective parents and to outline key information including:

- Vacancies
- Head's welcome
- Open days
- Bursary and scholarship information
- Prospectus details
- Geographical relevance
- Sign up to school newsletters
- Ability to house a video
- Post news stories, open days, events.

Online

Over  
**10,000**  
users



**bsa**



# Advertising rates

|                                 |        |
|---------------------------------|--------|
| Annual online profile           | £1,645 |
| Homepage banner for six months* | £1,045 |
| 550x155 pixels                  |        |
| Editorial banner                | £330   |
| 300x60 pixels (large)           |        |
| Editorial banner                | £220   |
| 150x30 pixels (small)           |        |

All prices are exclusive of VAT  
\*School listing within printed magazine March or September

# Sizes and profiles

Home page banner

550x155 pixels

landscape

Editorial banner (large)

300x60 pixels

landscape

Editorial banner (small)

150x30 pixels

landscape





# Service Parents’\*

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# Boarding Schools

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