

The bsa Guide

TO BOARDING
SCHOOLS

Media pack

2024/25

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.

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

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

Distribution:

- Boarding Schools' Association (BSA) /State Boarding Forum (SBF) enquiries
- British Council
- Independent agents and consultants
- Independent Schools Show
- Overseas school shows – Dubai, Istanbul, Kuala Lumpur, Singapore, Norway and Caribbean
- Diplomats and families via Foreign, Commonwealth & Development Office (FCDO)
- London embassies
- Free subscription service via our website
- Leading preparatory schools.

Readership of over 5,000



Paper

bsa

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

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.

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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.

Over
5,000
users

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



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