



THE INT' SCHOOL REFERENCE

FOR PARENTS
WORLDWIDE





ABOUT SCHOOL IN

Founded in 2017, SCHOOL IN was created by parents, for parents.

SCHOOL IN is a unique online platform that provides reviews and ratings of international schools on a global scale, by those who know the schools best - parents, alumni and employees.



Demographics

Our Platform



600
INTERNATIONAL
SCHOOLS

A wide representation of international schools for all ages: from Kindergarten to High School.



8
CURRICULA

From the well-known IB, British and American curriculum, to other internationally recognised national curricula.



50
LOCATIONS

Reaching around 50 locations, SCHOOL IN is present in 5 continents: Asia, America, Africa, Europe, and Australia.



Demographics

Our Users



78%

of our users
are
PARENTS



81%

of our users
are
FEMALE



66%

of our users
are between
30 - 50 Y/O



57%

of our reviews
are in
SINGAPORE



WHY PARENTS VALUE US

- **Community:** Parents can connect with other parents and share advice to learn from each other's experience.
- **Rich Information Source:** Valuable insight into international schools from verified stakeholders.
- **Unbiased:** Reviews are solely based on the real-world experiences of parents, alumni, and employees of each school.

HOW SCHOOLS BENEFIT

- Save on Marketing Campaigns: Reach the right target group and get visibility worldwide.
- Promote what differentiates your school: Tell you own story and the aspects that make it unique.
- Become a Role Model School: Trust your school community and what they have to say and let them be your best ambassadors.



Our Growing Community

Website visitors
25,000
per year

Website page views
81,000
per year

Website sessions
30,000
per year

Session
duration
2m 73s

Email newsletter
open rate
30%

Email newsletter
click-through rate
9%



Digital Opportunities

Worldwide and specific target market visibility to generate interest in international schools and promote them throughout our platform.

Direct and immediate feedback.



Sponsored Articles

Highlight your school or news about your school on our platform and in our newsletter.



Listing Ads

Promote your school to the top of the list!
Get your school in front of as many eyes as possible.



Facebook Post

Easy, quick and direct.
Post videos, images, or events to our Facebook page to boost their reach.



Featured Schools

Elevate Your School

Display your school's best assets on our platform:

- Logos,
- Photos,
- Videos,
- Descriptions,
- Social media info,
- Tagline text (your school's one-liner).

Get in Touch!

We'd love to hear from you!

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SCHOOL IN
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