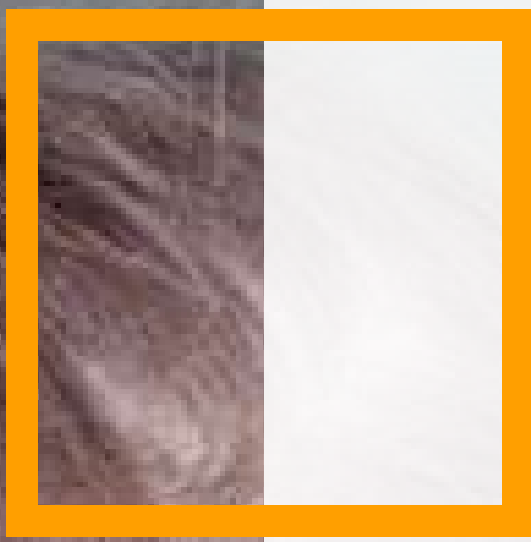




THE INT' SCHOOL REFERENCE

F O R P A R E N T S
W O R L D W I D E





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



54%

of our users
are
FEMALE



84%

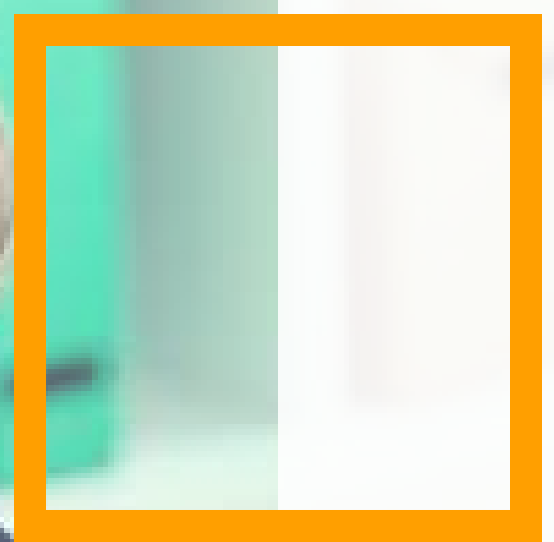
of our users
are between
25 - 54 Y/O



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

26,000

per year



Website page views

81,000

per year



Website sessions

30,000

per year



Session
duration

2m 73s



Email newsletter
open rate

40%



Email newsletter
click-through rate

5%





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.



DULWICH COLLEGE
| SINGAPORE |

Listing Ads

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



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!

www.schoolinreviews.com
info@school-in.com

SCHOOL IN
Schoolin Pte Ltd
Singapore

