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scheme support

The Primary Curriculum Directory
Display Advertising Media Pack 2022

About

Scheme Support is the UK's dedicated primary (R-6/K-5) curriculum directory. We compare over **400 curriculum products** ('schemes of work') from **182 education publishers** across **32 subject areas**.

We're proud to have a **95% rebooking rate** for publishers who have invested in our premium listing option, and count global organisations such as HarperCollins and Discovery Education as valued clients.

As Scheme Support's reputation - and user base - has grown, we now offer additional advertising opportunities outside of curriculum listings. Perfect for reaching a **targeted audience of primary school teachers and leaders**.
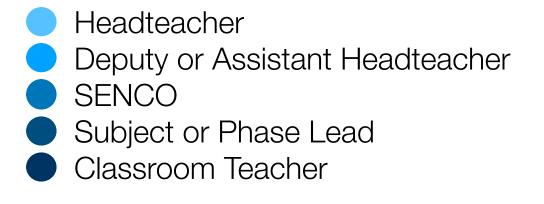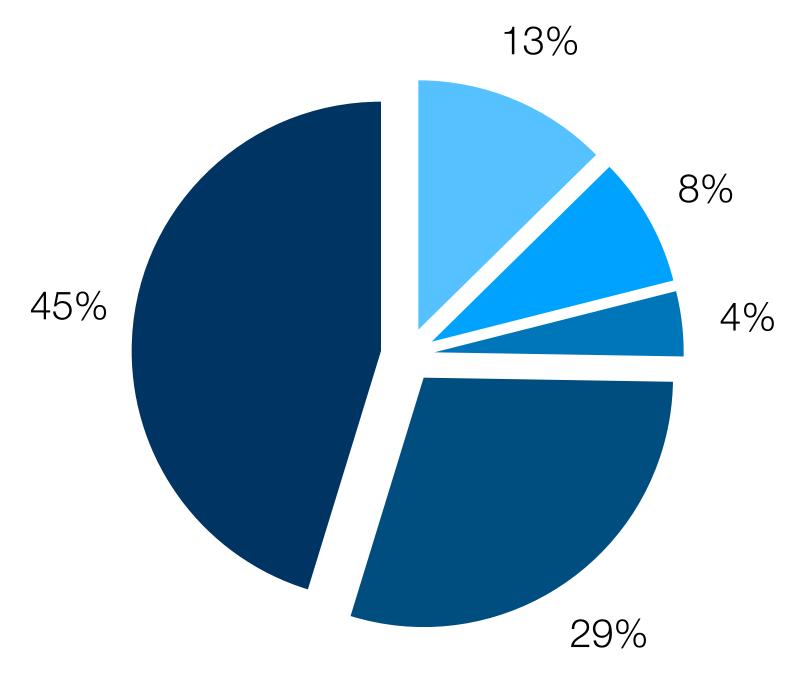
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Audience & Reach

Scheme Support has an average of **7,000 unique monthly visitors** in a 60/40 desktop/mobile split with an average time on site of **1m25s**.

We rank in Google's first page for almost every primary subject search term; **81% of our traffic is from organic search** with considerable referrals from teacher social media communities and internal school email/intranet systems.

We are a directory for schemes of work for the English National Curriculum, and this is reflected by having **91% of our traffic from the UK**, with the remainder from major international school destinations. **55%** of our audience are from middle and senior primary leadership roles.

● Headteacher
● Deputy or Assistant Headteacher
● SENCO
● Subject or Phase Lead
● Classroom Teacher

13%

8%

4%

45%

29%

*Audience survey, 2021. ('Which option best describes your role in school?').

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Display Advertising

User experience is important to us, hence we keep advertising options limited and non-intrusive. We offer;

- Left-side **desktop skyscraper** (600 x 120), pinned to screen on scroll.
- Right-side **desktop skyscraper** (600 x 120), pinned to screen on scroll
- **Mobile leaderboard** (350 x 50)

Please email robert@schemesupport.co.uk or call 0203 488 1623 should you wish to discuss advertising options further.

scheme support

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