

# BOARDING SCHOOLS AND FOREIGN LANGUAGE PREPARATION GUIDE

study**abroad**  
SECONDARY SCHOOL AND LANGUAGE PREPARATION GUIDE

## GENERAL INFO

**The International Boarding Schools and Language Studies Guide** is the first and only print and online edition, offering detailed information about the opportunities for secondary education.

- International educational programs: IB, A level, GCSE, AP, German Abitur, Swiss Matura
- 15 educational destinations
- Benefits of private education abroad

## TARGET AUDIENCE

- parents
- teachers
- students

## EDITORIAL FACTS

**Periodicity:** annual, published November

**Circulation:** 5 000 print copies

**Reach:** 30 000 cumulative readers

## DISTRIBUTION

**1000** distributed at educational fairs

**1500** distributed at golf, tennis, sport clubs, kids centers

**1000** distributed exclusively to business centers

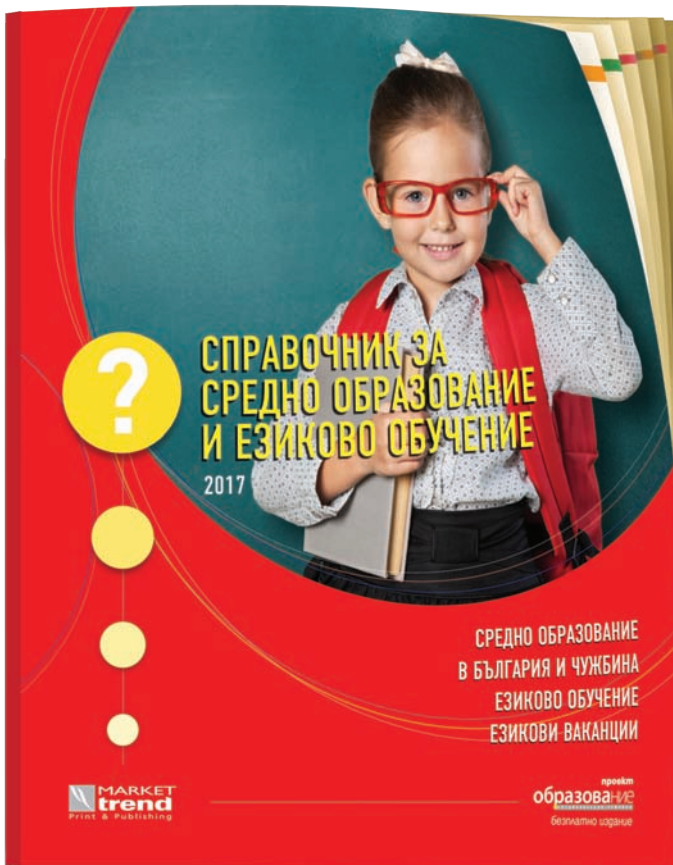
**1000** distributed at bookstores exclusively with books for parenting

**500** distributed at private elementary schools

## ONLINE DISTRIBUTION:

10 000 downloads on annual basis

Direct mailing to targeted contacts



## RATE CARD



\*for summer programs  
& language courses



\*\*only for schools