



# WHAT WE DO

The next pages have a lot of words. Like everybody, you're probably put off by words, but they're useful words and you should read them.

Failing that, there's a summary below.



Our readers need, fast, focused and filtered information that adds value



They are the purchasing decision makers in fee paying schools

## *A vital source of information*

*Independent Leader's* audience has always been those handling the business and financial management in private schools. At its inception we ensured that the only people who received the magazine were decision makers, purse string holders and financial executives - those with buying power. *Independent Leader* has long been a vital source of information, support, advice and guidance for bursars and heads in the private education sector.

## *Fast, reliable and insightful*

With such a wide-ranging and growing remit, independent school leaders demand a focused publication that supports their role exclusively and that's what *Independent Leader* delivers. Launched in association with *EdExec*, the magazine champions leadership in the 21st century independent school. We provide fast, reliable insight into all aspects of education, along with informative content to help them run their schools more cost-effectively.

## *Facilitating strong communication*

Our role is to facilitate strong communication across what is acknowledged to be a key purchasing audience within the education sector. Our audience is by far the most important point of influence for education supplies and services, but because they are extremely busy people with varied roles, it's difficult for suppliers to get their message through without strong marketing vehicles. This is where our high-quality, content-focused publications come in.



## *Kings of content*

*Independent Leader* has always embraced new developments in an effort to improve the way our readers can enjoy our material. But there's one thing that we simply refuse to alter and that's the high quality of our original content. Gimmicks may come and go but our targeted, informative editorial will always maintain the high levels we have come to expect.

## *No outsourcing necessary*

Unlike many of our competitors, *Independent Leader's* content is written or commissioned by our dedicated in-house editorial team, all of whom have extensive experience of the subject matter and a keen sense of the stories our readers are interested in. Our unrivalled editorial excellence means that rather than simply regurgitating the news of the day, we offer analysis and develop the latest events and trends into in-depth features highlighting the main issues that affect our target audience.



## *It's good to be different*

The magazine works very differently to others in the market, it is a monthly publication, filled with management content, specifically targeting bursars and business managers. Ours are market leading publications, very well received and respected within the business management community. Because of our long standing in the sector, we have an immense and loyal readership - they read and interact with our magazine and websites regularly, so we so we know that they're a captive audience.