

Multi-Platform Audience Certificate

INDEPENDENT ASSURANCE BY PRICEWATERHOUSECOOPERS LLP UK



TES average weekly audience for
1 January 2016 – 30 April 2016

The TES Multi-Platform Audience (MPA) has been developed to demonstrate the weekly reach of the TES print magazine and website audiences. It has been subject to independent assurance by PricewaterhouseCoopers LLP UK.

The MPA is our best estimate of the de-duplicated number of people who, in an average week, consume TES content via our print magazine or by accessing our websites.

www.tes.com

$$\begin{array}{rccccccccc} \mathbf{108,973^*} & + & \mathbf{766,996^{**}} & = & \mathbf{875,969} & - & \mathbf{68,704} & = & \mathbf{807,265} \\ \text{PRINT AUDIENCE} & & \text{WEB AUDIENCE} & & \text{GROSS AUDIENCE} & & \text{PLATFORM OVERLAP} & & \text{NET AUDIENCE} \end{array}$$

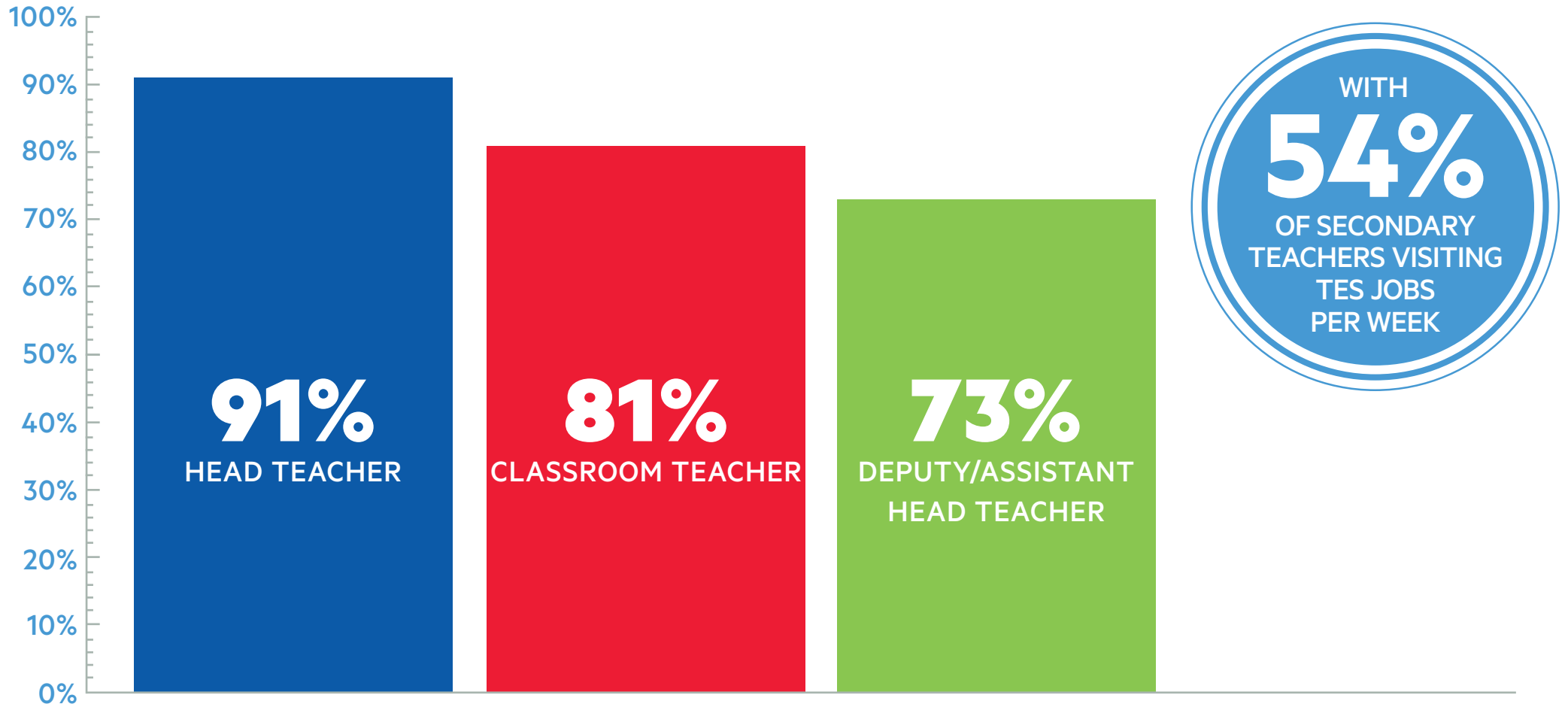
*Comprises an average weekly circulation of 28,401, with a readership of 3.62 (rounded) per copy, plus 6,246 digital only copies.

**Average weekly unique browsers of 2,178,270 divided by estimated devices per user of 2.84.

TES Audience Reach

INDEPENDENT ASSURANCE BY PRICEWATERHOUSECOOPERS LLP UK

*PROPORTION OF ALL SECONDARY SCHOOL TEACHERS VISITING OUR PLATFORM



*This is the proportion of state secondary school teachers in England who consume TES content in print, or online, or both in a typical week.

Source: TES MPA and Department of Education teacher numbers.

Certificate of average weekly Multi-Platform Audience covering 1 January 2016 to 30 April 2016. The demographics have been prepared on a percentage basis, with the subset of readers being defined as "people who read TES ever" (i.e. not "Never"). Multi-Platform Audience subject to independent assurance by PricewaterhouseCoopers LLP UK: refer to https://www.tes.com/sites/default/files/tes_multi-platform_audience_certificate-pwc-oct_2016.pdf for detailed methodology and the PricewaterhouseCoopers LLP UK independent assurance opinion.

Digital Audience Breakdown

INDEPENDENT ASSURANCE BY PRICEWATERHOUSECOOPERS LLP UK



AVERAGE WEEKLY UNIQUE BROWSERS TO TES.COM

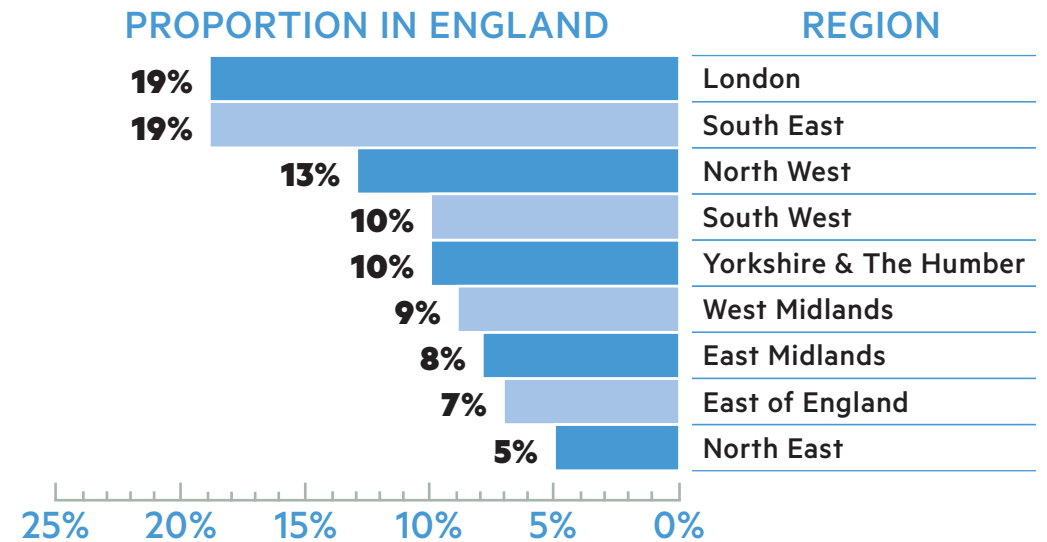
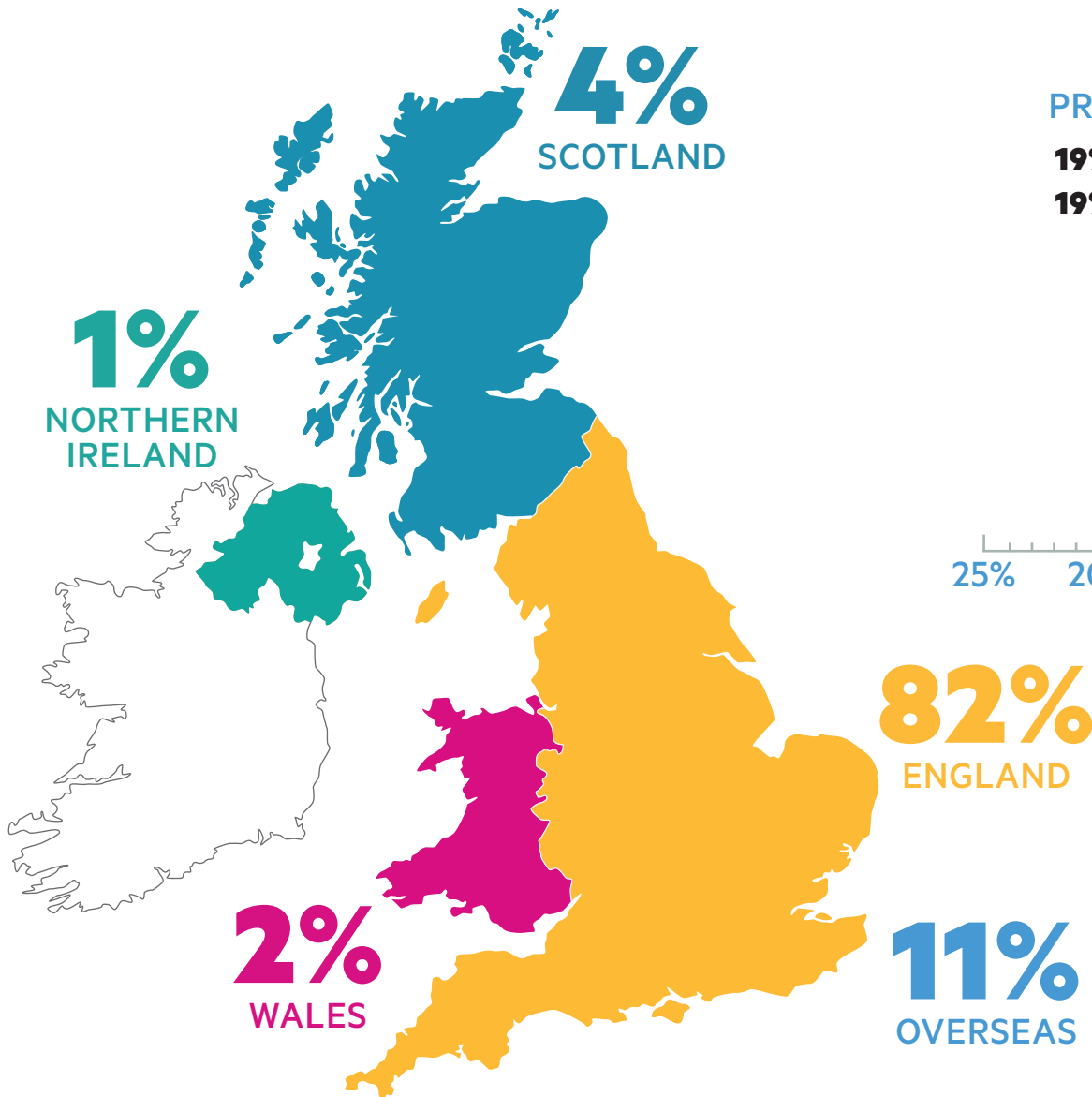
TES HOMEPAGE	RESOURCES	JOB	NEWS	COMMUNITY	INSTITUTE	TES (DE-DUPLICATED)
1,833,259	1,269,294	275,319	256,635	75,985	5,072	2,178,270

Average number of unique browsers in a typical week, by website section.

TES de-duplicated audience is the number of users across all sections of the site i.e. number of unique browsers who visit one or more sections of the site in an average week.

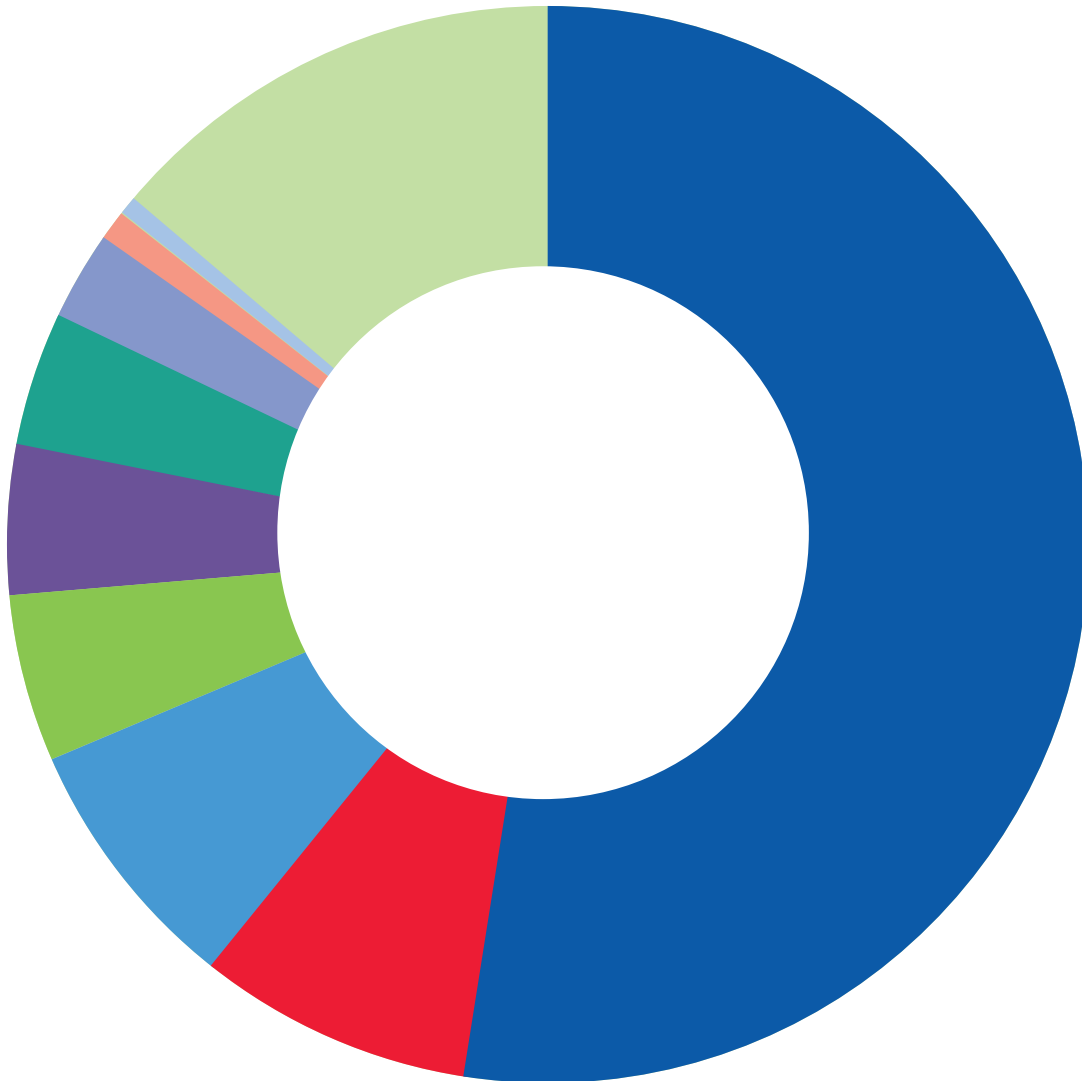
Analysis of Audience by Location

INDEPENDENT ASSURANCE BY PRICEWATERHOUSECOOPERS LLP UK



Analysis of Audience by Role

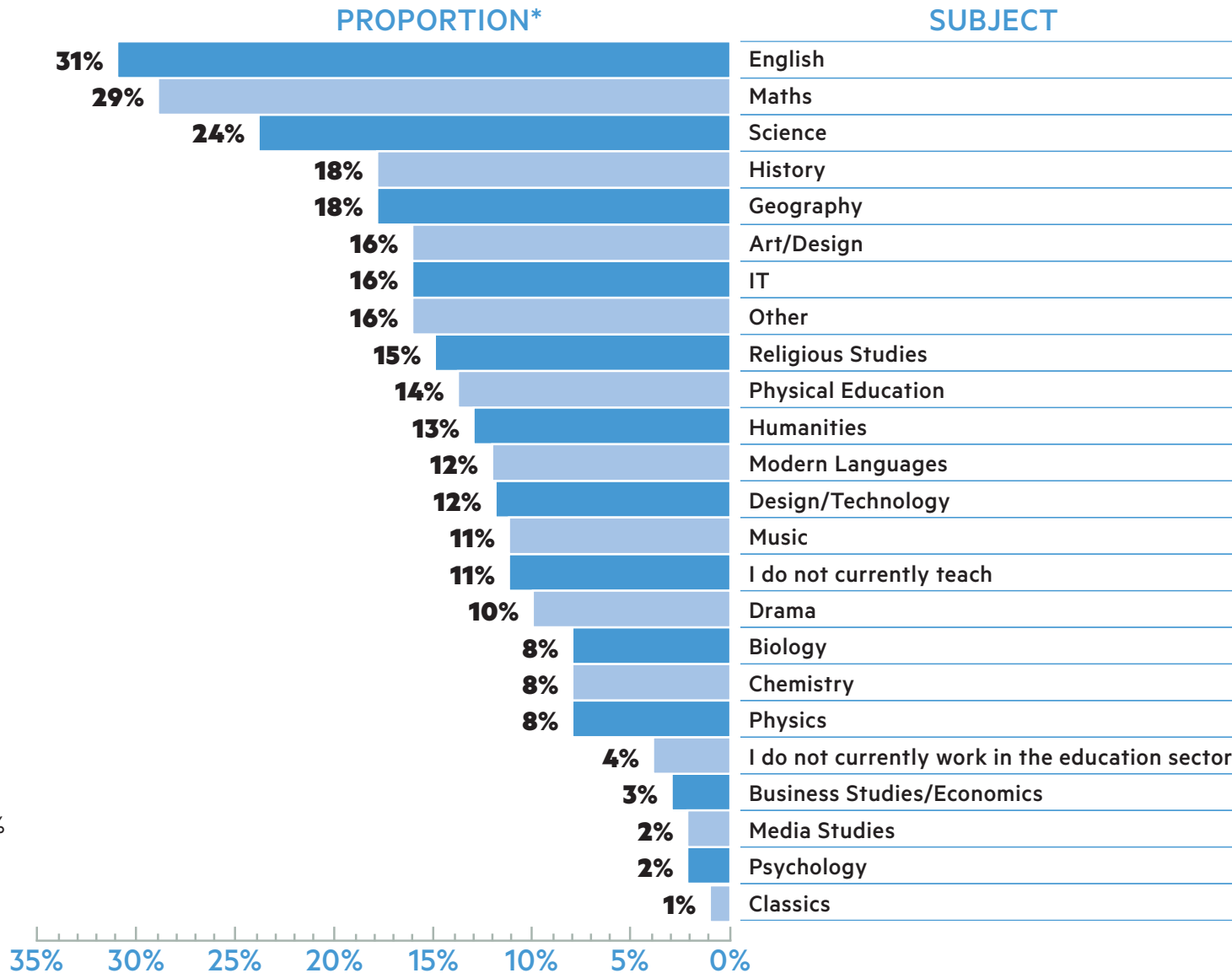
INDEPENDENT ASSURANCE BY PRICEWATERHOUSECOOPERS LLP UK



ROLE	PROPORTION
Classroom Teacher	52%
Student Teacher/Planning to train as a teacher	8%
Deputy/Assistant Head Teacher	8%
Director/Principal/Head Teacher	5%
Special Needs Teacher	5%
Lecturer/Professor	4%
I do not currently work in the education sector	3%
Technician	1%
Bursar/Finance Manager	1%
Other	13%

Analysis of Audience by Subject

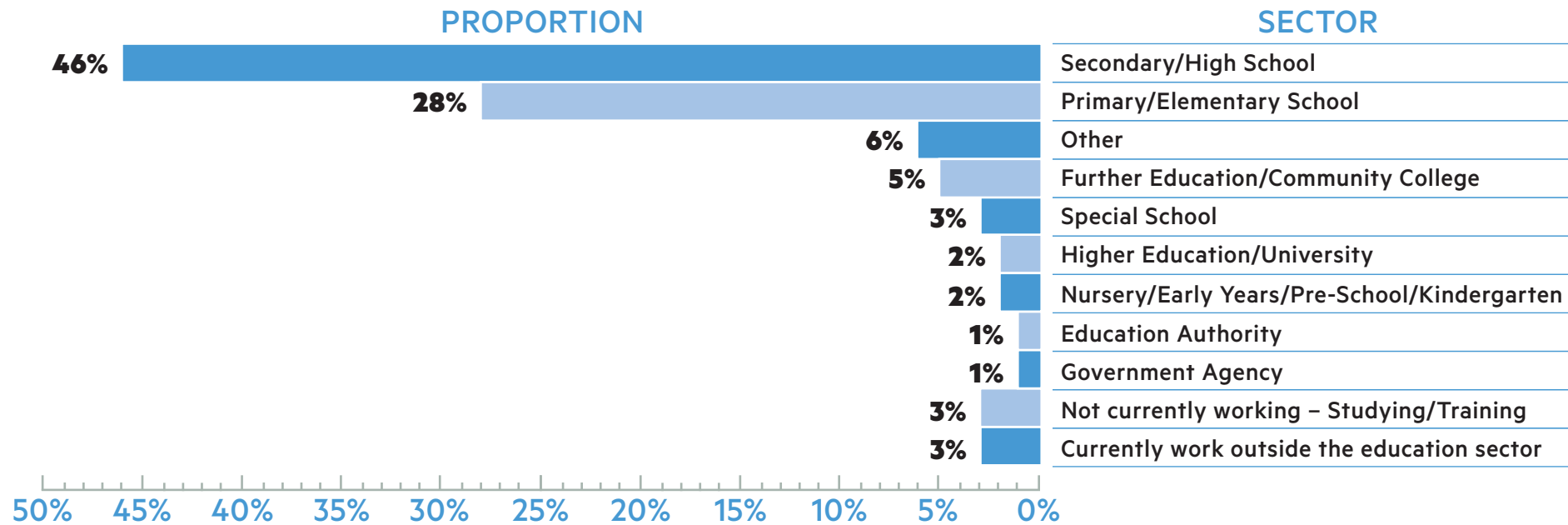
INDEPENDENT ASSURANCE BY PRICEWATERHOUSECOOPERS LLP UK



* Sum of subjects taught exceeds 100% because teachers often teach more than one subject.

Analysis of Audience by Sector

INDEPENDENT ASSURANCE BY PRICEWATERHOUSECOOPERS LLP UK



Analysis of Audience by Gender and Age

INDEPENDENT ASSURANCE BY PRICEWATERHOUSECOOPERS LLP UK

