



Media Pack

FOR APRIL-JUNE 2021 EDITION
DIGITAL MAGAZINE

The ultimate place to **promote your business** to parents with little ones

WHAT IS TODDLE ABOUT?



The Parent's Bible for Everything Baby & Toddler

Toddle About is **the** local magazine and online resource for families with children aged bump - 5 years, putting parents in touch with everything bump, baby and toddler in their area.

The Toddle About magazine is a beautifully designed publication that many of our readers refer to as their 'bible'. Local editions are published quarterly and distributed by to thousands of parents.

The Toddle About website, supported by an engaged social media following, is a one-stop shop for parents with a searchable directory of businesses and classes, parenting advice, reviews, competitions and special offers.

Our unique combination of high quality content being digested by a dedicated niche readership across different platforms gives you **advertising that really works.**



THE PLATFORMS

- toddleaboutmagazine
- toddleabout
- toddleabout

Everything
Bump, Baby and
Toddler Near You

THE ULTIMATE ADVERTISING PACKAGE

Reach THOUSANDS of Parents

Your advert in the Toddle About magazine is a highly effective way to reach parents with children aged 0-5 years in your local area.

You choose the size of advert you would like - anything from an 1/8-page advert to a Full Page - and we will place it in the magazine alongside the most relevant content to your offering. Where possible, we will match a request for specific placement at no extra charge.

For design, you can provide the finished artwork as a pdf or jpeg. Or you can use our Professional Design Service (**just £49 + VAT to design your advert and other extras**).

But you get much more than just an advert when you advertise in Toddle About.

We have put together the ultimate advertising package for you through our suite of **FREE EXTRAS**.

PICK AND MIX

Prefer to build your own custom advertising package? No problem!
Individual pricing is displayed for each of our services.

"Toddle About is the only place I advertise my baby and toddler classes now as it is the one that all the parents actually read, value and act on! Every edition I get a very good response to my ad so it is money very well spent."

Nikki Sayers, Dandy Development

WHAT'S INCLUDED

You get all this when you advertise:

Your Advert - at whatever size you choose,
PLUS these **FREE extras, worth £200:**

- **FREE** Editorial in the 'Bite Sized News', 'Product' or 'Events' features in the magazine. **P.6**
- **FREE** 'Exclusive Offer Voucher' in the magazine's offers section. **P.7**
- **FREE** Class details listed in the magazine's 'Daily Activity Planner'. **P.7**
- **FREE** 'Class Listings' for all your classes on our website, linked to your business page. **P.8**
- **FREE** 'Premium Business Listing' - your own business page on our website, reaching 10,000s parents each month. **P.8**
- **FREE** Promotion via our social media pages. **P.9**



READER DEMOGRAPHIC

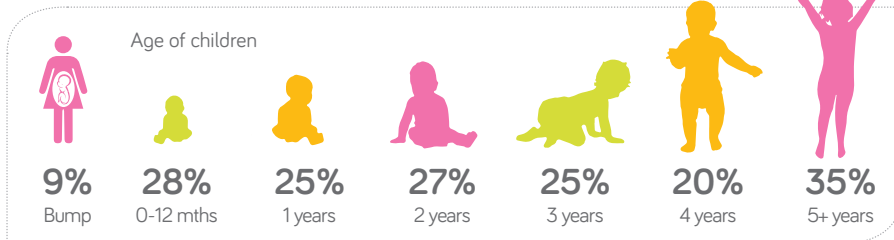
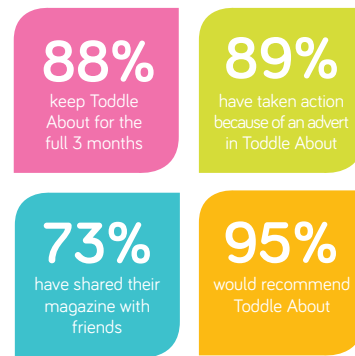
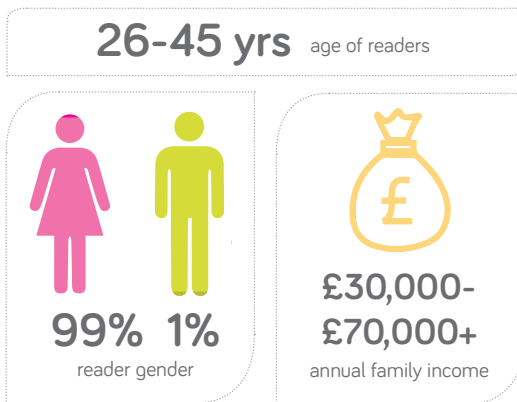
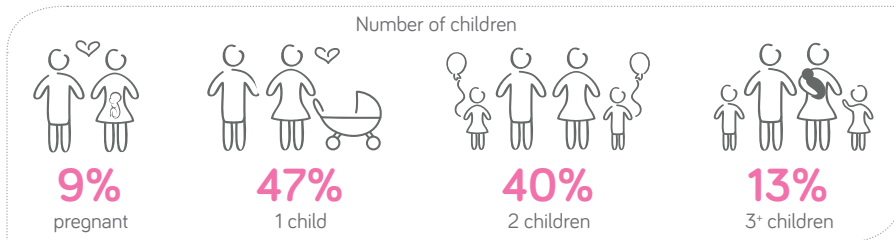
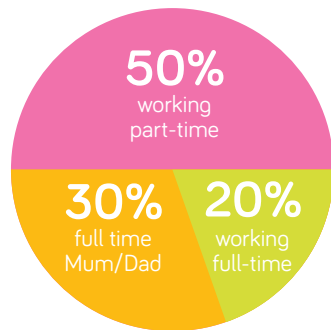
Who are Toddle About Readers?

It's important to know that your advert will be reaching your target audience.

And the more targeted that audience is, the more tailored your message can be - which will give you the best response rates possible.

Toddle About readers are in a tight niche - they are mums with 1 or 2 children, typically caring for them full-time or working part-time, and they have disposable income.

Does that match your target market?



These statistics are from a survey of Toddle About readers, carried out in 2019

"I love this magazine. it's my go to guide!" **Christine Justice, Mum**

DISTRIBUTION, CIRCULATION AND REACH

Through Toddle About, you can reach over 100,000 parents with little ones.

We have a number of regional magazines – in Northamptonshire, Warwickshire, Oxfordshire and MK & Buckinghamshire. You can advertise in any or all of our magazines - simply choose which one(s) you want to feature in.

DISTRIBUTION

We are estimating that the digital magazines will be read by 50K+ parents. We will be using all channels at our disposal to distribute the digital magazines:

Subscription: Toddle About is **sent directly to thousands of subscribers** - so you **know** thousands of magazines will arrive with parents on our release date.

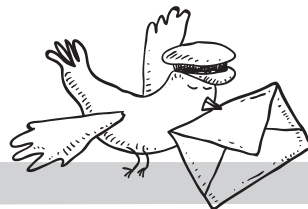
Via Partners: Toddle About is shared with parents via **hundreds of partners** such as nurseries, preschools, children's centres, health visitors, baby & toddler groups/classes, registry offices, libraries, children's shops, leisure centres and more.

Social Media: We have over 17K followers on social media, and we will also be investing in social advertising to reach a further 500K parents.

Website: The Toddle About website, where the magazine is hosted, receives over 15,000 visitors every month.

"Toddle About does wonders for my Little Hits Tennis business! It's a fantastic, professional, magazine with a great class directory at the back. Perfect for parents of little ones!"

David Barr, Little Hits Tennis



RELEASE DATES

Magazines are released quarterly:

January - March

April - June

July - September

October - December

See upcoming dates and deadlines at www.toddle.fun/dates

COVERAGE

The first Toddle About magazine was released in 2010 and we have expanded to cover several regions across the UK.

Please refer to the insert for information about your local area and the regions we cover.

WEBSITE

Total Visits: 20K+ per month

Unique Visitors: 15K+ per month

Total Pageviews: 45K+ per month

SOCIAL MEDIA

14,000+ Facebook

2,500+ Twitter

1500+ Instagram

MAGAZINE – EDITORIAL OPPORTUNITIES: BITE SIZED NEWS, PRODUCT OR EVENTS FEATURES

As a magazine advertiser, you are welcome to claim an editorial slot in one of our regular features - **for free**.

This gives you valuable extra exposure in the magazine in an editorial format that really enhances the impact of your advert. This isn't just the first time you advertise – you can do it every time!

BITE SIZED NEWS

This is the very first feature in every magazine and it is always well-read. It is the place where we announce local news that will interest our readers, so you can use it to tell our readers a bit more about your business, announce your news, promote upcoming events and more!

You get space for **80 words plus 1 image**.

Cost: **£40 + VAT** or **FREE** with Magazine Advert



EVENTS FEATURE

Parents are always looking for things to do and places to go with their little ones, and thousands of them turn to Toddler About to find out what's on. So a slot in our events feature gives your event a big boost by promoting it to thousands of local parents with little ones.

You get space for **100 words**.

Cost: **£40 + VAT** or **FREE** with Magazine Advert



PRODUCT FEATURE

If you sell products, this is a great way to showcase what you have to offer. We're looking for products that are special in some way - things that will make our readers go, "Ooooh!" It might be something new, unique, different, innovative, quirky or just plain great!

You get space for **40-50 words and up to 2 images**.

Cost: **£40 + VAT** or **FREE** with Magazine Advert



"As a result of our advertising, we've had a number of enquiries and bookings. Keep up the good work!"

Vincent Reynolds, Rugbytots

MAGAZINE – EXCLUSIVE OFFER VOUCHER & DAILY ACTIVITY PLANNER



EXCLUSIVE OFFER VOUCHERS

BABY & TODDLER CLASSES

- 25% OFF** ATTITUDE SCHOOL OF DANCE 20% OFF YOUR FIRST LESSONS. www.attitudeschoolofdance.co.uk
- FREE TRIAL** BABY COLLEGE. www.babycollege.co.uk
- 10% OFF** YOUNG YOL OFF A BLOKE BOUNCING BABY TODDLER BUMP PROGRAMME. www.yol.co.uk
- FREE TRIAL** BUNNY MOMENTS MUSIC CLASS. www.bunnymomentsmusic.co.uk
- 50% OFF** LITTLE ROCKERS. www.littlerockers.co.uk
- 10% OFF** LITTLE TURTLE SWIM SCHOOL. www.littleturtleswim.co.uk
- FREE MUSIC** WATER BABIES. www.waterbabies.co.uk

THESE OFFERS ARE EXCLUSIVE TO TODDLER ABOUT - YOU MUST FIND THEM ANYWHERE ELSE.

EXCLUSIVE OFFER VOUCHERS

HEALTH & WELLBEING

- JUST £25** SUE'S CHIROPRACTIC. www.sueschiro.com
- FREE DRINK** SOFT & SUGGY. www.softandsuggy.co.uk
- £10 OFF** GINNY & NODDIE. www.ginnyandnoddie.co.uk
- £5 OFF** SHEDDEN. www.shedden.co.uk
- 20% OFF** HANCOCK. www.hancock.co.uk

THE FOLLOWING CLASS PROVIDERS ALL OFFER Free Trials as standard to new customers. Please quote 'Toddle About' when contacting them.

FREE TRIALS

Contestage Theatre School UK
www.contestage.co.uk

KinKiKi (Baby Massage and Tummy Exercises)
www.kinkiki.co.uk

Lilias KikiKi
www.lilias.co.uk

RugbyBabies
www.rugbybabies.co.uk

Spot4Kids
www.spot4kids.co.uk

Sue's Kids UK
www.sueskids.co.uk

Muski Bugs UK
www.muskibugs.co.uk

Daily Activity Planner

Your local 'What's On Guide' for families with bums - 55 in South Northhamptonshire

MONDAY

ARTS & CRAFTS

TUESDAY

ARTS & CRAFTS

MUSIC & SINGING

DANCE & BALLET

PHYSICAL FUN

WATER BABIES

PREGNANCY

BUMP, BABY & TODDLER

EXCLUSIVE OFFER VOUCHERS

Each magazine has a section dedicated to exclusive offer vouchers. Including an exclusive offer voucher is a great way to get extra exposure in the magazine, reach readers in a different way, track your responses AND encourage any 'fence-sitters' into action!

Cost: £40 + VAT each or **FREE** with Magazine Advert

DAILY ACTIVITY PLANNER

The most well-thumbed section of the whole magazine, our Daily Activity Planner lists all the regular groups and classes that parents can attend with their little ones, and breaks them down day-by-day and location by location. Parents refer back to this section time and time again.

You can include listings of all your regular sessions that are open to the public in this section.

Cost: £5 + VAT per venue per month, or **FREE** with any Magazine Advert

"Toddle About is such a good read. It's like my bible and has helped me a lot."

Danielle Allen, Murn

FREE
EXTRAS

ONLINE – WEB DIRECTORY LISTINGS

10,000s of parents are discovering what's on offer for bumps - 5s in their area every month by searching on the Toddle About website.

Parents search the Toddle About website by entering their postcode to discover what is on offer for little ones near them.

Each of your business locations, classes and events gets its own **listing** in these search results.

Magazine advertisers get the Bronze Premium Package FREE for the duration of their booking.

Get started for **FREE** www.toddle.fun/listing

Add your business **for free** to create your own page on the Toddle About website and start turning **our** traffic into **your** traffic.

Run groups/classes? Add all your class/group sessions to your page for free so parents can find them when searching for a specific day, date, age of child or time of day.



Upgrade to Premium

Online: Upgrading to Premium typically **doubles** the traffic your listings generate for you.

This is because Premium Listings **really** stand out in search results - by displaying your **logo**, a **description** and **colourful highlighting**, they get a lot more attention and make you look reassuringly professional to parents.

Print: As an added bonus, when you upgrade to Premium, all your **Groups/Classes** are also listed and printed in the **Daily Activity Planner** section of your local Toddle About magazine (where possible).

Bronze:

£5 p/m
+ VAT
1 location/
venue

Silver:

£20 p/m
+ VAT
5 locations/
venue

Gold:

£30 p/m
+ VAT
10 locations/
venue

Platinum:

£45 p/m
+ VAT
20 locations/
venue

Cost: from £5 per month per post or **FREE Bronze Premium Package** with any magazine advert.

"This magazine is brilliant; we find the articles useful and the directory has been my bible now that we have our son. Keep up the good work!"

Nicole, Mum

ONLINE – SOCIAL MEDIA PROMOTION

FREE EXTRAS

Get social with Toddle About readers

SOCIAL MEDIA PROMOTION

Social media has a place in virtually every business' marketing mix.

With over 18,000 followers on our social media platforms, our own social media following is growing daily – we use it to communicate with our readers in-between magazine release dates. And so can you.



We can post or tweet on your behalf, or share/retweet posts from your own page.

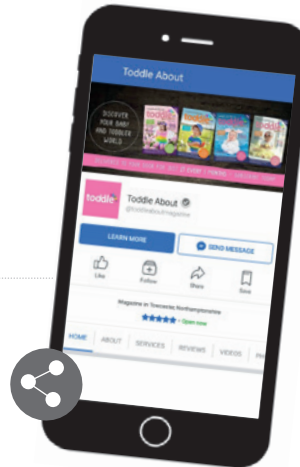
If you want to really ramp up the reach of your Facebook posts, we can boost your post to our page followers too!

Cost: £20 + VAT per post or FREE with Magazine Advert.


Boosted Post: £25 + (Cost of Boost) + VAT.


“I LOVE Toddle About because it is the one stop shop for what to do with little ones. With a 2 year old and another one on the way, I enjoy planning what activities we can do with the daily activity planner. A great magazine for everyone with little people!” **Kate Perry, Mum**

-  toddleaboutmagazine
-  toddleabout




14k+


2.5k+


1500+

ADVERTISER FEEDBACK

Advertising in Toddle About gets results.

This isn't wishful thinking – it's what our advertisers tell us:

“Advertising in Toddle About **really works** ... I always know when they are distributing – that week I get lots of phone calls and take bookings. I don't get the same response from other magazines.”

Jo Wilson, Swim Works

“Toddle About is a **brilliant** magazine. The service they offer to advertisers is friendly, organised and helpful, plus the coverage is great.

I get **so many calls** after people have read the latest magazine - so it's great value for money.”

Gemma O'Rourke, Baby Sensory

“Toddle About is the only local magazine that we continue to advertise with regularly. Advertising with them has **always been successful** for us and thus, we will continue.”

Tamsin Brewis, Water Babies

“I'm VERY pleased ... We are generating **more enquiries** from Toddle About than the other magazines we have tried running concurrently – so guess where my marketing budget is heading..”

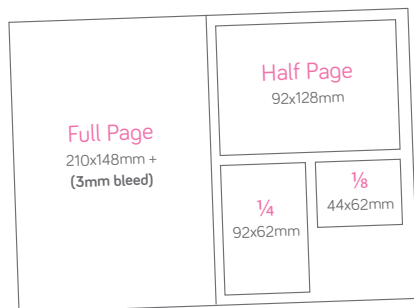
Gary, Head Start Day Nursery



 toddleaboutmagazine

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MAGAZINE RATES



Prices are **per magazine region** and **exclude VAT**.

Advertise in more than one region and receive **10% off** all adverts in the booking.

Book Now - email advertise@toddleabout.co.uk

Not a designer? No problem! Use our professional advert design service - only £49+VAT to design your advert and offer voucher.

ON DEMAND

A one-off advert in the April-June 2021 magazine.

SPREAD PAYMENTS

Pay by Direct Debit and spread payments into monthly instalments

ONE-OFF PAYMENT

3 MONTHLY PAYMENTS

Advert Size	Height x Width	One Payment	Monthly Instalments
Double Page	210x148mm	£797 Now £398	£133 p/m
Back Cover	210x148mm	£547 Now £270	£90 p/m
Inside Cover	210x148mm	£499 Now £249	£83 p/m
Full Page	210x148mm	£445 Now £225	£75 p/m
1/2 Page	92x128mm	£237 Now £111	£37 p/m
1/4 Page	92x62mm	£130 Now £63	£21 p/m
1/8 Page	44x62mm	£72 Now £30	£10 p/m

Prices are:
For 1 Magazine Region, for the April-June 2021 edition.

Choose from:
Northamptonshire
MK & Buckinghamshire
Oxfordshire
Warwickshire

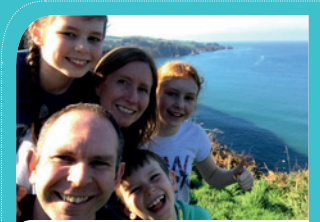
Get a 10% discount when advertising in multiple regions.

Prices **exclude** VAT.

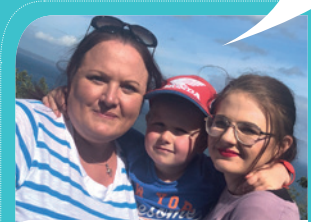
* Prices are for the April - June 2021 digital edition only. All prices **exclude** VAT.

Consistently,
at least **80%** of
**businesses continue to
advertise with us** from one
issue to the next. That's
BIG!

MEET THE TEAM



TIM
Owner/Editor



LOU
Advertising & Customer Support

Get started with a free web listing today! www.toddle.fun/listing

TO BOOK YOUR ADVERT OR ASK QUESTIONS, CONTACT US ON:



01327 830171



advertise@toddleabout.co.uk

www.toddleabout.co.uk

Book your advert online at www.toddle.fun/book