



Exhibitor Pack

Toddle About Baby Show **SUFFOLK**

The ultimate show to promote your business to parents with little ones

WHAT IS THE TODDLE ABOUT BABY SHOW?



Suffolk's Premier Baby Show

The Toddle About Baby Show provides expectant parents and parents with young children a great shopping opportunity and expert advice & demos on all things **bump, baby and toddler** - all under one roof. The show attracts visitors & businesses from **all over Suffolk** and makes it a great day out for all the family.

There will be a soft play area and character meet & greet to keep the kids entertained, along with a cafe to provide drinks & snacks as well as a breastfeeding area. The venue is buggy friendly and there is plenty of free parking available.

The Toddle About magazine is **Suffolk's number 1 parenting magazine** with many parents referring to it as their 'bible'. Toddle About is a well-established brand with hundreds of local parents subscribing to the magazine every quarter.

Toddle About specialises in the pregnancy, baby and pre-school market and works with hundreds of businesses who advertise in the magazine and online.

Our unique combination of high quality content being digested by a dedicated niche readership across print and digital, provides a great platform for such an event.



The #1
Magazine for
Families with
0-5s
in Suffolk



-  toddleaboutsuffolk
-  suffolk_TA
-  suffolktoddleabout

Suffolk's
Premier Baby Show

HOW DO WE ADVERTISE THE SHOW?

The Toddle About magazine is a firm favourite for parents with little ones with over 10,000+ parents using the Toddle About website every month to find out what's going on for little ones, so Toddle About's **print and digital platforms** are a great way to promote the show to parents throughout Suffolk.

How we advertise the show:

- **Toddle About magazine advert**, front cover feature and 4-page spread for the Show Guide.
- **500 Complimentary Tickets** for parents which includes a free goody bag if they sign up to the show in advance.
- **Competition** for parents to win prizes if they sign up to the show in advance.
- **Email Marketing** via our 1000-strong database of opted in recipients.
- **Flyer distribution** via exhibitors and flyer inserted into the Toddle About magazine.
- **Toddle About website**, reaching 10,000s parents each month.
- Extensive and engaging **Social Media Campaigns** via our dedicated social media platforms as well as paid adverts.
- Editorial in **local papers**, online **'what's on' guides & directories** and **advertising posters** throughout the region.

"Our parents love the magazine, it really helps link in to so many things. It's building communities."

Charlotte Bloomfield, Home-Start Suffolk

RELEASE DATES

Magazines are released quarterly:

January - March

April - June

July - September

October - December

See upcoming dates and deadlines at

www.toddle.fun/dates

WEBSITE

Total Visits: 24K+ per month

Unique Visitors: 18K+ per month

Total Pageviews: 56K+ per month

SOCIAL MEDIA

2,900+ Facebook

460+ Twitter

2,000+ Instagram



EXHIBITOR PACKAGES

Size of Stand

Double

2x 6ft x 2ft tables
with 2 chairs

£150

Single

1x 6ft x 2ft table
with 2 chairs

£80

Please note: Magazine advertisers get **£15 off** their stand booking.

Table cloths are not included. Please contact us if you require a quote.

Electricity on your stand is available at a cost and subject to availability.

Prices exclude VAT.

£15 OFF
FOR MAGAZINE
ADVERTISERS

What does the Exhibitor Package include?

Live Demonstration: An opportunity to showcase your business in our demonstrations area on the day of the show. (subject to availability)

Show Guide Listing: Basic listing in the Show Guide (Company Name and Website) in the Toddle About magazine.

Free Premium Business Listing: Each directory listing gives you your own page on the Toddle About website, which is optimised for search engines. Premium listings appear above basic listings and stand out in searches.

Social Media Promotion: Free promotion via our Facebook, Instagram and Twitter pages.

BOOK NOW: To book a stand, please visit toddle.club/babyshowssuffolk



“I have to say the way you work is so professional! I haven't worked with a publication as well organised as this in a very long while“

Tina Goldsmith, Snuggle Sac

LIMITED
AVAILABILITY

SPONSORSHIP PACKAGES

PREMIER SHOW SPONSOR

Double Stand in prominent location
Full Page advert or editorial in the Toddle About magazine
Company Logo on front cover of Toddle About magazine
Company Logo on all marketing & promotional materials
Samples & Promotional material in goody bags
Premium Business Listing on Toddle About website
Featured Article on the Toddle About website
Mentions on **all Social Media** promotions

£1,000

SHOW SPONSOR

Double Stand in prominent location
1/2 Page advert or editorial in the Toddle About magazine
Samples & Promotional material in goody bags
Premium Business Listing on Toddle About website
Regular Social Media promotion

£400

BOOK NOW: To book, please visit toddle.club/babyshowsuffolk

Prices exclude VAT.

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

Gemma O'Rourke, Baby Sensory



ADDITIONAL ADVERTISING OPTIONS

In addition to your stand at the show, you will also receive a basic listing in the Show Guide, but we highly recommend you take advantage of our other extras to help you get the most you can from the show.

SHOW GUIDE

The Toddle About magazine will include a 4-page Show Guide, which is **posted directly to hundreds of subscribers**. It is also handed out to parents at **targeted venues** around Suffolk, such as nurseries, preschools, baby & toddler groups and more. The magazine will also be made available to all visitors on the day of the show. The digital page-turner version is read by thousands more parents online at www.toddleabout.co.uk

Exhibitors: **FREE** Basic listing in Show Guide

Premier Sponsors:
Full page advert

Show Sponsors:
1/2 page advert



GOODY BAGS

500 goody bags will be distributed onsite to visitors who have pre-registered to the show.

The goody bags will contain the Toddle About magazine, free sample products, leaflets, brochures and special offer vouchers.

As an exhibitor you have the opportunity to include your promotional material in the goody bag.

Cost: £25 + VAT
or **FREE** with Sponsorship Package



MAGAZINE ADVERT

An advert in the Toddle About magazine is a highly effective way to reach parents with children aged 0-5 years in Suffolk.

You choose the size of advert you would like - anything from an 1/8 page advert to a Double-Page spread - and we will place it in the magazine alongside the most relevant content of your offering.

Whatever advert size you choose, you get £200 worth of **FREE** extras.

Cost: Advert rates start from as little as **£21 + VAT** per month



SURVEY FEEDBACK

We believe Suffolk needs a Baby Show.

This isn't wishful thinking – it's what parents & businesses tell us:

“Please get one organised. Parents and kids have missed out of so much over the last 2 years. We need to promote what's out there.”

Suffolk Parent & Business Owner

“Many parents have not had access to basic support. We need to fill the many gaps which have been caused through the pandemic.”

Suffolk Parent & Business Owner

“We would benefit from a local Baby & Toddler Show in Suffolk”

Suffolk Business Owner

“Since the loss of mothercare there's a real lack of places to go and try out pushchairs, see toys & furniture set out and to get some decent advice on car seats. If the show could offer these chances it would be great!”

Suffolk Parent



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Survey carried out in February 2022

To book visit
toddle.club/babyshowsuffolk

We are thrilled to bring this fantastic event to Suffolk and we are looking forward to seeing you there!

MEET THE TEAM

We hope to hear from you soon!



PIA

Owner/Editor/Sales/Show Organiser



LIZ

Advertiser & Customer Support

Book your exhibition space via toddle.club/babyshowsuffolk

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US ON:

 T: 01284 811428 / M: 07748 020141

 pia@toddleabout.co.uk

www.toddleabout.co.uk/baby-show