

toddle^{about}

Loving life with little ones

Media Pack

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, glossy A5 publication that many of our readers refer to as their 'bible'. Local editions are published quarterly and distributed by post to our subscribers and via targeted, relevant venues.

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, special offers and much more.

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



THE PLATFORMS

-  toddleaboutmagazine
-  toddleabout
-  toddleabout

Everything
Bump, Baby and
Toddler Near You

THE ULTIMATE ADVERTISING PACKAGE

Reach Parents in Print AND Online

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 Double-Page Spread - 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

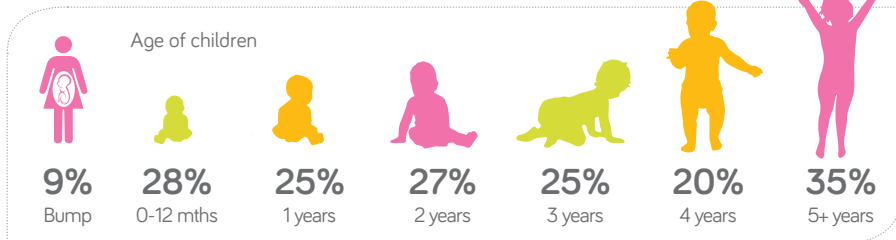
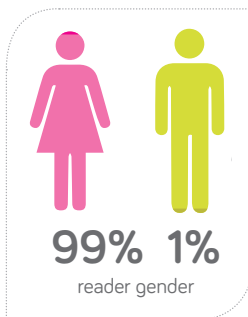
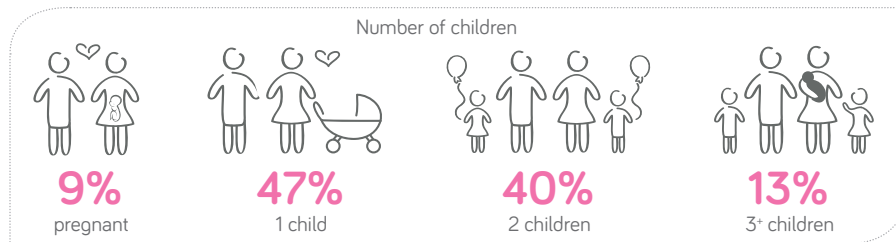
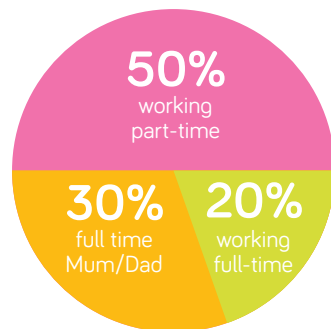
Who are Toddle About Readers?

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 – please refer to the separate insert for full details. You can advertise in any or all of our magazines - simply choose which one(s) you want to feature in.

DISTRIBUTION

There are 3 main ways we distribute the Toddle About magazine:

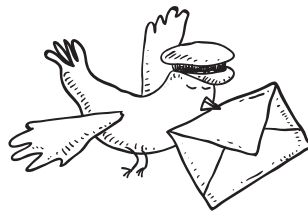
Subscription: Toddle About is **posted directly to thousands of subscribers** - so you **know** thousands of magazines will arrive with parents on our release date.

Targeted Venues: Toddle About is handed out to parents at **hundreds of targeted venues** such as nurseries, preschools, children's centres, health visitors, baby & toddler groups/classes, registry offices, libraries, children's shops, leisure centres, GP surgeries and more.

Online: The digital page-turner version of Toddle About is read by thousands more parents online at www.toddleabout.co.uk

"I am delighted to be advertising in Toddle About magazine. The response to our adverts has been phenomenal, with lots of parents taking advantage of our voucher."

Lynne Newbould, Little Kickers



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: **29K+** per month

Unique Visitors: **20K+** per month

Total Pageviews: **50K+** per month

SOCIAL MEDIA

15,000+ Facebook

2,500+ Twitter

3,000+ 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 Toddle 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

ADULTS & TODDLER CLASSES

- 25% OFF** **ATTAINABLE SCHOOL OF DANCE** 25% OFF YOUR FIRST 12 LESSONS. www.attainableschoolofdance.co.uk
- FREE TRIAL** **BABY COLLEGE** FREE TRIAL AND 10% OFF YOUR FIRST CLASS. www.babycollege.co.uk
- 10% OFF** **KINALE** 10% OFF YOUR FIRST BOOKING BABY YOGA AND MASSAGE. www.kinale.co.uk
- FREE TRIAL** **FAMILY MONKEYS MUSIC CLASS** FREE TRIAL AND 10% OFF YOUR FIRST BOOKING. www.familymonkeys.co.uk
- 50% OFF** **LITTLE KICKERS** 50% OFF YOUR FIRST BOOKING. www.littlekickers.co.uk
- 10% OFF** **LITTLE TURTLE SWIM CLUB** 10% OFF YOUR FIRST BOOKING. www.littleturtle.co.uk
- FREE TRIAL** **WATER BABIES** FREE TRIAL AND 10% OFF YOUR FIRST BOOKING. www.waterbabies.co.uk

MUSICAL MINE FREE TRIAL ON ANY OF OUR CLASSES. www.musicalmine.co.uk

MUSIC BUGS 10% OFF YOUR FIRST BOOKING. www.musicbugs.co.uk

POODLE DOGS 10% OFF YOUR FIRST BOOKING. www.poodle-dogs.co.uk

SHIMWEZ 10% OFF YOUR FIRST BOOKING. www.shimwez.co.uk

SWIMWEZ 10% OFF YOUR FIRST BOOKING. www.swimwez.co.uk

10% OFF **SWIMWEZ** 10% OFF YOUR FIRST BOOKING. www.swimwez.co.uk

THESE OFFERS ARE EXCLUSIVE TO TODDLER ABOUT - YOU WON'T FIND THEM ANYWHERE ELSE.

HEALTH & PERFORMANCE

JUST £25 **DRY ICE CHRYSAELECTRA** 10% OFF YOUR FIRST BOOKING. www.dryicechrysaelectra.co.uk

FREE TRIAL **SOFT PLAY** FREE TRIAL AND 10% OFF YOUR FIRST BOOKING. www.softplay.co.uk

FREE TRIAL **REGGIES & HALFPIES** FREE TRIAL AND 10% OFF YOUR FIRST BOOKING. www.reggiesandhalfpies.co.uk

£10 OFF **OSU-KAY** £10 OFF YOUR FIRST BOOKING. www.osu-kay.co.uk

£5 OFF **SCHOCOLATE** £5 OFF YOUR FIRST BOOKING. www.schocolate.co.uk

20% OFF **TRICKERY** 20% OFF YOUR FIRST BOOKING. www.trickery.co.uk

FREE TRIALS

The following class providers all offer Free Trials as standard to new customers. Please quote 'Toddle About' when contacting them.

CentreStage Theatre School MK www.centrestage.co.uk

Kinale Baby Massage and Yoga www.kinale.co.uk

Little Kickers www.littlekickers.co.uk

Reggie's Ink www.reggiesink.co.uk

Spout & Co www.spoutandco.co.uk

Sweet Kicks Ink www.sweetkicksink.co.uk

Music Bugs www.musicbugs.co.uk

All trials are subject to availability.

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

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

Danielle Allen, Mum

Daily Activity Planner

MONDAY

ARTS & CRAFTS

PHYSICAL FITNESS

MUSIC & SINGING

DANCE & BALLET



TUESDAY

ARTS & CRAFTS

PHYSICAL FITNESS

MUSIC & SINGING

DANCE & BALLET

Your local 'What's On Guide' for families with bumps - is in South Northants area.

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: £30 + VAT for up to 10 venues, or **FREE** with any Magazine Advert

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.

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

FREE ONLINE WEBSITE LISTINGS

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 sessions to your page for free so parents can find them when searching for what's on near them.

Take Bookings and Payments

The Toddle About website is powered by Book That In, so you can take bookings and payments for your classes and events through Toddle About AND your own website.



Upgrade to **Premium**

Just £10 per month

Upgrading to Premium typically **doubles** the traffic your listing generates 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.

Premium Classes Go In The Magazine

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

Kidslingo Spanish Northants, Towcester & Olney
Distance: 7 mile(s) away
Next Date: 7 Jun 21
Pre-book

Kidslingo 18m-4yrs fun Spanish class (Duston Community centre)
Duston Community centre, Pevsley Road, Duston, Northamptonshire, NN5 6DT
Days of Week: Monday
Ages: 1 years 0 mths - 4 years 11 mths
Cost: Free
Multi award-winning fun Spanish class. Music, games, storytelling, Makaton and buckets of fun are some of the things you will find in our...

Kidslingo
View Details Book Now

Upgrade Packages

Premium Listing: £10 + VAT per mth (for 1 - 10 venues)

Ultra Listing: £25 + VAT per mth (for up to 30 venues)

Get a **FREE Premium Listing** with any magazine advert.

Upgrade at www.toddle.fun/premium

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 20,000 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.

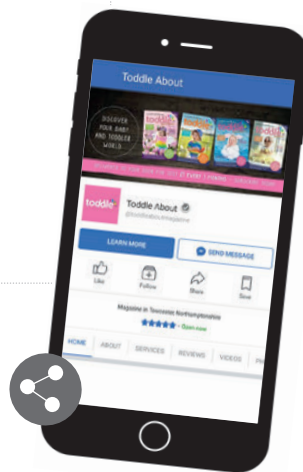
If you want to really ramp up the reach of your Facebook posts, we can boost your post to our page followers too!

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

Boosted Post: £20 + (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
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-  toddleabout



15k+



2.5k+



3K+

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



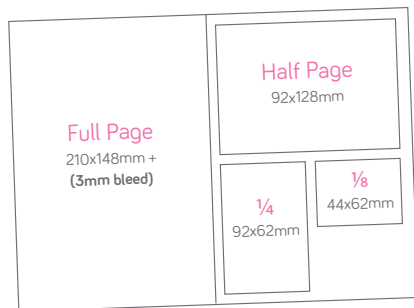
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See lots more reader reviews at
www.toddle.fun/feedback
and on  [toddleaboutmagazine](https://www.facebook.com/toddleaboutmagazine)

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 at www.toddle.fun/book

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 when you want it.

ROLLING CONTRACT*

A flexible, on-going advert. Change or cancel when you want & spread payments.

ANNUAL BOOKING

Plan ahead & lock in our best price by booking for 1 year (4 issues).

| Advert Size | Width x Height | DISCOUNT | | |
|--------------|----------------|-----------------|---------------------|------------------|
| | | Price per issue | Monthly instalments | Pay all up front |
| Double Page | 296 x 210mm | £797 | £226 per month | £2,550 |
| Back Cover | 148 x 210mm | £547 | - | £1,750 |
| Inside Cover | 148 x 210mm | £499 | £141 per month | £1,597 |
| Full Page | 148 x 210mm | £445 | £126 per month | £1,425 |
| 1/2 Page | 128 x 92mm | £237 | £67 per month | £758 |
| 1/4 Page | 62 x 92mm | £130 | £37 per month | £416 |
| 1/8 Page | 62 x 44mm | £72 | £21 per month | £232 |

* Rolling Contract - 3 monthly payments per advert. Pay by Direct Debit to qualify. No long term commitments: skip an issue or cancel, upgrade or downsize your adverts when you want - just let us know by the relevant copy deadline. All prices **exclude** VAT.

MEET THE **toddle**^{about} TEAM



TIM & RUTH
Franchise Directors



ALEC
IT Director



LOU
Customer & Franchise Support

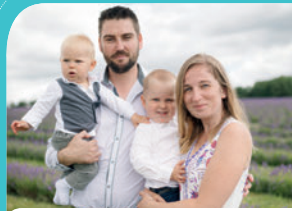


FIN
Website Development

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



PIA
Suffolk & South Warwickshire



STEPH & MATT
Oxfordshire & South Buckinghamshire



ALLY
West Northamptonshire

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

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



01327 831505



advertise@toddleabout.co.uk

www.toddleabout.co.uk

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