



# Exhibitor Pack

Toddle About Baby Show  
**WARWICKSHIRE**

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

## WHAT IS THE TODDLE ABOUT BABY SHOW?

**toddle**<sup>about</sup>  
Loving life with little ones

### South Warwickshire'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 Warwickshire** 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 refreshments & snacks as well as a feeding & chill out area. The venue is buggy friendly and there is plenty of free parking available.

The Toddle About magazine is **South Warwickshire'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  
Warwickshire

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South Warwickshire'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 Warwickshire.

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.
- **Email Marketing** via our 1000+ strong database of opted in recipients.
- **Flyer distribution** via exhibitors and various targeted locations.
- **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 local blogger collaborations.
- Editorial in **local papers**, online **'what's on' guides & directories** and **advertising posters** throughout the region.

"I love this magazine, it's my go to guide!"

Christine Justice, Mum

## RELEASE DATES

Magazines are released quarterly:

January - March

April - June

July - September

October - December

See upcoming dates and deadlines at

[www.toddle.fun/dates](http://www.toddle.fun/dates)

## WEBSITE

Total Visits: 24K+ per month

Unique Visitors: 18K+ per month

Total Pageviews: 56K+ per month

## SOCIAL MEDIA

1,000+ Facebook

150+ Twitter

1,300+ Instagram



# EXHIBITOR PACKAGES

## Size of Stand

### Double

2x 6ft x 2ft tables  
with 2 chairs

£160

### Single

1x 6ft x 2ft table  
with 2 chairs

£90

#### Please note:

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.

## 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, Website and Show Offer) 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 and Instagram pages.

**BOOK NOW:** To book a stand, please visit [toddle.fun/babyshowwarks](http://toddle.fun/babyshowwarks)



“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

**Regular Social Media** promotion

**£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.fun/babyshowwarks](http://toddle.fun/babyshowwarks)

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 Warwickshire, 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](http://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 / Baby Show Guide, free sample products, leaflets and special offer vouchers.

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

**Cost: £45 + 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 Warwickshire.

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 loads of **FREE** extras with your advert.

**Cost:** Advert rates start from as little as **£23 + VAT** per month



# READER SURVEY

We went out to the readers of Toddle About and asked them a few questions about what they liked and wanted to see in their magazine:




96% of readers would actively recommend Toddle About to a friend.

82% regularly attend groups and classes with their little ones every week.

88% have taken action because of an advert in Toddle About.

76% have above average income levels of over £30K p/a.  
(47% earn over £50K p/a)



-  toddleaboutwarwickshire
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Survey carried out in August 2022

To book visit

[toddle.fun/babyshowworks](http://toddle.fun/babyshowworks)

We are thrilled to bring this fantastic event to Warwickshire 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.fun/babyshowwarks](http://toddle.fun/babyshowwarks)

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US ON:



T: 01926 266 076 / M: 07748 020141



[pia@toddleabout.co.uk](mailto:pia@toddleabout.co.uk)

[www.toddleabout.co.uk/baby-show](http://www.toddleabout.co.uk/baby-show)