



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 dedicated feeding 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 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.

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-  suffolk_TA
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Suffolk's
Premier
Baby Show

"There was a fantastic selection of shops, baby groups, advice and support for parents and the whole show had a lovely feel about it."

Baby Show Visitor

HOW DO WE ADVERTISE THE SHOW?

The Toddle About magazine is a firm favourite for parents with little ones with over 25,000+ 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.
- **300 Complimentary Tickets** for parents which includes a free goody bag if they sign up to the show in advance.
- **Competition** for parents to win some fab prizes.
- **Email Marketing** via our 1000-strong database of opted in recipients.
- **Flyer distribution** via exhibitors, targeted venues and the Toddle About magazine.
- **Toddle About website**, reaching 25,000s parents each month.
- Extensive and engaging **Social Media Campaigns** via our dedicated social media platforms as well as paid blogger collaborations.
- 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: 35K+ per month
Unique Visitors: 45K+ per month
Total Pageviews: 65K+ per month

SOCIAL MEDIA

3,200+ Facebook
500+ Twitter
2,400+ Instagram



EXHIBITOR PACKAGES

Size of Stand

Double

2x 6ft x 2ft tables
with 2 chairs

£170

Single

1x 6ft x 2ft table
with 1-2 chairs

£97

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 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 Facebook and Instagram.

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



“Loved the variation of vendors, the little activities on the stands for children and the gift bags with useful stuff. The advice was just invaluable I wish it was around when I first had my son during Covid”

Baby Show Visitor

SPONSORSHIP PACKAGES

LIMITED
AVAILABILITY

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

£1,500

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

£600

BOOK NOW: toddle.club/babyshowsuffolk

Prices exclude VAT.



BAG SPONSOR

300 goody bags will be handed out to parents who pre-register to the show. Place your logo on the cotton shopper bag as they carry it throughout the show and reuse it after they leave.

£480

“ We enjoyed the relaxed atmosphere and the chance to learn more about local providers.”

Baby Show Visitor

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

300 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: £45 + VAT or **FREE** with Sponsorship Package

(Bag sponsorship option available)



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 **£23 + VAT** per month



VISITOR FEEDBACK

Here are the results and feedback from our previous baby show.

92% of those surveyed who attended the last baby show said that there was nothing they'd have hoped would be at the show that wasn't.

65% of attendees at the last baby show surveyed stated that they had placed an order or made a purchase at the show.

210 pregnant women attended the last baby show.

“There was a fantastic selection of shops, baby groups, advice and support for parents and the whole show had a lovely feel about it.”

[Comment from Baby Show Exhibitor](#)



Our next event is going to be even bigger and better 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/babyshowssuffolk

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