



# Exhibitor Pack

Toddle About Baby Show  
Saturday 11th May 2024  
**MILTON KEYNES**

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

# WHAT IS THE TODDLE ABOUT BABY SHOW?



## Milton Keynes Baby Show: Saturday 11th May 2024

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 Buckinghamshire** 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 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 the **number 1 parenting magazine** in the Milton Keynes & Bedford area 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.



 [toddleaboutmiltonkeynesandbedford](#)

 [toddleabout\\_mkandbeds](#)

“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 in 2022**

# HOW DO WE ADVERTISE THE SHOW?

The Toddle About magazine is a firm favourite for parents with little ones with over 45,000+ 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 Milton Keynes & Bedford.

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.
- **Email Marketing** via our 1000+ strong database of opted in recipients.
- **Flyer distribution** via exhibitors and various targeted locations.
- **Toddle About website**, reaching 45K+ 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 **event signage** throughout the region.

"My daughter loved it. All the colour, balloons... I think it was great to meet lots of people. Definitely will consider some classes"

**Baby Show Visitor in 2023**

## 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: 35K+ per month

Unique Visitors: 45K+ per month

Total Pageviews: 65K+ per month

## SOCIAL MEDIA

15K+ Facebook

3,800+ Instagram



# EXHIBITOR PACKAGES

## Size of Stand

### Double

2x 6ft x 2ft tables  
with 2 chairs

£176

### Single

1x 6ft x 2ft table  
with 2 chairs

£99

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.

BOOK NOW:



## What does the Exhibitor Package include?

**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.

**50% Discount on Advert:** Get a half price advert (1/4 page ads and bigger) in the April-June 2024 Toddle About magazine, which is also the Baby Show Guide. Already an advertiser? Get a half price upgrade of your current advert!



“ I think the baby show was a very well organised event that delivered as promised.”

**Baby Show Exhibitor in 2023**



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

**£1,500**

### 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:** To book, please visit [toddle.fun/babyshowmk](http://toddle.fun/babyshowmk)

Prices exclude VAT.



“ I thought it was a great event, and the organisation was amazing! All of your support along the way was very much appreciated.”

**Baby Show Exhibitor in 2023**

### 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.

**£530**

# 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 MK & Bedford. 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.

**Exhibitors:** **FREE** Basic listing and half price advert (1/4 page ads and bigger) 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 / 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: £49 + 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 Milton Keynes & Bedford.

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



## VISITOR SURVEY

Here are the visitor survey results from our last Toddle About Baby Show in Warwick in April 2023:

92% said that everything they wanted to see at the show was there.

59% of attendees surveyed stated that they had placed an order or made a purchase at the show.



Over 700 parents attended the Toddle About Baby Show in Warwick.

“Great atmosphere and such friendly vendors. Super helpful in helping us see and experience things happening in the mum & baby world.”

 toddleaboutmiltonkeynesandbedford  
 toddleabout\_mkandbeds

Toddle About Baby Show April 2023

To book visit  
[toddle.fun/babyshowmk](https://toddle.fun/babyshowmk)

We are thrilled to bring this fantastic event to Milton Keynes 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/babyshowmk](https://toddle.fun/babyshowmk)

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US ON:

T: 01908 596050/ M: 07748 020141

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

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