

READER DEMOGRAPHICS

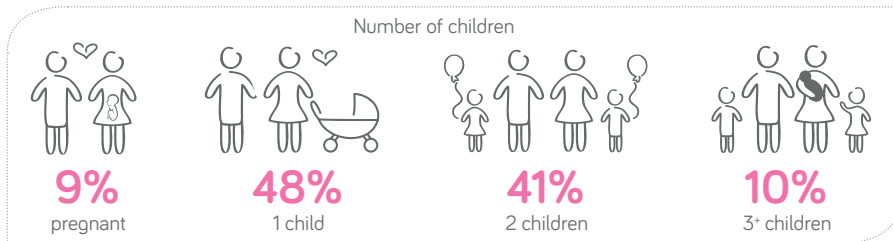
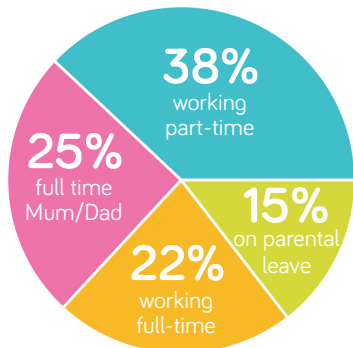
Who are Toddle About Readers?

It's important to know that your advert will be reaching your target audience.

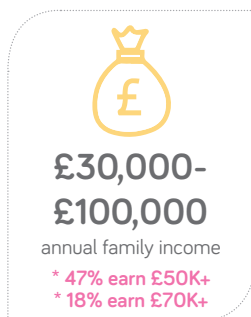
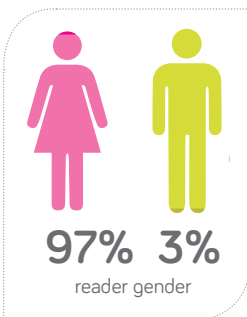
And the more targeted that audience is, the more tailored your message can be - which will give you the best response rates possible.

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?



27-46 yrs typical age of readers

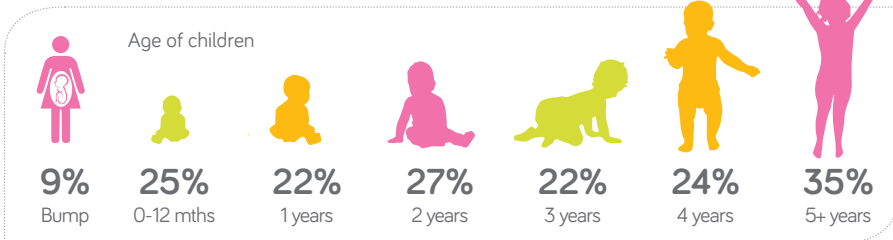


78%
keep Toddle About for the full 3 months

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

82%
attend tots groups and activities every week

96%
would recommend Toddle About to their friends



"I love this magazine. it's my go to guide!" **Christine Justice, Mum**