

toddle<sup>about</sup>

Loving life with little ones

TODDLE ABOUT BABY SHOW

EXHIBITOR PACK

MILTON KEYNES

Saturday 26th April 2025

The Ridgeway Centre

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

# WHAT IS THE TODDLE ABOUT BABY SHOW?



## Milton Keynes Baby Show

**Date:** Saturday, 26th April 2025

**Location:** The Ridgeway Centre, Wolverton, Milton Keynes

The Toddle About Baby Show is **the** event for expectant parents and families with young children, offering a special blend of shopping, expert advice, entertainment and interactive demos—all in one place.

Drawing visitors and businesses from across **Milton Keynes, Bedford and beyond**, this event creates the perfect environment to connect with your ideal customers in the pregnancy, baby, and toddler market.

**It's not just a show—it's a family day out.** With a soft play area, character meet-and-greets, a chill-out and feeding zone, and plenty of refreshments, parents can relax and enjoy their visit while kids stay entertained. The venue is fully buggy-friendly with ample free parking, ensuring accessibility for all.

Toddle About is a trusted name in parenting, renowned for its magazine, which is fondly referred to by local parents as their "bible." With a well-established presence in Milton Keynes and Bedford, the brand reaches thousands of engaged families through print, digital, and events like this.

### As an exhibitor, you'll benefit from:

- Access to a niche, highly-targeted audience.
- Association with a reputable brand that parents love and trust.
- The opportunity to showcase your products and services directly to potential customers.



"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 2023**

# HOW DO WE ATTRACT PARENTS TO THE SHOW?

Our baby shows typically attract a footfall of **500 - 700 parents and parents-to-be**, and feedback consistently shows that they are happy and willing to spend on the day.

In order to attract these families, we leverage the considerable reach of all our Toddle About channels, in addition to using external promotional methods.

**Entry to the show is free for parents**, and the first 300 to book a ticket receive a **free goody bag**, filled with samples and freebies - this encourages people to sign up to the show in advance and lock it into their diary.

## How we promote the show:

- Adverts and editorial in 2 editions (18,000 copies) of the **Toddle About magazine**, including front cover feature and 4-page spread for the Show Guide.
- **Email Marketing** via our 1000+ strong database of opted in parent recipients.
- Promotion and adverts on the **Toddle About website**, reaching 45K+ parents each month.
- **Flyer distribution** via exhibitors and various targeted locations.
- Extensive and engaging **Social Media Campaigns** via our social media channels on Facebook, X and Instagram to 20K+ followers.
- Paid collaborations with **local bloggers** and vloggers.
- **Press releases** published in local papers, online 'what's on' guides and directories.
- **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

## MAGAZINE RELEASE DATES

9,000 copies of the Toddle About Magazine are distributed around MK & Bedford every quarter:  
January - March  
April - June  
July - September  
October - December

## WEBSITE VISITORS

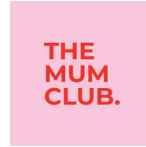
Total Visits: 55K+ per month  
Unique Visitors: 45K+ per month  
Total Pageviews: 90K+ per month

## SOCIAL MEDIA FOLLOWERS

15K+ Facebook  
2,400+ X  
3,800+ Instagram



# SOME OF THE BUSINESSES THAT HAVE EXHIBITED WITH US...



# SHOW INSIGHTS

## OUR AUDIENCE

**Targeted audience** of expecting parents and parents with babies, toddlers & pre-schoolers

65% of visitors make a purchase at the show

700+ visitors per show

92% visitors would recommend the show to a friend



**BOOK NOW:** To book, please visit [toddle.fun/babyshowmk](https://toddle.fun/babyshowmk)

## OUR EXHIBITORS

92% of our exhibitors find the show valuable to their business

85% of our exhibitor consider exhibiting at our next event

### Typical Types of Business at our Shows:

Educational Resources, Books, Health & Wellbeing, EYFS Development, Toys & Games, First Aid, Nursery & Baby Equipment & Accessories, Home Health & Safety, Photography, Outdoor Learning, Insurance Services, Clothing, Children's Service Providers, Antenatal & Postnatal Care, Pregnancy Products, Gift Ideas

## YOU'RE IN GOOD HANDS

Carefully selected venues in affluent regions

Free onsite parking

Carefully managed categories to ensure successful trading

Dedicated and friendly account management

Considered floorplan layout

Free Exhibitor Goody bags

# 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.

Scan to Book:



## 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 2025 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

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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

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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

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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

200 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 £25 + VAT per month





# VISITOR & EXHIBITOR FEEDBACK

Here are the visitor survey results from previous Toddle About Baby Shows:

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

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

Over 700 parents attended each of the Toddle About Baby Shows in 2023.

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



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 toddleabout\_mkandbeds

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

## MEET THE TEAM

We are extremely excited to host this great event again in Milton Keynes and can't wait to see you there!

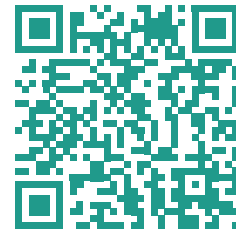
Hope to hear from you soon.



JOANNA

Owner/ Editor/ Sales/ Show Organiser

Scan to Book Now:



Book your exhibition space via [toddle.fun/babyshowmk](https://toddle.fun/babyshowmk)

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US ON:

 T: 07783 944131

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

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