

PARENT DEMOGRAPHICS

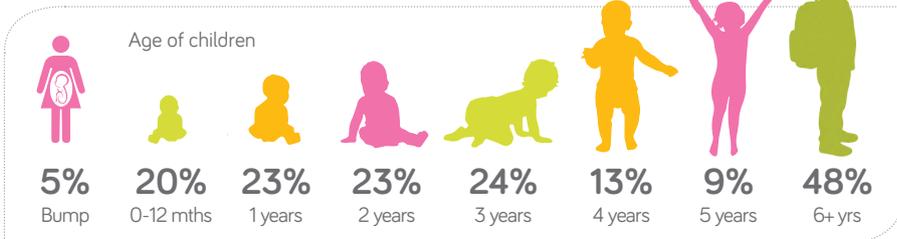
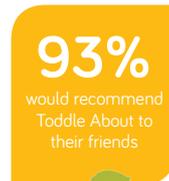
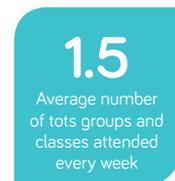
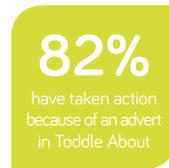
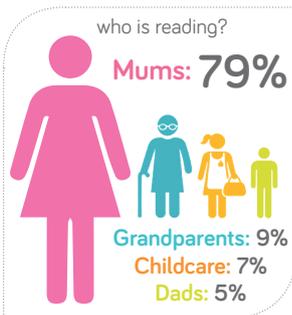
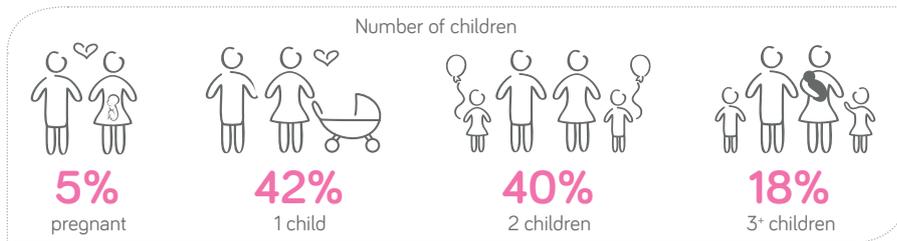
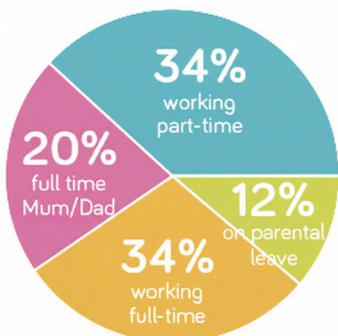
Who are Toddle About Readers?

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 aged 0 -5 years, typically working (though 1 in 5 care for their children full-time), and they have plenty of disposable income.

Does that match your target market?



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