

toddle<sup>about</sup>

Loving life with little ones

# Media Pack

ADVERTISING THAT  
REALLY WORKS

The ultimate place to **promote your business** to parents with little ones

# WHAT IS TODDLE ABOUT?



## The Parent's Bible for Everything Baby & Toddler

Toddle About is **the** local magazine and online resource for families with children aged bump - 5 years, putting parents in touch with everything bump, baby and toddler in their area.

**The Toddle About magazine** is a beautifully designed, glossy A5 publication that many of our readers refer to as their 'bible'. Local editions are published quarterly around the UK and distributed by post to our subscribers and via targeted, relevant venues.

**The Toddle About website**, supported by an engaged social media following, is a one-stop shop for parents with a searchable directory of businesses and classes, parenting advice, reviews, competitions, special offers and much more.

Our unique combination of high quality content being digested by a dedicated niche readership across print and digital platforms gives you **advertising that really works**.



THE PLATFORMS

- toddleaboutmagazine
- toddleabout
- toddleabout

## SEEING IS BELIEVING

If you haven't seen a copy of the Toddle About Magazine yet, request a free copy at [www.toddle.fun/free-mag](http://www.toddle.fun/free-mag)

Scan Me!

Request a free copy of the magazine here



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## BUT FIRST: GET STARTED FOR FREE

In takes less than 10 minutes to start advertising with Toddle About. And it's completely free.

Over 45,000 parents use the Toddle About website to find things to do with, and to buy for, their little ones **every month**.

Reach them with a website listing for **FREE** at [www.toddle.fun/listing](http://www.toddle.fun/listing)



Scan Me!

Add your free listing to the Toddle About website here



# READER DEMOGRAPHICS

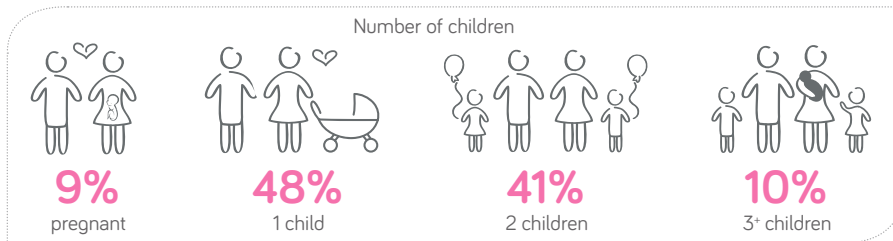
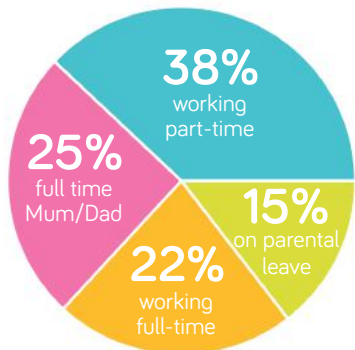
## Who are Toddle About Readers?

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

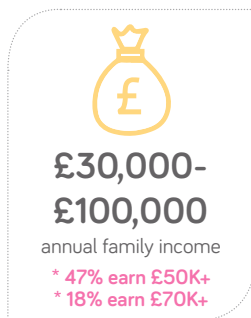
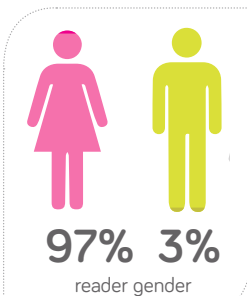
And the more targeted that audience is, the more tailored your message can be - which will give you the best response rates possible.

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

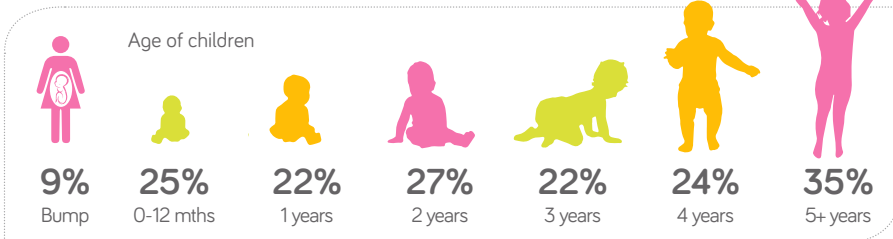


**78%**  
keep Toddle About for the full 3 months

**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**

## FEEDBACK FROM ADVERTISERS



“Toddle About is a **brilliant** magazine. The service they offer to advertisers is friendly, organised and helpful, plus the coverage is great.

I get **so many calls** after people have read the latest magazine - so it's great value for money.”

**Gemma O'Rourke, Baby Sensory**

“As a result of our advertising, we've had a number of **enquiries and bookings**. Keep up the good work!”

**Vincent Reynolds, Rugbytots**

“I'm **VERY** pleased ... We are generating **more enquiries** from Toddle About than the other magazines we have tried running concurrently - so guess where my marketing budget is heading...”

**Gary, Head Start Day Nursery**



**Scan Me!**

Read more reviews from advertisers



“Toddle About is the only local magazine that we continue to advertise with regularly. Advertising with them has **always been successful** for us and thus, we will continue.”

**Tamsin Brewis, Water Babies**

“Toddle About is the only place I advertise my baby and toddler classes now as it is the one that all the parents actually read, value and act on! Every edition I **get a very good response** to my ad so it is money very well spent.”

**Nikki Sayers, Dandy Development**

“Advertising in Toddle About **really works** ... I always know when they are distributing - that week I get lots of phone calls and take bookings. I don't get the same response from other magazines.”

**Jo Wilson, Swim Works**

# MAGAZINE DISTRIBUTION AND REACH

Through Toddle About, you can reach over 100,000 parents with little ones.

We have a number of regional magazines – please refer to the separate insert for full details. You can advertise in any or all of our magazines - simply choose which one(s) you want to feature in.

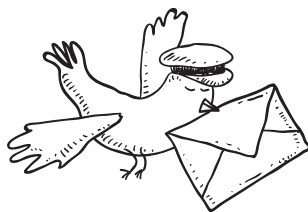
## DISTRIBUTION

There are 3 main ways we distribute the Toddle About magazine:

**Subscription:** Toddle About is **posted directly to thousands of subscribers** - so you **know** thousands of magazines will arrive with parents on our release date.

**Targeted Venues:** Toddle About is handed out to parents at **hundreds of targeted venues** such as nurseries, preschools, children's centres, health visitors, baby & toddler groups/classes, registry offices, libraries, children's shops, leisure centres, GP surgeries and more.

**Online:** The digital page-turner version of Toddle About is read by thousands more parents online at [www.toddleabout.co.uk](http://www.toddleabout.co.uk)



"I am delighted to be advertising in Toddle About magazine. The response to our adverts has been phenomenal, with lots of parents taking advantage of our voucher."

## 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)

## COVERAGE

The first Toddle About magazine was released in 2010 and we have expanded to cover several regions across the UK.

See info about your local area and all our magazine regions at: [www.toddle.fun/regions](http://www.toddle.fun/regions)

## WEBSITE

Total Visits: 60K+ per month

Unique Visitors: 45K+ per month

Total Pageviews: 90K+ per month

## SOCIAL MEDIA

15,000+ Facebook

2,500+ X

4,000+ Instagram

# THE ULTIMATE ADVERTISING PACKAGE

## Reach Parents in Print AND Online

All adverts in the Toddle About magazine come with **FREE EXTRAS**, worth up to **£200**.



15k+



2.5k+



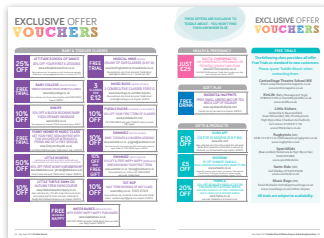
4K+

### SOCIAL MEDIA SHOUT OUTS

Promotion to our 20K+ followers\* every month for the duration of your ad.

### OFFER VOUCHER

In the magazine's offers section.



## YOU WILL GET:

### YOUR ADVERT IN THE MAGAZINE

Choose the size you want, from 1/8-Page to double-page spread

### PLUS:

### EDITORIAL

In the 'Bite Sized News', 'Product' or 'Events' features in the magazine.



### CLASS & EVENT LISTINGS

Listed in the magazine's 'Daily Activity Planner' AND on the Toddle About website.

### PREMIUM WEB LISTING

Your own business page on our website, which is visited by 45K+ parents each month.

FREE

FREE

FREE

FREE

FREE

Scan Me!

Watch a video explaining all your Free Extras



\* Number of followers of the main Toddle About accounts. Locally, numbers of social followers varies from region to region.

# CHOOSE YOUR ADVERT

1.

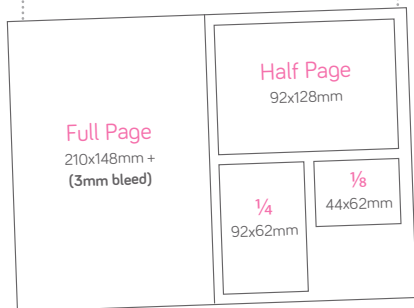
CHOOSE YOUR  
ADVERT SIZE

## ADVERT SIZES

Choose the size you want, from 1/8-Page to double-page spread.

All sizes are designed to get results, but the bigger you go, the more results you will get.

## DIMENSIONS:



2.

CHOOSE YOUR  
PACKAGE TYPE

## PACKAGE OPTIONS

### ★ ON DEMAND

A one-off advert - great for events or seasonal promotions.

### ★ ROLLING CONTRACT

**15% OFF - PAY MONTHLY**

Advertising works best when it is repeated.

Get the flexibility to cancel when you want (minimum term = 6 mths), AND enjoy a discount for longer-term thinking.

### ★ ANNUAL BOOKING

**20% OFF - PAY IN ADVANCE**

Advertising works best when it is repeated. Commit to a full year and pay up front to get the best results at the best price.

*Most Popular!*

3.

CHOOSE YOUR  
MAGAZINE  
REGION(S)

## MAGAZINE REGIONS

Toddle About's local magazines allow you to target your advertising budget to reach families who are based near you.

See all our magazine regions at [www.toddle.fun/regions](http://www.toddle.fun/regions)

If you're not geographically limited, you can advertise in multiple issues and get **15% off all adverts** in your booking.

**Not a designer?** No problem! Use our professional advert design service - only £49+VAT to design your advert.

Scan Me!

See examples of adverts at different sizes





# MAGAZINE RATES

Book Now at [www.toddle.fun/book](http://www.toddle.fun/book)

Prices below are **per magazine region**  
and **exclude VAT**.

Scan Me!

Book your  
advert here



## ON DEMAND

A one-off advert  
when you want it.

## ROLLING CONTRACT\*

A flexible, on-going advert.  
Change or cancel when you want  
& spread payments. (Min. 2 Issues)

## ANNUAL BOOKING

Plan ahead & lock in our best price  
by booking for  
1 year (4 issues).

Advert Size	Width x Height	-		
		Price per issue	Monthly instalments	Pay all up front
Bookmark Insert <small>See P.11</small>	100 x 205mm	£750	-	-
Double Page	296 x 210mm	£944	£268 per month	£3,021
Back Cover	148 x 210mm	£629	-	£1,999
Inside Cover	148 x 210mm	£576	£164 per month	£1,845
Full Page	148 x 210mm	£524	£149 per month	£1,677
½ Page	128 x 92mm	£287	£82 per month	£916
¼ Page	62 x 92mm	£158	£45 per month	£499
⅛ Page	62 x 44mm	£87	£25 per month	£278
Class Listings Only	Text only	£30	£10 per month	-

All prices exclude VAT.

\* Rolling Contract - 3 monthly payments per advert. Pay by Direct Debit to qualify. Minimum Term = 2 issues (6 months). No long term commitments: skip an issue or cancel, upgrade or downsize your adverts when you want - just let us know by the relevant copy deadline.

## MORE ADVERTISING OPTIONS

### Online and Insert Advertising

These alternative options work really well on their own, and even better when you run them alongside magazine advertising.



#### Premium Listing

On average, upgrading to Premium increases your listing views by **150%**.

Premium Listings *really* stand out in search results - by displaying your logo, a description and colourful highlighting, they get a lot more attention and make you look reassuringly professional, increasing click-throughs by **95%** on average.

#### Run Classes?

Take bookings on Toddle About using our built-in system, *Book That In*.

#### Cost:

£10 + VAT per month



#### Pay Per Click Adverts

As you pay per click, you get **FREE** brand advertising and you only pay for results.

Your advert will appear across all pages of the Toddle About website as a banner advert at the top each web page AND a sidebar (or MPU) advert as well .

Restrict your advert so it only shows to parents based in **your chosen area(s)**.

#### Set your monthly maximum

**spend** so you never go over budget and avoid any nasty surprises.

#### Cost:

20p + VAT per click



#### Email E-Shots

Reach over 10,000 parents\* who have opted in to hear about what you offer.

Also known as a Solus Email, an E-shot is an email that we send to our opt-in subscribers, telling them all about your business to generate **instant enquiries**.

You write the email, we design it and send it to thousands of parents.

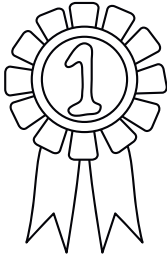
#### It's a great way to:

- Promote special offers
- Promote events
- Launch new products
- Improve brand awareness

#### Cost:

£79 + VAT each





## Competitions & Offers

A guaranteed way to get leads and build your own email list of prospects.

Promoted to 10,000s of parents via our website, email list and social media channels, running a competition or special offer with us generates lots of leads for you and increases your brand awareness at the same time.

You only pay when we generate a lead so you get the contact details of parents who are interested in what you have to offer.

### Cost:

£1 + VAT per lead



## Bookmark Inserts

Be the **ONLY** bookmark in the Toddle About magazine.

Each issue, we allow one business to insert a bookmark into **every single magazine** in each region (9 - 10K magazines).

Inserted inside the front cover of the magazine, your bookmark is the first thing parents see when they open the magazine, so it **JUMPS OUT**. They also re-use it to mark their place in the magazine - so it gets seen over and over again.

### Cost:

£750 + VAT per region  
(inc. print costs)



## Flyer Inserts

The most effective way to get your flyers in parents' hands.

Loved by marketing professionals the world over, flyer inserts are a fantastic way to make sure your message jumps out at your prospects (sometimes literally!) Send us your flyers and we will insert them into the magazines we post out to subscribers. We can even design and print the flyers for you (extra charge applies).

### Cost:

Depends on region:  
Typically £10 + VAT  
per hundred



## MEET THE **toddle**<sup>about</sup> TEAM



**TIM & RUTH**  
Franchise Directors



**ALEC**  
IT Director



**LOU**  
Content & Support Manager



**FIN**  
Website Development

Consistently,  
**80% of businesses**  
continue to advertise with  
us from one issue to the  
next. That's BIG!



**PIA**  
MK + Bedford, Suffolk & S.Warwickshire  
07748 020141  
pia@toddleabout.co.uk



**STEPH**  
Oxfordshire & South Buckinghamshire  
07975 904902  
steph@toddleabout.co.uk



**ALLY**  
West Northamptonshire  
07515 267275  
ally@toddleabout.co.uk

Get started with a free web listing today! [www.toddle.fun/listing](http://www.toddle.fun/listing)



01604 532532



advertise@toddleabout.co.uk

[www.toddleabout.co.uk](http://www.toddleabout.co.uk)

Book your advert online at [www.toddle.fun/book](http://www.toddle.fun/book)