



Exhibitor Pack

Toddle About Baby Show **OXFORDSHIRE**

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

WHAT IS THE TODDLE ABOUT BABY SHOW?

toddle about
Loving life with little ones

Oxfordshire's Premier Baby Show

The Toddle About Baby Show provides expectant parents and parents with young children a great shopping opportunity, expert advice & demos on all things **bump, baby and toddler** - all under one roof. The show attracts visitors & businesses from **all over Oxfordshire** 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 a cafe to provide drinks & snacks as well as a breastfeeding area. The venue is buggy friendly and there is plenty of free parking available.

The Toddle About magazine is **Oxfordshire's number 1 parenting magazine** 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 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.



The #1
Magazine for
Families with
0-5s in
Oxfordshire



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Oxfordshire's
Premier Baby Show

HOW DO WE ADVERTISE THE SHOW?

The Toddle About magazine is a firm favourite for parents with little ones with over 10,000+ 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 Oxfordshire.

How we advertise the show:

- **Toddle About magazine advert**, front cover feature and 4-page spread for the Show Guide.
- **500 Complimentary Tickets** for parents which includes a free goody bag if they sign up to the show in advance.
- **Competition** for parents to win prizes 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 flyer inserted into the Toddle About magazine.
- **Toddle About website**, reaching 10,000s parents each month.
- Extensive and engaging **Social Media Campaigns** via our dedicated social media platforms as well as paid adverts.
- Editorial in **local papers**, online **'what's on' guides & directories** and **advertising posters** throughout the region.

"Our parents love the magazine, it really helps link in to so many things. It's building communities."

Charlotte Bloomfield, Home-Start Suffolk

RELEASE DATES

Magazines are released quarterly:

January - March

April - June

July - September

October - December

See upcoming dates and deadlines at
www.toddle.fun/dates

WEBSITE

Total Visits: 24K+ per month

Unique Visitors: 18K+ per month

Total Pageviews: 56K+ per month

SOCIAL MEDIA

15,000+ Facebook

2,500+ Twitter

3000+ Instagram

EXHIBITOR PACKAGES

Size of Stand

Double

2x 6ft x 2ft tables
with 2 chairs

£160

Single

1x 6ft x 2ft table
with 2 chairs

£90

Please note: Magazine advertisers get **£15 off** their stand booking.

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.



What does the Exhibitor Package include?

Live Demonstration: An opportunity to showcase your business in our demonstrations area on the day of the show. (subject to availability)

Show Guide Listing: Basic listing in the Show Guide (Company Name and Website) 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, Instagram and Twitter pages.

BOOK NOW: To book a stand, visit www.toddleabout.co.uk/baby-show/oxfordshire



“I have to say the way you work is so professional! I haven't worked with a publication as well organised as this in a very long while“

Tina Goldsmith, Snuggle Sac

SPONSORSHIP PACKAGES

LIMITED
AVAILABILITY

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

Mentions on **all Social Media** promotions

£1,000

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

£500

BOOK NOW: To book, visit www.toddleabout.co.uk/baby-show/oxfordshire

Prices exclude VAT.

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

Gemma O'Rourke, Baby Sensory



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 Oxfordshire, such as nurseries, preschools, baby & toddler groups and more. 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 at www.toddleabout.co.uk

Exhibitors: **FREE** basic listing in Show Guide

Premier Sponsors:
Full page advert

Show Sponsors:
1/2 page advert



GOODY BAGS

300 goody bags will be distributed on-site to visitors who have pre-registered to the show.

The goody bags will contain the Toddle About magazine, free sample products, leaflets, brochures and special offer vouchers.

As an exhibitor you have the opportunity to include your promotional material in the goody bag.

Cost: £45 + VAT
or **FREE** with Sponsorship Package



MAGAZINE ADVERT

An advert in the Toddle About magazine is a highly effective way to reach parents with children aged 0-5 years in Oxfordshire.

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 £200 worth of **FREE** extras.

Cost: Advert rates start from as little as **£25 + VAT** per month



SURVEY FEEDBACK

We believe Oxfordshire needs a Baby Show.

This isn't wishful thinking – it's what parents & businesses tell us:

“Please get one organised. Parents and kids have missed out of so much over the last 2 years. We need to promote what's out there.”

Oxfordshire Parent & Business Owner

“Many parents have not had access to basic support. We need to fill the many gaps which have been caused through the pandemic.”

Oxfordshire Parent & Business Owner

“We would benefit from a local Baby & Toddler Show back in Oxfordshire”

Oxfordshire Business Owner

“There's a real lack of places to go and try out pushchairs, see toys & furniture set out and to get some decent advice on car seats. If the show could offer these chances it would be great!”

Oxfordshire Parent



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We are thrilled to bring this fantastic event to Oxfordshire and we are looking forward to seeing you there!

MEET THE TEAM



STEPH & MATT

Toddle About Oxfordshire & South Buckinghamshire

We hope to hear from you soon!

Book your exhibition space via toddleabout.co.uk/baby-show/oxfordshire

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US ON:



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stephandmatt@toddleabout.co.uk

www.toddleabout.co.uk/baby-show