

toddle^{about}

Loving life with little ones

Exhibitor Pack

Toddle About Baby Show
NORTHAMPTONSHIRE

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

WHAT IS THE TODDLE ABOUT BABY SHOW?



West Northamptonshire's Premier Baby Show

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

The Toddle About magazine is **Northamptonshire'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.

 [toddleaboutwestnorthants](#)
 [toddleabout_westnorthants](#)



Northants
Brand New
Baby Show

"So many interesting things and activities catered for babies and also mums to explore."

Baby Show Visitor in 2023

HOW DO WE ADVERTISE THE SHOW?

The Toddle About magazine is a firm favourite for parents with little ones with over 45,000+ 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 Northamptonshire.

How we advertise the show:

- **Toddle About magazine advert**, front cover feature and 4-page spread for the Show Guide.
- **300 Complimentary Goody Bags** for parents 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 various targeted locations.
- **Toddle About website**, reaching 45K+ parents each month.
- Extensive and engaging **Social Media Campaigns** via our dedicated social media platforms as well as paid local blogger collaborations.
- 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: 35K+ per month

Unique Visitors: 45K+ per month

Total Pageviews: 65K+ per month

SOCIAL MEDIA

1,400+ Facebook

2,400+ X

2,100+ Instagram

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.



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.

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

BOOK NOW: To book a stand, please visit toddle.fun/babyshow-northants or scan the QR code below.



Scan Me

“ 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

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 + VAT

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

£600 + VAT

BOOK NOW: To book, please visit toddle.fun/babyshownorthants

Prices exclude VAT.



GOODY BAG SPONSOR

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 + 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

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 Northants, 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 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: £45 + VAT
or **FREE** with Sponsorship Package

(bag sponsorship option available on request)



MAGAZINE ADVERT

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

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**



SHOW INSIGHTS

OUR AUDIENCE

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/babyshownorthants

OUR EXHIBITORS

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

85% of our exhibitor consider exhibiting at our next event

Typical businesses 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

Plenty of onsite parking

Carefully managed categories to ensure successful trading

Dedicated and friendly account management

Considered floorplan layout

Free Exhibitor Goody bags

SOME OF THE EXHIBITORS THAT ALREADY TRUST US...



SURVEY FEEDBACK

We believe Northamptonshire needs a Toddle About 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 few years. We need to promote what's out there."

"An easy to access event with everything under one roof for babies, toddlers and pre-schoolers would be perfect to showcase my small business"

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

"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!"



 toddleaboutwestnorthants

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To book visit

toddle.fun/babyshow-northants

I am thrilled to bring this fantastic event to Northamptonshire and am so looking forward to seeing you there!

MEET THE TEAM

I hope to hear from you soon!



ALLY

Owner/Editor/Sales/Show Organiser

Book your exhibition space via toddle.fun/babyshow-northants

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT ME ON:



T: 01604 532054 / M: 07515 267275



ally@toddleabout.co.uk

www.toddleabout.co.uk/baby-show