

[www.nursery-today.co.uk](http://www.nursery-today.co.uk)

## About Nursery Today

Established in 1997, Nursery Today is the leading UK trade title for the UK Nursery market.

The magazine is published nine times a year and is sent directly to professionals working on all sides of the nursery business.

Nursery Today is the UK's leading nursery trade publication with an ABC audited circulation of 4,214 readers, sent to all major buyers, independent retailers, major retailers, suppliers, high street chain stores, online retailers and manufacturers of infant nursery products. With regular product features, profiles, retailer profiles, nursery natter, exclusives and regular columnists, it is an essential read for anyone working within the nursery trade - be it retailer, supplier or anyone in between.

Having worked with nursery manufacturers for many years, we can give you all the advice needed to increase sales of any nursery products to the UK market. Whether, you have one product or hundreds of ranges, there's something to suit all. Feel free to get in contact to find out how Nursery Today can play an essential part in your marketing mix and help achieve sales growth with nursery retailers.

Nursery Today works closely with The Baby Products Association (BPA), which represents manufacturers and importers of nursery products, as well as the organisers of all the major global nursery shows.

In the business-to-business press, there is only one way to judge who is market leader: the volume of advertising carried by publications. For many years now, Nursery Today has carried more display and classified advertising than any other title in the nursery trade market.

Nursery Today has enjoyed this tremendous level of support because we fulfil advertisers requirements, delivering a publication that reaches all of their target audience and which, most importantly, they know their customers want to read. Nursery Today advertisers know where their money works best for them - in an established title, run by people who know the nursery trade, a magazine which continues to prove itself as the UK's number one nursery trade journal.

### David Mackley - Intelligent Retail

We have been advertising with Nursery Today for over three years. For us we have very tight budgets and have to be incredibly choosy about who we advertise with. What makes Nursery Today different is the quality and range of articles that appear in each issue. They are very readable and relevant to this vibrant market. I know retailers read this magazine and appreciate the website because of the feedback we get. For this reason when doing my marketing planning Nursery Today is the first magazine approved in the budget.



### Christianne James, 4little1s.com

Nursery Today just dropped through the door this morning and as usual started flicking through to my favourite sections:

- Message from the Editor
- Nursery Natter
- Retail Technology
- Buyers Directory

In that order and with a nice cup of coffee! I find it an excellent resource for keeping our finger on the pulse as to what is going on in the industry. It's so important to get out and about visiting trade fairs / shows etc as well as reading the trade press.

## Trade Shows

Working closely with the organisers of the annual Harrogate Nursery Fair, Nursery Today produces their official show catalogue. Nursery Today also publishes a full preview and review of The Baby Show for Trade and Kind und Jugend with complete coverage of the Innovation Awards.

Nursery Today exhibits at all key nursery trade exhibitions, both in the UK and abroad.

## News

At the heart of any magazine is the news. NurseryToday carries a regular news section ensuring everyone is kept up to date. This is further complimented with regular news bulletins online at [www.nursery-today.co.uk](http://www.nursery-today.co.uk)

## Nursery Today Exclusives

NPD Group - article each month giving the reader information on the performance of the nursery sector

Kind Und Jugend - members of the BCMI and Innovation Awards

Harrogate Nursery Fair/BPA - Nursery Today - official sponsors of the BANTAS

## February 2012 Publish 2nd Feb

Nappies & changing equipment  
Eco friendly products  
Bathtime - Toilet Training

## March 2012 Publish 15th March

Harrogate preview  
Wheeled goods & accessories  
Safety products & Home Safety  
Pretty in Pink

## April/May 2012 Publish 1st May

Baby carriers  
Sun sea & sand  
Harrogate review  
Ride On's  
Baby Blues

## June 2012 Publish 11th June

Car Seats  
Sleeptime  
Infant pre-school toys - Outdoor Toys  
High Chairs  
Hygiene  
Keeping Neutral

## July/August 2012 Publish 1st August

Feeding equipment & accessories  
Baby gifts - Plush/Christening/  
Special Occasions  
Branded & Licensed Products  
Warm & Waterproof Clothing

## September 2012 Publish 3rd Sept

Monitors  
Travel systems  
Kind + Jugend preview

## October 2012 Publish 5th October

The Baby Show for Trade preview  
Nursery Furniture & Decor  
Baby Motivators - Walkers

## November 2012 Publish 15th Nov

Wheeled goods & accessories  
Multiple Births  
The Baby Show For Trade review  
Pregnancy and Maternity  
Kind Und Jugend review

## December/January 2012/13

Publish 19th Dec

Car seats & accessories  
Toy Fair preview/Education/  
pre-school toys  
Pacifiers & Soothers  
Nuremburg Preview  
Cero A Cuatro - Valencia preview

## Debbie Grant- Bibs and Stuff

As a distributor of exclusive international products we are continuously evolving our product ranges and we have found Nursery Today to be an ideal platform to reach all areas of the industry with our updates; both through advertising and editorial. It always carries very relevant features which we regularly take part in, alongside our monthly advert. It is a key part of our PR strategy and will continue to be our first choice when finalising our marketing in the future ... Christine and Penny are always fun to work with too!



# CIRCULATION

Independent retailers 2230

Manufacturers (distributors/importers) 742

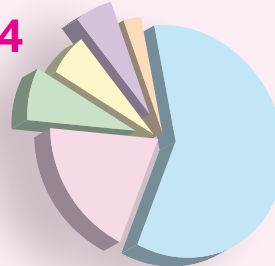
Bulk buyers 917  
(including wholesale, cash 'n' carry, mail order, high street multiples & premium buyers)

Overseas 114

Sales agents & representatives 155

Writers in the specialist parenting-consumer press 56

**Total 4214**



### Circulation:

Additional show distribution:  
Harrogate Nursery Fair, Kind Und Jugend, Cero A Cuatro, Valencia, ABC Kids Expo, The Baby Show for Trade

Average net circulation 4,214 (1st July 2010 – 30th June 2011)

Nursery Today publishes nine issues per year and reaches every significant buyer of nursery products in the UK, be they independent retailer, wholesaler, department store, chain store or mail order buyer. Our ABC audited circulation figure is 4214. With Nursery Today you can be sure of the right quality.

## Lisa Bryant, director bumpPR

bumpPR is a specialist PR agency for the nursery industry. Having launched in January 2010 I wanted to ensure the company had established itself before marketing this new offering to the sector. However, once the time came to proactively develop the business there was no doubt that Nursery Today would be the ideal outlet to work with – it has an extremely targeted audience and I was confident they would secure my presence in front of top decision makers within the industry. I placed an advert and editorial in the magazine and was delighted with the results. Within a few days of the 2 features appearing I had a number of calls – two of which have turned into business already and others are work in progress. I would definitely look to use the magazine to communicate with this industry again.

## Advertisement Rates

	1	3	6	9
Full Page Colour	£1295	£1245	£1145	£1095
Half Page Colour	£845	£795	£745	£695
Quarter Page Colour	£625	£575	£525	£475

### Classified Advertising Rates

Semi display: £15 per single column cm

### Buyers Guide

Per nine issues £295

### Advertisement Manager:

Christine Contreras

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