



# Advertising Rates - 2009 / 2010

## About the Baby & Kids Market

The Baby & Kids Market is a unique business which runs events where parents and parents-to-be can buy and sell new and preloved goods for their babies and children.

Established in 2003, we run over 120 events all around Australia each year, with an average attendance of 850 mums, and well over 100,000 mums per year.

Every Baby & Kids Market is a great morning out for mums - they get to do the things they love: shopping, chatting to other mums, sharing information and ideas, being socially responsible - all in a fun environment with other mums.

Visit us online: [babykidsmarket.com.au](http://babykidsmarket.com.au)

## Who should advertise with us?

The Baby & Kids Market is the perfect promotion opportunity for companies who offer products or services for babies, children, mothers or families.

We offer an affordable and easy way to reach mums, face-to-face and online.

Our unique proposition to companies is that we come face-to-face with mums in a shopping environment they love, when they are open to new ideas and new products. They visit our events, sometimes once a year, but often twice or three times per year. We have a loyal newsletter membership (40,000) and strong website visitation (over 20,000 visitors p.m.).

## Talking to mums, face to face - Our strength

At Baby & Kids Market, we come face to face with 100,000 Australian mums and mums-to-be each year, on average 850 at every market we run. There are very few other opportunities that enable you reach your audience in such a targeted way. It is an ideal opportunity to educate, showcase, engage, sample, test products with mums and expectant mums. If your aim is to reach mums and expectant mums, then we offer 100% effective reach - no wastage.

## Our geographic reach and time spread - Our strength

We have markets in every state in Australia (except NT) in metropolitan and regional areas. Baby & Kids Markets run from February to November each year, with approx 4 markets in each location, thereby offering your brand and products consistent, national presence throughout the year.



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## Our audience - Our strength

Baby & Kids Markets are held in well-to-do suburbs, attracting an aspirational audience of mums & dads. Our audience consist of parents who focus on quality, are smart shoppers, and are well networked with other parents.

### Profile of our shoppers:

#### Gender

- 95% are Female
- 5% are Male

#### Age

- 62% are aged 25 to 34
- 27% are aged 35 to 44

#### Children

- 40% have one child
- 20% have two children
- 29% are pregnant first time
- 10% are pregnant AND already have children)

#### Children life stage

- 30% are to be born
- 46% are 'pre-kinder' age (i.e. under 3 yrs)
- 20% are at kinder, school or a combination of the above (i.e. 3 yrs plus)

#### Income

- 21% household income b/w 30 - 49K
- 34% household income b/w 50 - 69K
- 19% household income b/w 70 - 99K
- 13% household income 100 K or more



## Our online connection with mums - Our strength

We have over 40,000 mums subscribed to receive our weekly eNewsletter. Our eNewsletter open rate is between 35%and 40% compared to an industry average of 24%.

Our website enjoys approx 20,000 to 30,000 visitors to our website per month, of those approximately 19,000 are unique visitors per month.

We are ideally placed to offer a campaign for your brand that engages mums face to face, supported by an online promotion.



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## Advertising with the Baby & Kids Market

Baby & Kids Market has a loyal following from mums - 98% of our customers recommend Baby & Kids Market actively to their networks of fellow mums. Our positioning is community focused, and we proudly enjoy word of mouth support from hospitals, GP's, obstetricians, midwives, and maternal & child health nurses. This is an ideal platform to advertise and strengthen your brand by association.

In order to maintain our word of mouth recommendations and community support, we strictly limit the advertising and promotional opportunities available. This is good for our advertisers, as we offer an uncluttered share of voice at our events, as well as in our e-newsletter and website.

## Advertising & Promotion Opportunities with Baby & Kids Market

### SUMMARY TABLE

PROMOTION	COST (incl gst)	FREQUENCY
1. Website advertising - Home page	\$330	Monthly
2. Website advertising - Content page	\$220	Monthly
3. eNewsletter advertisement	\$330	Weekly
4. Brochure distribution	\$175	Per market
5. Business stall	\$77 or \$99	Per Market



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## Website advertising

We invite you to advertise in our popular website, either on the home page or on content pages. Our clean, uncluttered design ensures a prominent position and brand presence for our advertisers.

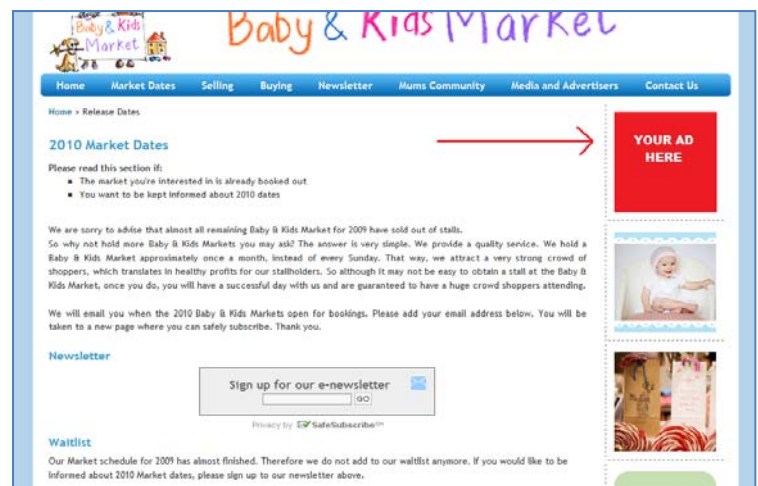
### HOME PAGE

- Only one ad on home page
- Animated up to 3 rotations
- Rotating cube ads
- 190w x 240h
- 72 dpi jpg or gif, RGB
- Click through to nominated URL
- Price: \$330 (inc GST) per month
- Up to 2 ads rotating at any time
- To book email [business@babykidsmarket.com.au](mailto:business@babykidsmarket.com.au)



### CONTENT PAGES

- Rotating cube ads
- Animated up to 3 rotations
- 130 x 130
- 72 dpi jpg or gif, RGB
- Click through to nominated URL
- Price: \$220 (inc GST) per month
- Up to 7 ads rotating at any time
- To book email [business@babykidsmarket.com.au](mailto:business@babykidsmarket.com.au)





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## eNewsletter advertising

We offer one advertising space in our weekly eNewsletter to our national customer database of 40,000 mums. With a limit of one advertiser per email, this is a highly effective and 'value for money' advertising option. The key to success with banner ads is to offer a "call to action" for the readers, i.e. offer a special or discount for readers who click on the banner ad. Size of banner ad is 700wx200h (not rotating).

- Price: \$330 (inc GST) - per eNewsletter
- To book email [business@babykidsmarket.com.au](mailto:business@babykidsmarket.com.au)

**Baby & Kids Market Newsletter**  
Proudly bringing you the largest selection of quality preloved baby & kids goods [www.babykidsmarket.com.au](http://www.babykidsmarket.com.au)

**UPCOMING MARKET DATES**  
TEXT HERE

**NEWS**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est

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**Your banner ad here  
700w x 100h**

facebook swap parties mathilda's market free samples classifieds in it to win it

Baby & Kids Market | PO Box 805 | Camberwell South 3124 | Victoria  
Tel: 1300 55 44 76 | Email Us | Visit Our Website

## Competition page

We offer companies the opportunity to run a competition on the Baby & Kids Market website ([www.babykidsmarket.com.au/competition](http://www.babykidsmarket.com.au/competition)). This is an affordable way to increase brand awareness in general, or focus on a specific product (i.e. new launch), as mum's actively engage with the brand/product when they enter a competition. In addition, readers can also click to go to your website to find out more about your brand. Your competition information will include: Competition title (i.e. the offer), 150x150 image, 100 word blurb, company name, and link to your URL. Competitions run for four weeks and the competition page is always promoted in our eNewsletter, reaching over 40,000 mums nationally!

- No charge to list competition.
- Minimum value of donation required is \$250. This can be made up of one prize or a bundle of various prizes.
- To book email [business@babykidsmarket.com.au](mailto:business@babykidsmarket.com.au)

## Flyer distribution

We hand out flyers to everyone who attends a Baby & Kids Market. This is a great way of directly reaching your target audience. 100% reach, no wastage. This can be done at individual markets, by state, or nationally. The key to success is to offer a "call to action" for the recipient of the flyer, i.e. two for one if you show this flyer, or 40% discount if you show this flyer, etc. Make the recipient WANT to redeem/use the flyer.

- Price: \$175 (inc GST) - per market distribution
- To book email [business@babykidsmarket.com.au](mailto:business@babykidsmarket.com.au)



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## Offline sampling - At the Markets

We would love to hand out your product samples to our audience attending. This is a very affordable and effective form of reaching your target audience, as we can guarantee direct reach of mothers & expectant mothers. Sampling can be done by City, State or nationally.

- Price: POA.
- To book email [business@babykidsmarket.com.au](mailto:business@babykidsmarket.com.au)

## Business stalls

For more information on business stalls, please read: <http://babykidsmarket.com.au/business/>

## Baby & Kids Market Sponsorship opportunities

We offer sponsorship opportunities for companies to promote their brand and products/service through Baby & Kids Market. We will work with you to tailor your presence at our events, coupled with an online campaign - to get the very best and effective exposure for your brand. To inquire email [business@babykidsmarket.com.au](mailto:business@babykidsmarket.com.au)

For any advertising or sponsorship inquiries, please contact:  
Danielle Eastick  
Ph: 1300 55 44 76  
Email: [business@mathildasmarket.com.au](mailto:business@mathildasmarket.com.au)

With many thanks  
Baby & Kids Market  
[www.babykidsmarket.com.au](http://www.babykidsmarket.com.au)