



Your guide to thrive  
with an under five

**A Successful Marketing Package  
at Your Fingertips!**

Lots for Tots is the definitive guide to what's on & what's available for the under 5's (and beyond)! The magazine is now a household name & the logo is instantly recognisable to families with young children in the distribution areas. Our vision is to continue to get Lots for Tots out to as many families as possible. The success of Lots for Tots lies in it being produced from start to finish by a real parent, not a graphic designer or a big company. The content is always relevant to the reader.



Here at Lots for Tots we want your advert to bring you business, that is why we work hard to promote not just your advert but also your business wherever we can. As well as your featured advert in our glossy magazine, advertisers also receive free listings of classes, clubs or events too. Your company will also be listed on our website (circa 70k hits a year!) in the business directory with a link straight to your website. Add to that social media support and you have a successful marketing package at your fingertips!

Lots for Tots distributes directly to families with children. Content stays fresh and relevant, ensuring every page is of interest. Our mixture of event & class information makes the magazine invaluable to parents and relevant for the entire months of its publication. Coupled with high distribution, this gives your advertising every opportunity to reach your target market.

# Who We Are

# Distribution (and Release Dates)

Through Lots for Tots, you can reach a wider range of families across Staffordshire. There are 3 main ways we distribute the Lots for Tots magazine:

## Subscription

Lots for Tots is emailed directly to subscribers so you know magazines will arrive directly to parents on our release date.

## Online

The digital version of Lots for Tots is available to be downloaded by our families online at [www.lotsfortots.co.uk](http://www.lotsfortots.co.uk)

## Targeted Venues

Lots for Tots is distributed to parents at targeted venues such as nurseries, preschools, health visitors, baby & toddler classes, libraries, children's shops, GP surgeries, cafés and lots more.

" Lots for Tots has been a vital way for me to find new things to do with my boys. It's been great for trying events, classes, groups and even finding my son's nursery!

Thank you Lots for Tots. "

**Danni**  
Mum of two

## Issue Covering Period

Issue 1	Aug '24 - Oct '24
Issue 2	Nov '24 - Jan '25
Issue 3	Feb '25 - Apr '25
Issue 4	May '25 - Jul '25

DATES FOR 2024-2025

" Lots for tots has supported the advertising of Tiddlekicks for almost 9 years now!

Tiddlekicks only advertise with Lots for Tots, making them the perfect place for local businesses offering activities for children to promote their services. "

TIDDLEKICKS

When you advertise  
in our magazine



you'll also get  
(for free)..

### Social Media

Shoutouts across all channels, reshares and posts every month during the duration of your advert

### Web Listing

Your company get its own dedicated pop up on the website listed under the relevant section, this shares your company's logo, information, contact details and link to the website.

### News

You'll have the option to share any news or information with our readers in the dedicated news page found at the front of the magazine.

### Competitions

Run a competition on social media with Lots for Tots.

### Editorial

Four issue block bookers receive a free piece of editorial in the issue of their choice which will be the same size as their advert.

\*must have block booked and paid up front to get this option

### Reviews

You'll have the option to have your businesses reviewed in our magazine. Meaning readers get to find more in depth about what your business has to offer.

\*Subject to availability

### Classes and Events

Classes and events listed in the magazine and Lots for Tots website.

# Your Marketing Package

# Rates (and what to do next...)

Advert Size (Page Size A5 Full Colour)	1 Issue	2 Issues Save 7.5%	3 Issues Save 10%	4 Issues Save 12.5%
	<b>Double Page Spread</b> 210mm x 297mm Portrait	£535	£989.75	£1444.50
<b>Inside Front/Back Cover</b> 148mm x 210mm Portrait	£370	£666	£1000	£1074.50
<b>Full Page</b> 148mm x 210mm Portrait	£307	£567.95	£828.90	£862
<b>Half Page</b> 123mm x 90mm Landscape	£175	£323.75	£472.50	£612.50
<b>Quarter Page</b> 60mm x 90mm Portrait	£92	£170.20	£248.40	£322
<b>Eighth Page</b> 60mm x 43mm Landscape	£50	£92	£135	£175

## Step 1 Choose your advert size

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.

## Step 2 Choose your package type

Choose between an on demand, one-off advert (great for events or seasonal promotions), or an annual booking. Advertising works best when repeated - Commit to a full year and pay up front to get the best deal alongside the best results.

## Step 3 Order any add-ons

Why not enhance your advert further with optional extras?!  
(Please see next page for more details)

## Premium Listing

Premium Listings really stand out in search results – in the magazine your listing will be displayed within a pink border to make your business really jump off the page. On the website premium listings will appear at the top of the page featuring our signature Lots for Tots rainbow.

£12 each



## Website Advertising

Buy ongoing advertising space on Lots for Tots' website

£40 per quarter

A great way to:

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

## Let's Talk Tots

Lots for Tots fortnightly podcast – Let's Talk Tots. Add an advertise before or after the podcast each episode to reach our audience of over 700 Downloads.

Enquire for pricing

## Article page

Add an article page – article pages give you the opportunity to showcase more about what your brand has to offer, with a large header and the option for photographs give you another way to meet your target audience.

£100 each

\*when booked with an advertisement

“ Working with Beth has been an absolute pleasure. She is friendly, professional and efficient. Her fresh take and passion for the magazine is clear - I am so excited to see the direction in which it will go. Beth is always happy to help and listen to ideas and views. She is a real advocate for activities and businesses for young families. I can't see me looking to advertise elsewhere! Thank you Beth. ”

Moo Music Derby

# More Advertising Options