



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 Derbyshire. There are 3 main ways we distribute the Lots for Tots magazine:

Subscription

Lots for Tots is emailed directly to over 3500 subscribers or posted to those who want a hard copy - 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

Issue

Covering Period

Edition 1

June - September

Edition 2

October - January

Edition 3

February - May

EDITION COVERING PERIODS



SCAN ME

to download the latest edition

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. We currently distribute over 21,500 copies across venues in Derbyshire

Website

Over 70,000 views

f Facebook

Over 5.8k followers

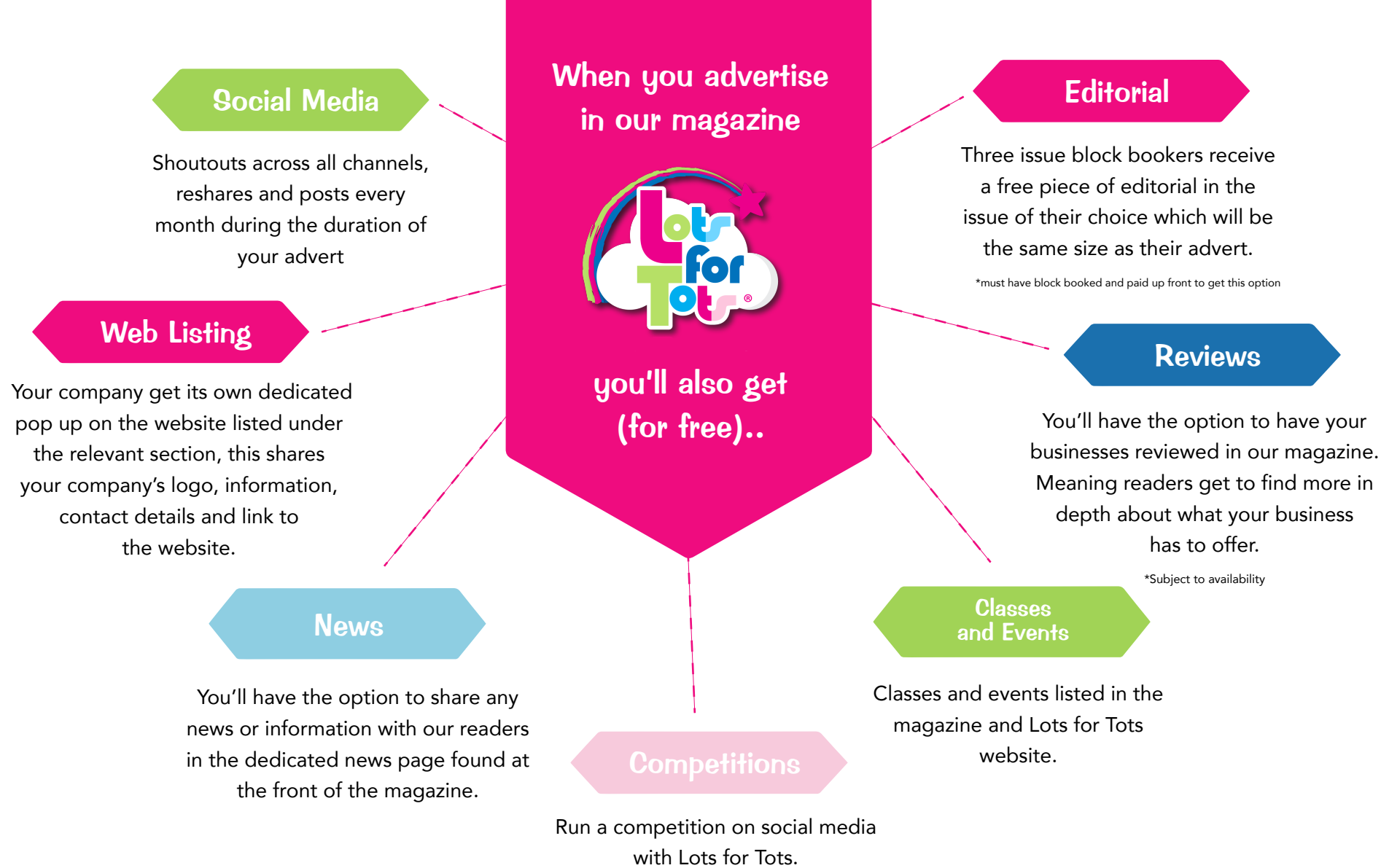
Instagram

Over 3k followers

“ Lots for tots has supported the advertising of Tiddlekicks for almost 10 years now!

Tiddlekicks only advertise with Lots for Tots, whose audience covers families across the whole of Derbyshire. Making them the perfect place for local businesses offering activities for children to promote their services. ”

TIDDLEKICKS



Your Marketing Package

Rates (and what to do next...)

Step 1 Choose your advert size

Choose the size you want, from 1/4-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)

Community &
New Business support

Advert Size (Page Size A5 Full Colour)	1 Issue	All 3 Issues Save 10%
Double Page Spread 210mm x 297mm Portrait	£500	£1350
Inside Front/Back Cover 148mm x 210mm Portrait	£320	£864
Full Page 148mm x 210mm Portrait	£280	£756
Half Page 123mm x 90mm Landscape	£155	£418.50
Quarter Page 60mm x 90mm Portrait	£83	£224.10
Listing in 'Lots on Local' or 'Lots on weekly'	£9.50	

Did you know that we offer discounted quarter page adverts and social media starter posts for charities and small local businesses?!

Social Media ONLY Advertising Options

Starter

- 1 social media post
(Facebook & Instagram)
(£10)

Basic

- 1+ social media posts p/w
(Facebook & Instagram)
- Tags in stories
- Mention in weekly group listing
(£15 per week)

Boosted

- 2+ social media posts p/w
(Facebook & Instagram)
- Tags in stories
- Featured in weekly group listing
(£25 per week)

"WE REVIEW YOU" Feature

Includes stories on the lead up to the event or group and one Instagram story reviewing your product/service/event.

*Businesses provide product or access for review at no cost.

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.

£10 each

Website Banner Ad

Make your business, classes or event visible to thousands of parents on our website banner!

£30 for 3 months

Reach parents who have opted in to hear about what you offer. An 'E-Shot' is an email that we send to our opt-in (over 3,500) subscribers, telling them all about your business in order to generate instant enquiries. You write the email, we will design it and send it to thousands of parents.

£40 each

Email E-Shots

Newsletter Priority Spot

Make sure you've got the cream of the crop where advert positioning is concerned! Book your priority slot to make the most out of your advert and be seen most prominently.

£15 per edition

Article Feature page

Add an article page alongside your booked advert space! 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.

£130 each

*when booked with an advertisement

A great way to:

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

Moo Music Derby

" 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. "

More Advertising Options