

CHOPSY

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ABOUT



BABY



ONLINE BABY AND PARENTING MAGAZINE FOR THE SOUTH WEST

www.chopsybaby.com

CHOPSY BABY MEDIA PACK 2010 -11

Chopsy Baby is an independent online parenting magazine for families and families-to-be.

Based in Bristol, it carries up-to-date local and family news, competitions, events, reviews, features and other items of interest to parents on a local and national level.

Our readers are looking for news, information, days out and product solutions related to family life.

Our highly targeted audience is: Mums, dads and mums-to-be aged 25-40 plus with children aged 0 – 7 years.

Features List

We don't have a set features list but carry articles in the following categories. Due to the flexible and immediate nature of the internet, we do not have print deadlines.

Current Chopsy Baby Categories:

Baby & Toddler Parenting
Baby & Toddler Products
Baby, Toddler & Parenting News
Bristol & South West Days Out
Bristol News
Charities
Child Health & Illness
Chopsy Baby Campaigns
Chopsy Baby Covers
Competitions
Eco Lifestyle
Family Holiday Features
Family Travel & Days Out
Fashion
Food
Gadgets, Gizmos, Internet
Health, Beauty and Wellbeing
How To...
Mums & Dads
Parents in Business
Party Time
Pram Cam
Pregnancy & Post-Natal
Reader Letters
Reviews: Books, DVDs, Music, Games
Seasonal
Single Parenting
South West Parenting Groups & Support
Squiffy Teddy
Theatre, Art & Music
Toys & Gift Ideas
UK Wide Events
Useful Information
What The Bounty Book Leaves Out
What you really need

Statistics

Our unique visitor rates have steadily increased month upon month since launching in November 2008. We have never aggressively marketed our website. Instead, we have worked on building up relationships with parents and focusing on their needs.

October 2009: 30,000 unique visitors

June 2010: 61,500 unique visitors

Our busiest page is www.chopsybaby.com/magazine, which contains our main navigation system and guides readers through our articles.

Advertising

Advertising on Chopsy Baby is a cost-effective way of directly reaching parents on a national and local level. Our highly targeted website runs articles specifically with the needs of parents in mind and we maintain a close contact with local parents to find out exactly what they want to read about.

We operate with fixed rate spaces, so advertisers simply pay one fee per month, not per 1000 page impressions.

All advertising is placed, when space is available, on our main home page with the exception of our Competition Page advert.

Web banner, sized 468×60 pixels: £15 pcm

A banner advertisement placed at the top of the magazine front page which may link to your website.

MPU, sized 300x200 pixels: £10 pcm

An MPU advert sits within an editorial article or mid page and may link to your website.

Square button, sized 125x125 pixels: £15 pcm

A button sits in the side widget bar, appears on every page and may link to your website.

Competition Page banner: £25 pcm

A web banner placed at the top of the competition entry form which may link to your website. This page is visited by every person who enters our highly popular competitions: <http://www.chopsybaby.com/magazine/competitions.html>

Advertorial:

Guaranteed entry into the monthly Baby, Toddler and Parenting products feature includes up to 150 words, image and web link: £30

Full page of supplied advertorial including text up to 1000 words, company logo, four images and a web link: £100

Advertorial created by Chopsy Baby with press release and images supplied to us: £200

Competitions

Competitions on Chopsy Baby are incredibly popular with our readers. We don't charge to run them and we have no minimum prize value. All that is needed to run a competition on the website is either copy (maximum 600 words) or a press release concerning the product/prize and up to three images.

There is no waiting list to run competitions and a quick turnaround of between 1 and 24 hours can be achieved before appearing on the website.

Competitions are generally run for one month and feature on the main page, competition page and as an individual post within the competition category.

We can be flexible and gear running times towards time constraints within individual campaigns.

We do regret that other than the details of competition winners, we do not pass on or sell the personal details of individual competition entrants.

Product Reviews

We are happy to conduct product reviews and use both journalists and parents to do so. Approach us in the first instance through email with a press release and low resolution image. If a press release is not available an email with details is fine.

The address to send products to is:

Chopsy Baby
The Top Floor
62 Churchill Road
Bristol
BS4 3RW

Contact

email: editorial@chopsybaby.com

Phone Jen Smith on: 07912 284929