




## Mykidstime.ie National Advertising Rate Card

	Key Stats	
	Monthly Visits	199,000
	Unique Visits	149,000
	PIPM	296,000
	Social Media Fans	440,000
	Mailing List	33,000
	Gender	93% female
	Avg Number of Kids	2

Mykidstime is one of the **most trusted brands\* for parents** and kids in Ireland. [\* Based on 2013 Userneeds survey benchmarked against other Irish websites] Over time we have established Mykidstime.ie as a reputable source of useful content for parents. **Parents trust us.**

With a **highly engaged community of parents** and high click rates on e-zines, we can actively promote campaigns to our website visitors and social media audience locally, regionally and nationally.

**Monthly e-Newsletters are sent 1<sup>st</sup> Thursday of every month**  
**We also send a specialty Food, Travel and Offers ezine**



Here are some of our most popular packages:

€1,499 1 month package

- Featured blog post on home page
- Ezine ad + editorial
- Competition or Offer
- Social media

€1,999 2 month package

- 2 x Featured blog posts on home page
- 2 x Ezine ads + editorial
- 1 x Competitions or Offer
- Social media

€2,999 4 month package

- 4 x Featured blog posts on home page
- 4 x Ezine ads + editorial
- 2 x Competitions or Offers
- Social media



Here are some other elements we can add on to or substitute on the above packages:

Campaign Pick List	
Banner advertising	Solus Mailings
Promotional blog post with SEO	Seasonal What's On Features
e-Newsletters Sponsorship	Digital Feature Full Page, ½ page or placement
e-Newsletters ad	Product Profile/Review
Social Media including Mykidstime main facebook page	Article Sponsorship
Competition page	Facebook / Twitter / Pinterest / Instagram contests
Competition entrants email addresses	Facebook / Twitter Q&A