



Mykidstime.ie Regional Advertising Rate Card

Mykidstime.ie 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.

Our Key Stats

199,000+ visits per month (149,000 uniques)

440,000+ Social Media Fans (Facebook, Twitter etc)

33,000+ newsletter subscribers

93% female with average 2 kids

Region	Mailing List	Facebook Fans	Twitter Followers
Dublin + Wicklow	8,697	3909	379
Cork	3,351	2,273	778
Limerick	1,499	1,399	581
Galway	4,584	1,431	666
North East (Meath, Louth, Cavan & Monaghan)	2,995	2,616	783
North West (Donegal, Sligo, Mayo, Roscommon & Leitrim)	2,885	3,282	2,126
South East (Wexford, Waterford, Kilkenny & Carlow)	2,614	3,805	1,922
South West (Clare, Tipperary & Kerry)	1,924	1,208	192
Midlands (Kildare, Laois, Offaly, Longford & Westmeath)	3,278	1,902	1,099
Northern Ireland	1,087	126	166





Here are some of our most popular regional packages:

€750 package

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

€999 package

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

€1,499 package

- 4 x Featured blog posts on home page
- 4 x Ezine ads + editorial
- 4 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	
Promotional blog post with SEO	Seasonal What's On Features
Regional e-Newsletter Sponsorship 1 month	Monthly Special Offers e-zine ad
Regional e-Newsletter ad 1 month	Digital Feature Full Page, ½ page or placement
Regional Social Media 2 posts & tweets	Article Sponsorship 1 month
Competition page	Product Profile/Review
Competition entrants email addresses	

Monthly e-Newsletters are sent 1st Thursday of every month