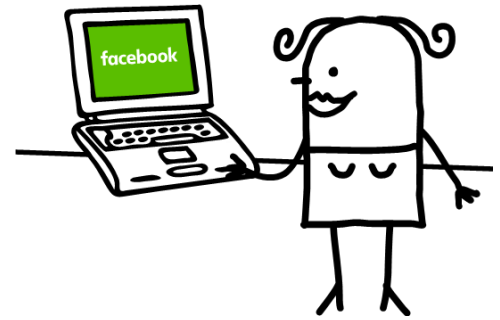


Mykidstime can help connect your brand to parents

Do you need to get the word out to parents about your products or services or events? Do you want Mums to connect with your brand in a trusted way? Do you need leads for your website and mailing list? We can help.



Mykidstime is one of the **most trusted online brands* for parents and kids**. Over time we have established Mykidstime as a reputable source of useful content for parents. Parents trust us.

With a highly engaged community of loyal, action-taking parents, we can actively promote your messages to our website visitors, mailing list and social media audience.

* Based on 2012-8 Userneeds surveys benchmarked against other websites

MyKidsTime connects you with affluent and influential parents, 80% using smart devices, who are looking to create great experiences for their kids, to solve problems in their busy lives, to be entertained or simply inspired.

We can help parents get excited about your party brand!



Connecting Parents to Brands

The Mykidstime team can work with you to create tailored packages for your party service, but if you want an off the shelf option here are some typical packages to choose from.

BASIC PACKAGE

- Placement of your party venue or service on our Unusual Party Ideas article. Your listing will remain on for 12 months.

COST: €300 ex VAT

BRONZE PACKAGE

Using high quality content and our brand trust to showcase your party brand or service to parents. Raise awareness and drive leads.

- We create a blog post about your party brand or service and place it in our Parties section with links to your website. This can be an evergreen content piece that remains up on our website.
- Placement of your party venue or service on our Unusual Party Ideas article.
- Social Media posts Facebook & Twitter about your party service to drive visits to your website.
- Paid Facebook & Instagram ad to bring parents to your website
- Instagram Story & Newsfeed about your party service to highlight you to our fans.

COST: €1000 ex VAT

SILVER PACKAGE

Special 3 month campaign using content, ezine, home page, competition and social media to engage parents and bring warm leads.

- Blog post about your party venue or service in our Parties section.
- Your blog post featured on our Home page for 1 week and on our Parties section for 2 weeks.
- Prominent placement of your party venue or service on our Unusual Party Ideas article.
- Sponsored party content piece with your brand as lead sponsor “in association with...”
- A permission mailing highlighting your content and brand to our mailing list.
- Competition to give away a birthday party or party goodies with emails (GDPR compliant) for your mailing list.
- Social media posts for Facebook & Twitter to drive awareness and leads to your website.
- Paid Facebook & Instagram ad to bring parents to your website
- Instagram Story & Newsfeed about your party service to highlight you to our fans.

COST: €1,500 ex VAT

GOLD PACKAGE

We'll create a bespoke campaign guaranteed to deliver either reach or leads or both depending on what you need.

This will include creating content, connecting you with parents directly, engaging them with your brand, using our channels and our community in an innovative way.

This will deliver excellent results on a platform that parents really connect with and trust.

COST: €2,500 ex VAT

We look forward to working with you.

