



## CONNECTING BRANDS TO PARENTS

Do you need to get the word out to parents about your attraction?  
Do you want Mums to connect with your brand in a trusted way?  
Do you need leads for your website or to grow your 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.

\* Based on 2012-20 Userneeds surveys benchmarked against other websites.

With a highly engaged community of loyal, action-taking parents, we can actively deliver your message to our website visitors, mailing list and social media audience. We work hard to engage and activate parents.

Over 6M affluent and influential parents connect with MyKidsTime channels every month, 80% using smart devices, all looking to solve problems in their busy family lives, create great experiences for their kids, to be entertained or simply inspired.

### **We help parents get excited about your attraction!**

What's everyone so excited about?

We're excited about visiting your attraction!



## ATTRACTION PROMOTION PACKAGES

The Mykidstime team can work with your attraction to create tailored packages but if you want an off the shelf option here are 3 typical packages to choose from.

### GOLD PACKAGE

- Blog post about your attraction placed on our Travel section.
- Prominent placement across all our relevant travel and days out content to help bring you in front of parents.
- Competition to give away family entry ticket/annual visitor pass with emails from entries (GDPR compliant) through our website
- Instagram giveaway to help highlight your attraction to our fans and bring people to your Instagram account
- Placement on our Summer Fun for Families email out to our full mailing list
- Social Media paid and organic to bring leads to your website/booking page

### SILVER PACKAGE

- A dedicated blog post about your attraction placed on our popular Travel section. We will work with you to craft something engaging for parents to showcase your destination as a place they should consider taking the family to.
- Prominent placement on your choice of 1 of our popular features for parents, e.g. "99 Fantastic Places To Go In Ireland With Kids This Summer" or "101 Ideas for Your Family Holiday in Ireland".
- Social Media paid and organic to bring leads to your website/booking page



## ATTRACTION PROMOTION PACKAGES

### VALUE PACKAGE

- Placement on your choice of 1 of our popular features for parents, e.g. “99 Fantastic Places To Go In Ireland With Kids This Summer” or “101 Ideas for Your Family Holiday in Ireland”. Your image or embed video, text about your attraction and link to your website or booking page will be placed onto the feature. Our features are well ranked on search engines and we promote them every year on our website, ezine and social media.

### Example Gold Package Stats \*

Campaign Elements	Stats
<i>Total Reach</i>	562,391
1. Content	348,034 views & 4,036 shares
2. Ezine	37k subscribers, 502 clicks
3. Competition	1,597 views, 549 entries, 224 optins
4. Social media	205,360 reach, 1,952 engaged users
5. Click activity	2,975 clicks

***\* Results can only be guaranteed and organic posts on Social Media can only be made with the provision of high quality engaging images***

### Pricing

- Gold: €150pm if paying by monthly subscription, or €1,500 for upfront payment
- Silver: €750
- Value: €300

If you have any questions or would like to discuss any packages further, please get in touch with Jill on 087 2299128 [jill@mykidstime.com](mailto:jill@mykidstime.com).

All prices are quoted excluding VAT.