

## CONNECTING BRANDS TO PARENTS

Do you need to get the word out to parents about your Santa experience?  
Do you want parents 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 2012-21 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 600k influential Irish 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 can help parents get excited about your experience as they get organised for Christmas!**



## SANTA 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 proven packages to choose from. Parents start looking for Santa information from July onwards on Mykidstime.com so the sooner you get booked in the more value you will get from your package.

### GOLD PACKAGE

- Top Placement on our 50 Magical Santa Places feature
- Top Placement on our The Most Wonderful Places to Visit Santa and Stay Over in Ireland feature (if relevant)
- Blog post about your Santa Experience in our Ireland section plus Christmas category on our website
- Your blog post featured on our Home page for 1 week
- Your video used in a Facebook campaign to promote your Experience
- Top 3 spot on Best Santa Places Mykidstime mailing
- Competition to give away tickets 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
- Organic social media posts for Facebook & Twitter to bring parents to your booking page
- Paid Facebook & Instagram ad to bring parents to your booking page
- Instagram Newsgrid post with Story to showcase your experience

### SILVER PACKAGE

- Placement on our 50 Magical Santa Places feature
- Placement on our Visit Santa and Stay Over feature (if relevant)
- Spot on our Best Santa Places Mykidstime mailing
- Organic social media posts for Facebook & Twitter to bring parents to your booking page
- Paid Facebook & Instagram ad to bring parents to your booking page
- Instagram Newsgrid post with Story to showcase your experience

## SANTA PROMOTION PACKAGES

### BRONZE PACKAGE

- Placement on our 50 Magical Santa Places feature
- Organic social media posts for Facebook & Twitter to bring parents to your booking page
- Paid Facebook & Instagram ad to bring parents to your booking page
- Instagram Story to showcase your experience

### VALUE PACKAGE

- Placement on our 50 Magical Santa Places feature

### 2021 Stats

All Santa content on Mykidstime.com	180,534 views & 9,856 outbound clicks
50 Magical Places to Visit Santa	149,034 views & 8,351 outbound clicks
Places to Visit Santa and Stay Over	19,304 views & 950 outbound clicks

### Pricing

Gold: €1,500

Silver: €800

Bronze: €500

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.