


*Today's*  
**child**  
*magazine*

**THE  
MAGAZINE  
FOR  
MODERN  
PARENTS**



# About US...

Today's Child Magazine was 'born' to fill a gap in the market. It is a vibrant and quality publication that offers practical information about the issues that matter to parents, free of charge.



The objective of our publication is to engage, inform, support, empower, amuse and touch parents as they grow within their roles and seek ways to enhance their children's lives.

## **Some regular features that appear in each issue of our magazine are:**

- What's on around london
- Parenting advice
- Personal stories
- Health and wellbeing
- Development
- Book reviews
- Recipes
- Editors picks

*Today's*  
**child**  
*magazine*



Honesty, responsibility  
and awareness of  
community spirit are  
essential to every issue

Today's  
**child**  
magazine

# Why Advertise **WITH US?**

Today's Child Magazine is the only vibrant, glossy, parenting magazine in North London available free of charge...

The design of our magazine reflects our readers who are modern, fashionable and practical just like our new compact size magazine that fits perfectly into Mums' handbags!

Our strategic and efficient distribution method is extremely effective, making Today's Child a highly relevant title and the ideal marketing platform to promote your business. Through advertising with us we will ensure you reach your target market at affordable and competitive rates.





Today's  
**child**  
magazine

# Our AUDIENCE

With over 20,000 copies distributed bi-monthly, we have a total readership of 60,000\*

\*Based on the industry standard assumption of 3 readers per cop

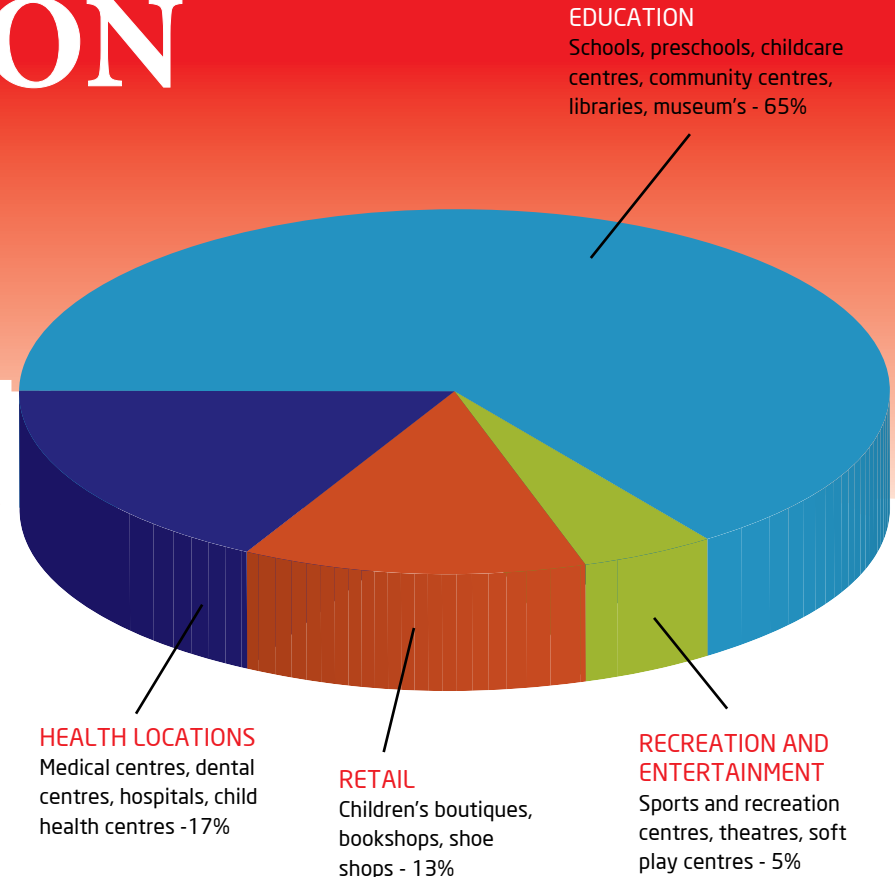
Our readership is made up of fashionable, hardworking mums (and even some dads!). Typical age group is **25 - 44** with children between the ages of 0-11. They are mid-high disposable income earners and are looking to provide the best education, opportunities and experiences for their children. They thrive on their children's success and appreciate the wonderful and sometimes bumpy ride called parenting!



# Our DISTRIBUTION

The distribution breakdown for  
Today's Child magazines

Our sophisticated distribution method places our magazines directly into children's book bags in **over 260 Primary Schools** and **Nurseries**, **55 Medical** and **Health Care Centres** as well as multiple **retail** and **recreational locations**, making Today's Child the ideal medium to reach Mums and Dads around London!





# Digital and SOCIAL MEDIA

## Website

Our fantastic new and informative website serves as a platform that offers expert advice, support and entertainment on a variety of child related topics.

Features are aligned with the print magazine and cover everything from parenting and development to fashion and food making it the ideal website for busy mums.



visit today's child online

[www.todaychildmagazine.co.uk](http://www.todaychildmagazine.co.uk)

or scan in the QR code

## Social Media

Today's Child boasts a following of over 9,300 young parents who are interacting with us on a daily basis through our social media outlets (Facebook & Twitter), giving us the unique ability to reach out and communicate directly with our followers.

Be it a competition or promotion, we can find ways to create interest in your product or services, and will do so through our social media channels.



[facebook.com/  
todaychild.co.uk](https://facebook.com/todaychild.co.uk)



[twitter.com/  
FreeTodaysChild](https://twitter.com/FreeTodaysChild)



# Artwork Specifications

Advertisements must be supplied as high resolution press-ready flattened PDF's (PDF/x-1a standard). All fonts must be converted to paths and images supplied in CMYK at 300dpi.

It is the client's responsibility to ensure that no breach of copyright occurs for all artwork and components (including images and fonts) which are supplied for publication.

Label artwork clearly with advertiser's name, ad size, publication, issue and Email to [advertise@todayschildmagazine.co.uk](mailto:advertise@todayschildmagazine.co.uk) larger files can be submitted using: [www.yousendit.com](http://www.yousendit.com) or [wetransfer.com](http://wetransfer.com)

<b>Image Area</b>	<b>Trim</b>	<b>Display</b>	<b>Bleed</b>
DPS	336mm x 240mm	316mm x 210mm	342mm x 246mm
Full Page	168mm x 240mm	148mm x 210mm	174mm x 246mm
1/2 Horizontal	–	148mm x 103mm	174mm x 124mm
1/2 Vertical	–	72mm x 210mm	88mm x 246mm
1/4 Vertical	–	72mm x 103mm	–
1/8 Horizontal	–	75mm x 51mm	–
<b>Website</b>	<b>Top banner</b>	<b>Sidebar</b>	
	728px x 90px	x 125px x 300px	

(width x height)



For any advertising enquires please call 020 8209 0007  
or email: [advertise@todayschildmagazine.co.uk](mailto:advertise@todayschildmagazine.co.uk)



[www.todayschildmagazine.co.uk](http://www.todayschildmagazine.co.uk)

Today's  
**child**  
magazine