

truly  madly  
KIDS

THE BLOG FOR

ADVENTUROUS FAMILIES



media pack

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

# welcome

Truly Madly Kids is a popular image-based lifestyle blog celebrating British-made products and companies.

Established by a group of photographers from the desire to showcase British design and talent the blog is a visual adventure for all the family from our how-to-make guides through to guest features from established writers.

We have identified a gap in the current market for a UK-focused blog which gathers together all aspects of family life to inspire, educate, promote and delight. We hope you'll join us!



## Our numbers

**3,500 unique  
visitors per month**

**5,500 page views  
per month**

**40,000 unique  
visitors annually**

**NO 1 GOOGLE  
RESULT FOR  
"KIDS BLOGS UK"**

*Thank-you!*



## OUR TARGET MARKET

Our readers are hungry for high-quality British made products and businesses.

You will be joining a growing list of mostly UK based companies. Our regularly featured sponsors include Luxury Family Hotels, Hunters & Trunki as well as plenty of fresh new start-ups.

### SO WHO IS OUR TYPICAL READER?

Katie is 37, a primary school teacher & mum of two. Her husband works long hours & she's in charge of most of day-to-day family organisation. She works full-time & shops in both Sainsburys & Waitrose, drives a Golf, buys her clothes from Monsoon, Joules & The White Stuff. She is always looking for new ideas to keep her family busy at weekends. Katie spends at least one hour a day on the internet and shops online more often than high street stores.





By advertising with us, you will be putting yourself in front of our readers without shouting. Most sites have flashing adverts which annoy readers and make them switch off. We do not.

We also limit the number of adverts appearing to ensure your advert's position changes with every page load.

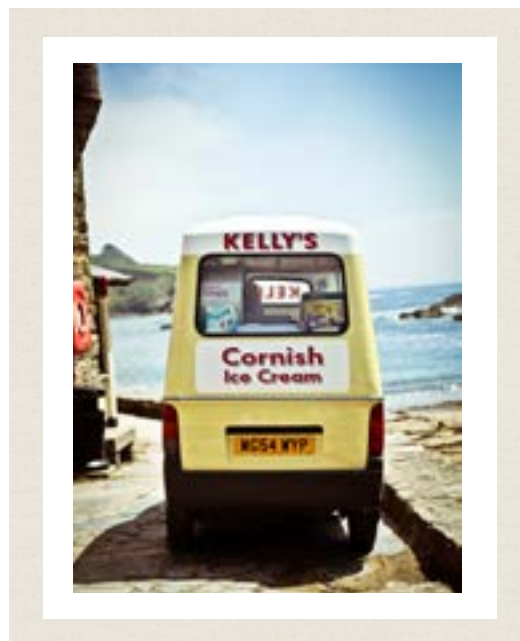
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### ADVERTS & SPONSORED POSTS

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We offer a limited number of sponsored posts each month as well as the opportunity to send in your product to review and/or giveaway in a competition for readers.

Both methods have proven a very popular ways to gain exposure and also new website visitors.



**Book a sponsored  
post & receive a  
3-month advert  
FREE OF CHARGE**

## ADVERTISING RATES \*

We offer a variety of sizes of pull-through advertisements linking to your own website.

- 200 x 100px – £90 per quarter (100 days)
- 200 x 50px – £70 per quarter (100 days)
- 75 x 75px (logo spots) - £50 per quarter (100 days)

We will provide you with our TMK badge and provide a monthly report of link traffic.

If you would like to book a sponsored blog post, our rates are as follows:

- **Sponsored blog post - £100**
- **Photography for the blog post: £200**
- **Words and photography: £250**

We pride ourselves on the high quality of our images. If you are not able to supply professional photography, the TMK team cover the whole UK and will be able to arrange photography of your product. You will receive high resolution images for your own promotional use in future.

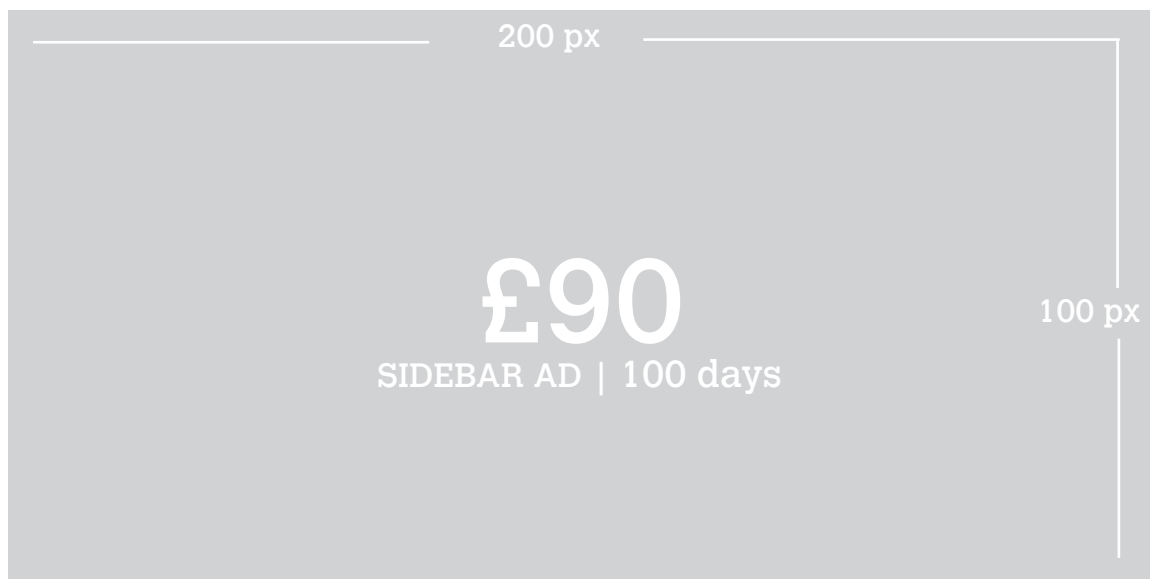
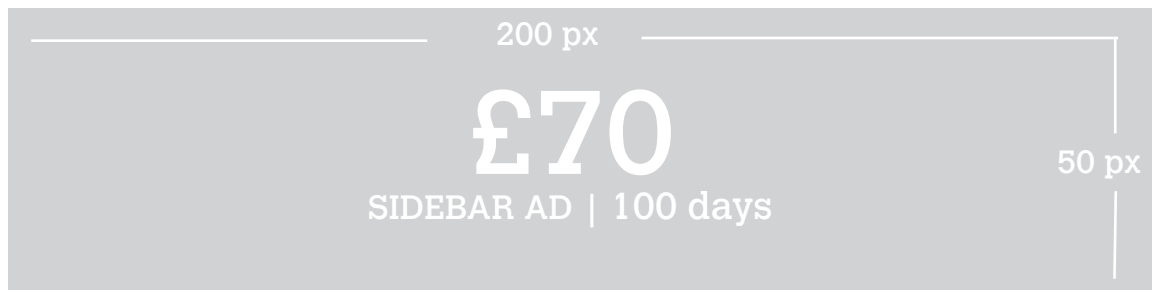
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\* (Please note that rates are subject to change from January 2014)

# advertising

How would you like to get your word out?

Please just ask us to come up with a unique online concept and we'll get our thinking caps on! Please note: we have a minimum booking period of 100 days bookable in 10 day periods.





do you feel  
*adventurous?*



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