

IRELAND'S FAVOURITE MATERNITY MAGAZINE

# mums & tots

PURE  
IRISH

*Embracing Life - Pregnancy to Parenting*

[www.mumsandtots.ie](http://www.mumsandtots.ie)

MEDIA INFORMATION PACK

# IRELAND'S FAVOURITE MATERNITY MAGAZINE



Ireland, over recent years, has experienced a huge surge in population and since 2009, has had the highest birth rate in the EU. So now, more than ever, women need to be informed and involved in all things that come with the job of being a mum. **mums & tots** encompasses it all in a **stylish** and **accessible** total package, whether its; pregnancy, baby's health, parenting, local events, latest products or reader competitions. We aim to reach mums on a very real level in every aspect of their pre and post natal journey.

## COMMUNITY COMES FIRST

With our experience, your experience and advice from the **mums & tots** experts, the magazine has it all. We aim to be practical, resourceful and relevant to mums in Ireland. We are a family run business who understand the importance of community.

Visit us at **facebook.com/mumsandtots** and become part of our ever expanding online community. With over **75,000+** followers, our Facebook page is an ideal place for mums in Ireland to ask pregnancy and parenting questions to other mums and find out what is going on in their area.

We always have great giveaways from top brands, reaching up to 150k people on our larger giveaways.

## THE FACTS

**100 page glossy magazine**

**Frequency:** Quarterly

**Disribution:** Nationwide Retailersa

**Cover Price:** €3.50

**Demographic:** Mums to be and mums of children age 0-6 years

**Facebook:** 75,000+ following

## ONLY THE BEST

The **mums & tots** team are delighted feature various high profile experts including, Child Psychologist and Founder of Rollercoaster.ie, **Anne O'Connor**, Chef and best-selling Author, **Annabel Karmel**, Postpartum Centric Full Spectrum Doula, **Sandy Connolly** and Sleep Expert at Sleep Matters, **Lucy Wolfe**.

Published on a seasonal quarterly basis, each magazine will be on shelves for three months making it the most cost effective way for advertisers to showcase their products and services. Added to that, we offer the most competitive advertising rates in the industry.

Going into it's 9th year now, we are preparing for the Mums & Tots Awards 2021. As usual our Facebook voting platform will go live in the Autumn, when our readers will be asked to nominate and vote for their favourite products and people in their lives they feel deserve special recognition. Please email us to find out how you can get involved with category sponsorship at **hello@mumsandtots.ie**

*Looking forward to hearing from you!*

**mums & tots** PURE IRISH

## RATE CARD

	RATE (€)	TRIM SIZE (H x W)	BLEED SIZE (H x W)
OUTSIDE BACK COVER	3500	297X210mm	303x216mm
INSIDE FRONT	3000	297X210mm	303x216mm
INSIDE BACK	2500	297X210mm	303x216mm
FULL PAGE	1500	297X210mm	303x216mm
HALF PAGE (HORIZONTAL)	1000	136.5x192mm	142.5x198mm
HALF PAGE (VERTICAL)	1000	281x92mm	287x98mm

Prices quoted are subject to VAT @ 23%  
 Inserts and samples: Costs vary on size and weight. Please enquire.

## ARTWORK SPECIFICATION

Artwork should be supplied as a high resolution pdf (300dpi) and emailed to [design@mumsandtots.ie](mailto:design@mumsandtots.ie)

## 2021 SHELF DATES

\*ADVERT COPY MUST BE SUPPLIED 1 MONTH PRIOR TO SHELF DATE

Spring	March 1st
Summer	June 1st
Autumn	September 1st
Winter	December 1st



SPONSORSHIP OPPORTUNITIES  
 FOR OUR 2021 AWARDS  
 AVAILABLE ON REQUEST.

## CONTACT US

[advertise@mumsandtots.ie](mailto:advertise@mumsandtots.ie) | +353 85 703 1181 | [facebook.com/mumsandtots](https://www.facebook.com/mumsandtots)



© Juliet Publishing 2021

**mums&tots** PURE IRISH