

marketing opportunities with NDNA

drive your business forward...



print, online, events & campaigns...
promote your products and services with the
nursery experts

marketing opportunities

what we do...

National Day Nurseries Association (NDNA)

National Day Nurseries Association (NDNA) is the national charity and membership association promoting quality care and early learning for children in nurseries across the UK.

NDNA supports its members to develop their quality of care and to run a healthy, sustainable business by providing nurseries with information, training and support. NDNA works closely with its members to represent the sector to Government, local authorities and the media.

why market your products through NDNA...

- NDNA can help you promote your products and services to up to **14,000 nurseries** and **600,000 parents** across the UK
- NDNA has a range of **cost-effective** marketing opportunities through **print, online, events** and **campaigns** to help you reach this target market, plus we offer **discounts for bulk purchases!**
- Our **3,600 members** come in all shapes and sizes from larger groups to single site operators
- We can help you **reach the decision makers** in the sector who decide on the products and services they buy for their nurseries
- By working with NDNA you are **supporting the charity's aim** of promoting quality in early years.

For examples of NDNA literature and promotional materials visit www.ndna.org.uk/marketing

next steps...

To discuss any marketing opportunities with NDNA contact Sara Hill, Marketing Manager on 01484 40 70 69 or email sara.hill@ndna.org.uk or to book a marketing opportunity complete the enclosed booking form.

marketing opportunities

online

NDNA website

NDNA's website is packed with information for a wide variety of public users, including nurseries, local authorities and parents.

The website is a fantastic information resource for all in the early years sector and receives on average **20,000 visits per month**. The website also offers NDNA members an exclusive member-only area where they can access a comprehensive range of information.

what's available...

You can place a standard advert on the website on three separate pages of your choice for a period of four weeks for £375 +VAT (subject to availability).

online supplies guide

NDNA's online supplies guide at www.ndna.org.uk/supplies helps nursery managers and owners to find suitable suppliers of products and services relevant to the early years in an easy to use format.

Your company can be featured in NDNA's online supplies guide for a 12 month period, you will receive:

- A 150 word description
- Your logo
- Your contact details and weblink
- Plus an inclusion of 50 words in one of NDNA's ebulletins to over 3,000 nurseries.

what's available...

- 12 month listing £250 +VAT

email newsletter

NDNA's email newsletter is distributed on a bi-weekly basis to over 3,000 nursery owners and managers. The bulletin provides an effective round-up of key sector developments in a digestible format and is a popular, well-read member benefit.

what's available...

- Sponsored link in email bulletin - £100 +VAT
- Button advert in email bulletin - £100 +VAT.

On booking your sponsored email links you will be able to **choose your date of distribution to fit with your promotional needs**. You will then need to supply your link, with 50 words to accompany it.

For more information on marketing your products through the NDNA website and email newsletters contact Sara Hill, Marketing Manager on 01484 40 70 69 or email sara.hill@ndna.org.uk.

You can view the online supplies guide and a sample email bulletin at www.ndna.org.uk/marketing

marketing opportunities

print

Nursery news magazine

Nursery news is NDNA's bi-monthly membership magazine and contains trustworthy, up to date and authoritative advice and information, making it the perfect vehicle to communicate with nursery owners and managers.

Nursery news is delivered directly to **5,000 nursery decision makers and influencers** across the UK, giving you **unrivalled penetration** into this market place. Our reader survey found that on average, one copy of Nursery news is read by three members of nursery staff, making the readership 15,000.

Nursery news editorial focuses on the sector's hot topics, providing nurseries with need to know information on a regular basis.

what's available...

advert	single issue	3 issues*	6 issues*
mini advert	£190	£170	£150
quarter page	£385	£340	£315
half page	£620	£570	£520
full page	£995	£925	£885
inside back cover	£1,150	£1,025	£975
inside front cover	£1,150	£1,025	£975
outside back cover	£1,150	£1,025	£975
double page spread	£1,995	£1,875	£1,775

*price per issue

Inserts - Costs are dependant on weight and distribution and will be confirmed upon application. Average costs are: full circulation (5,000 nurseries) is £600, for NDNA members only (3,600 nurseries) is £400 and for non-member (1,400 nurseries) is £200.

Please note, all prices exclude VAT.

Belly bands are available - please call the Communications team to discuss availability and pricing.

"We have had a great response - about 2.8% which is really high by industry standards. We are really delighted with the response so far."

Paul Newman, Sport Relief

marketing opportunities

further advertising opportunities

2013 wallplanner

The NDNA wallplanner is distributed to 3,600 nurseries every year and displayed in nurseries for 12 months. It contains key dates for NDNA events and room for nurseries to add their own information and is a well used and valued resource by our members.

what's available...

Ensure NDNA nurseries are exposed to your product or service all year with an advert on the wallplanner.

- A 120 x 80mm advert is available for £650 +VAT.

e-QC sponsored link

e-Quality Counts is NDNA's online quality accreditation scheme which is undertaken by nurseries across the UK.

Nurseries undertaking the scheme regularly use the online portal to access information and feedback relating to their progress on the scheme.

what's available...

- A 12 month sponsored link on the e-QC portal with a 50 word description and a link to your website for £150 +VAT.

For more details on these opportunities or to book contact Sian Hibbert, Marketing Officer on 01484 40 70 75 or email sian.hibbert@ndna.org.uk

"Since the partnership began with NDNA we have experienced over a 10% uplift in sales from NDNA members."

Caroline Twells, Senior Marketing Manager, Hope Education



take your business to new heights with NDNA...

marketing opportunities

campaigns

healthy body, happy me campaign 2012

Our annual healthy body, happy me campaign is now in its fifth year. The campaign aims to give children the energy for play, learning and fun. A special celebratory week is held in March each year with themed days to encourage all aspects of a healthy lifestyle. Special themed days have included; Muddy Monday, Get Active, Stop the Rot and Big Breakfast!



3,600 NDNA member nurseries receive an activity pack full of resources, information and advice to help plan their week and they can also access further resources on the NDNA website.

In 2010, we had almost 50,000 children taking part in the 'big brush' as part of healthy body, happy me. You can reach thousands of nurseries and parents through this popular campaign and 2012 will be extra special as we celebrate the Olympic games as part of the campaign. There are lots of ways for you to get involved no matter what your budget.

what's available...

- **Headline sponsor** - from £3,000 - £10,000 +VAT. You will be the overall sponsor of the campaign and your branding will appear across the entire campaign with a specially created marketing package to meet your objectives
- **Sponsor a day** - from £999 +VAT. Pick a day you would like to sponsor and we can create a marketing package around your products and services
- **Insert in the campaign pack** from £380 +VAT (depending on weight of insert)
- **Nursery news special** - from £190 +VAT. In the March 2012 edition of Nursery news we will have a special page of adverts, offers and competitions for products and services which encourage children to have the energy for play, learning and fun. A mini advert in this special edition is just £190 +VAT.
- **Online bundle** - £500 +VAT. This includes an advert on the healthy body, happy me section of the NDNA website for six weeks and two adverts in the March email newsletters.

As a campaign sponsor we can **shape the day around your products and services** so you can **gain maximum impact**. You have **complete flexibility** and can choose marketing options that work for your products and services and which will **meet your business objectives**. We can **create a package to meet your needs** which can include branding, specially created resources, print and online advertising, direct marketing, PR and much more!

To discuss how you can be involved in healthy body, happy me 2012 contact Sara Hill, Marketing Manager on 01484 40 70 69 or email sara.hill@ndna.org.uk

marketing opportunities

events

the essential nursery conference 2012

21-22 June 2012, Edgbaston Stadium, Birmingham

NDNA's annual two-day conference attracts up to **250 high-quality decision makers** from across the nursery sector including nursery owners and managers.

Over 5 hours dedicated exhibition time is built into the delegate's schedule providing you with a fantastic opportunity to **reach your target market** through our range of sponsorship and exhibition opportunities.

what's available...

- Sponsorship packages from £1,750 + VAT
- Exhibition space from £975 + VAT
- Insert in the delegate pack from £375 + VAT

For full details of all sponsorship and exhibition opportunities contact Sara Hill, Marketing Manager on 01484 40 70 69 or email sara.hill@ndna.org.uk

NDNA Nursery Awards - Member Champion sponsor

Each year, NDNA Awards those members who have gone above and beyond to represent the sector or to help a fellow member by awarding them as an NDNA Member Champion.

You could sponsor this prestigious award. As an award sponsor you would receive six months exposure in the run-up to the event with your branding and information on awards materials as well as the opportunity to present the award at the ceremony.

To sponsor this award and find out more contact Sara Hill, Marketing Manager on 01484 40 70 69 or email sara.hill@ndna.org.uk



"The annual event simply not to be missed. Wonderful opportunity to meet and discuss business directly with nursery owners and key decision makers."

Christie & Co - sponsor 2011

marketing opportunities

further marketing opportunities

marketing plan for the nursery sector

Are you looking to move into the nursery sector? Or would you just like to refresh your marketing? NDNA's marketing team can help by providing expert advice on how to market your product or service to the nursery sector. We can either provide you with:

- An action plan of suggested marketing communications activity - including suggested timings and budget
- Or a full marketing plan with analysis of the sector, competition, recommended marketing strategy and action plan.

research & development

NDNA members are experienced nursery managers and owners who can provide insightful feedback and suggestions. NDNA staff include childcare and marketing experts who regularly develop and market products for nurseries.

We can help you [test your products and services](#) with NDNA members, organise focus groups, one-to-one indepth interviews or provide a consultancy service to help your product succeed in this challenging market.

NDNA sampling/mailings

If you are interested in sampling products or sending literature to up to 14,000 nurseries and 600,000 parents we can tailor a sampling programme to meet your objectives.



"We've never done anything like this before and we wouldn't have been able to pull it off without your help. Thank you so much! We're delighted with the results and we will certainly consider any future opportunities for working with you."

Esra Cafer, Senior Manager, Brand Development - Noddy, Chorion Ltd

To discuss any of these marketing opportunities please contact Sara Hill, Marketing Manager on 01484 40 70 69 or email sara.hill@ndna.org.uk

watch your business grow with NDNA...

booking form

don't miss out... book now!

To book a marketing opportunity with NDNA, simply complete the form below or contact:
Sara Hill, Marketing Manager, NDNA
t: 01484 40 70 69, f: 01484 40 70 60, e: sara.hill@ndna.org.uk

Please complete in block capitals and fax back to NDNA on 01484 40 70 60.

Organisation: _____

Contact name: _____

Address: _____

Postcode: _____

Tel/fax: _____

Email: _____

Marketing opportunity: include size & date where necessary

Total cost: _____ PO number: _____

Signature: _____ Date: _____

Promotional code: _____

Terms and conditions:

1) Invoice will be issued once booking form is received—payment is due within 30 days of invoice date and must be paid in full before the activity commences. 2) NDNA reserves the right to charge interest on overdue accounts at 5% above LIBOR. 3) All cheques should be made payable to National Day Nurseries Association and sent to the NDNA head office address. 4) Cancellations will only be accepted at NDNA's discretion—minimum of 30 days notice required before the activity. 5) Due to variances in the print process NDNA cannot guarantee to match colours exactly. 6) NDNA reserves the right to reject any advertising/marketing copy at any stage, this shall not be deemed in breach of contract. 7) Once a booking has been made, it is the advertiser's responsibility to supply the final advert/insert before the published deadline. 8) An advertisement that cannot run because of late supply will be charged at full rate. 9) NDNA can accept no liability for any loss or damage caused by error or inaccuracy in the printing or omissions of any advertisement. 10) Orders containing restrictions, or specifying position, facing or other requirements may be accepted and inserted but such restrictions or specifications are at NDNA's sole discretion. 11) Employees of any business are deemed to be authorised to sign this order on behalf of their employer and the departure of the employee from the business does not affect the liability of the employer to pay the sums stated when invoiced for the said sums.