



National Day Nurseries Association

★ Brighter thinking  
for early years

# Welcome to National Day Nurseries Association



# At NDNA, we don't just provide nursery membership, lobby government and offer training, **we are dedicated to making a difference.**

We are a charity that believes in quality and sustainability so we put our members' businesses at the very heart of ours. We enhance, support, nurture, cherish and challenge. Our innovative thinking gives your nursery the edge, an advantage that makes it the best it can be.

Quite simply, we are the people behind the people who care, and champion the best for our children.

Welcome to NDNA. You've arrived in a very special place... get ready...





National Day Nurseries Association

## Our vision

For all children and families to flourish through excellent early years care and learning.

## Our mission

To lead and empower the sector so that nurseries and the early years workforce deliver sustainable, high-quality care and learning.

# Membership breakdown

Member type	Number of members
Nursery members (businesses)	6,534 (inc. 330 Scotland & 298 Wales)
International nursery members	203
Local Authorities	47
myNDNA subscribers (individuals)	10,671



National Day Nurseries Association

# Corporate Membership

**Strengthen relationships with nursery customers**

Join NDNA's Corporate Membership today for **£399 Inc VAT per annum** to receive these benefits.

## Affiliation with NDNA

- Use your **NDNA Corporate Member logo** on your communications
- Display your **Membership Certificate**
- A welcome post on LinkedIn



## Gain in-depth sector knowledge

- Access the members only area of **NDNA's website**
- Receive a copy of our bi-monthly **member magazine**, [Nursery News](#)
- Read our bi-weekly member **email newsletter** for [England](#), [Scotland](#) and [Wales](#)
- Access to [myNDNA](#) content, our online community for practitioners

## Discounted marketing through NDNA's channels

- Be the first to know about our **space-limited opportunities**
- **10% off** your first digital or print advertisement.



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# Corporate Membership Plus

If you're new to NDNA or the early years sector, we have a great **marketing starter package**.

**Corporate Membership Plus** for **£1,348+VAT** includes:

## *Annual Corporate Membership **PLUS***

- Promote your products to 55,000 users per month with an **NDNA web page** for 12 months. We'll design with your copy, images and contact details
- Feature in one of our bi-weekly **email newsletters** sent to all member nursery owners and managers
- Feature in one edition of our **member magazine**, Nursery News, with a quarter page advert



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# Website

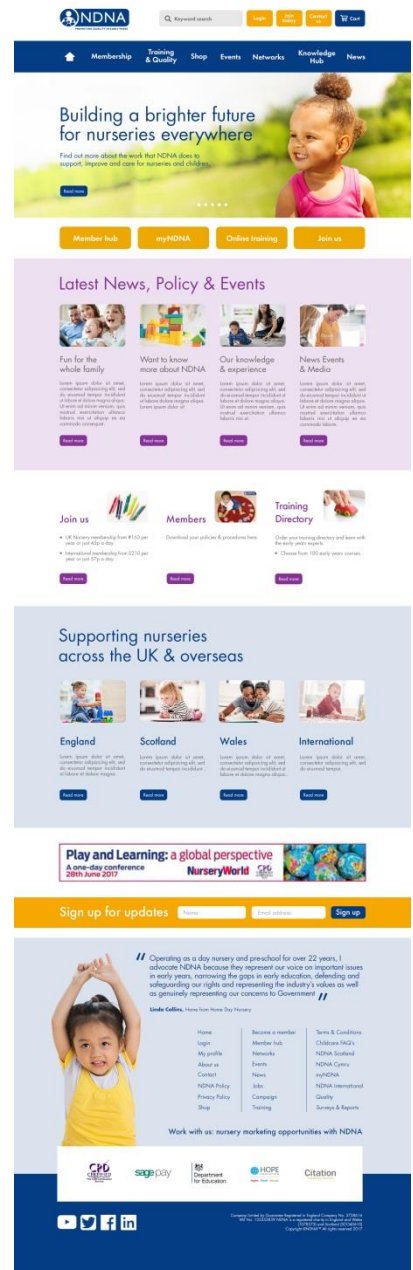
www.ndna.org.uk

With over 22,000 users per month offering you:

- Leaderboards
- MPUs

1138w X 141h Pixels

353w x 295h pixels



**\*Brighter thinking for early years**

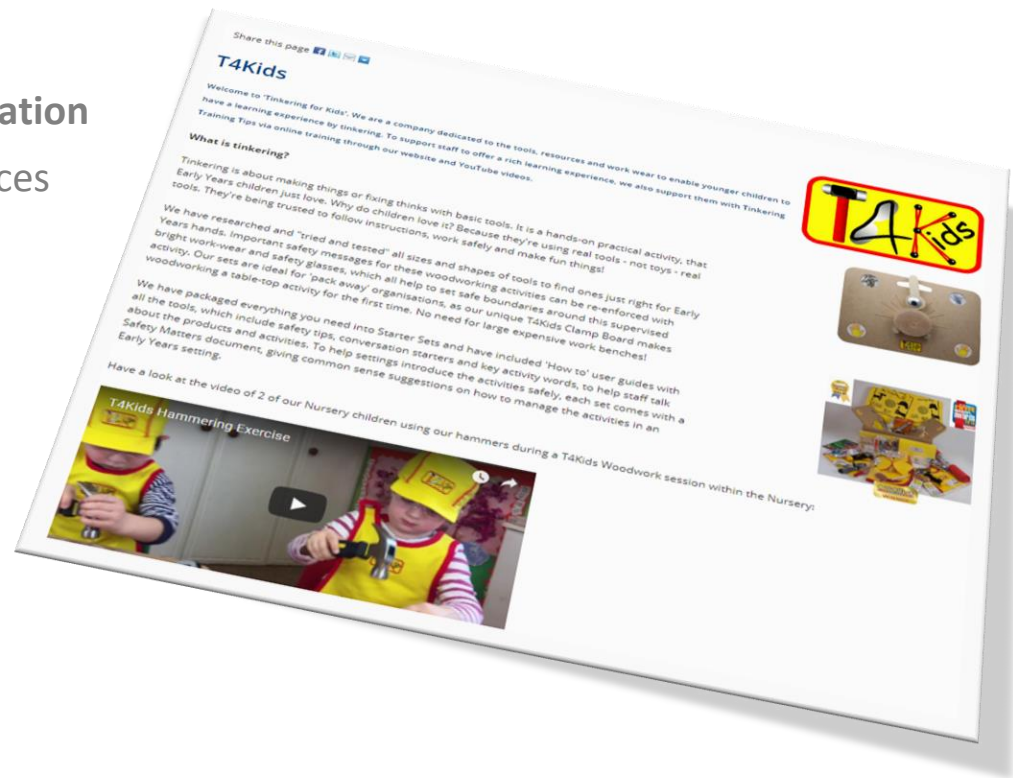


# Web page

A dedicated web page for your organisation

A page to highlight your products, services and benefits to our members. You can include:

- Copy
- Logos / images
- Hyperlinks
- Testimonials
- PDF downloads
- Videos
- Contact details
- Hidden link to discount codes (if applicable)





# Email

## Two e-newsletters

1. Member (5,400 owners and managers, every other Thursday)
2. *myNDNA* (25,000 workforce, every Monday)

## Opportunities include:

- Sponsored articles – a short written article or
- Leaderboard adverts – a landscape banner advert 650 x 117



- Events
- Sector News
- Resources
- Member Discounts
- Training



### First day of Treasury childcare inquiry

Evidence was submitted to the first hearing of the Treasury Select Committee's inquiry into childcare yesterday. The inquiry will look at the impact of childcare on the economy.

NDNA's Purnima Tanuku said: "NDNA is preparing evidence to be submitted to the committee with regards to the cost of childcare delivery, lack of adequate funding, administration costs and burdens and the complex system of support. We agree with the witnesses that this should be simplified for parents and providers."

[Read more](#)



### What workforce issues does your team face?

If you have already completed our workforce survey for owners and managers then thank you. We are now running a survey for practitioners, so please encourage your team to complete it and tell us their views on training, development and progression in the early years sector.

In return for your time in completing this survey we will enter you into a prize draw to win one of three great prizes. **Closing: Sunday 18 February.**

[Take the survey](#)



### Childcare Career Speed Networking Event

Times Childcare has launched their first Childcare Career Speed Networking event to raise awareness of the range of career options which exist in the childcare sector.

The event will give a group of over 150 young people in Years 8 and 9 the opportunity to meet and talk to professionals working across the childcare industry. It will help broaden students' awareness and encourage more careers advisers to start to include Early Years Professionals in future school careers events.

[Find out more](#)



### Ofsted webinar: safeguarding in the early years

Ofsted are hosting a safeguarding webinar this month specifically for



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# Bespoke email

## Make it all about you!

Your messages sent by us in our email template


- Copy
- Images
- Offers
- Hyperlinks
- Call to action

Problem viewing this email? [Click here](#) for our online version.



# Kindness to our family

WEEK TWO: 25 SEPT - 1 OCT



## EXPLORING KINDNESS TO OUR FAMILY


Welcome to the second week of our Kindness with the Clangers campaign. This week is all about exploring 'Kindness to our family' with the children. Activities include:

- Clangers notes of kindness
- Space rock sessions
- Saying 'thank you'.

This week also includes a Clangers Kindness Book activity, which will help you to share information with parents and carers. Download lots of images for the book, as well as game cards for this week's Kindness Game activity and more [from the NDNA website](#). Don't forget to continue adding to your Clangers Kindness Tree too!

Our five-week campaign aims to spread a little kindness in nurseries this autumn, and we're excited to see how children's experiences of giving and receiving kindness will be embedded by the end of the campaign. Next week is all about 'Kindness to the environment'!

Be inspired by our video




What does kindness mean to the children in your care? #ClangersForKindness

Competitions

Share your experiences on social media, tagging @NDNAtalk on Twitter and @NDNA on Facebook! Learn more [on our website](#)

See your downloads and get involved



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Kindness with the Clangers


18 SEPT - 22 OCT  
#CLANGERSFORKINDNESS


[www.ndna.org.uk/clangers](http://www.ndna.org.uk/clangers)


CONTACT US    SEND TO A FRIEND

National Day Nurseries Association  
National Early Years Enterprise Centre, Longbow Close, Huddersfield, HD2 1GQ



To opt out of mailings, click here  
[Unsubscribe](#)  
[Privacy Policy](#)



[www.ndna.org.uk](http://www.ndna.org.uk)



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# Print magazine

*Nursery News* is delivered to all members bimonthly

With a readership of 21,000 we offer:

- Quarter, half, full and double page adverts
- Half and full page advertorials
- Leaflet inserts (30g max)



# 2022 Wall Planner

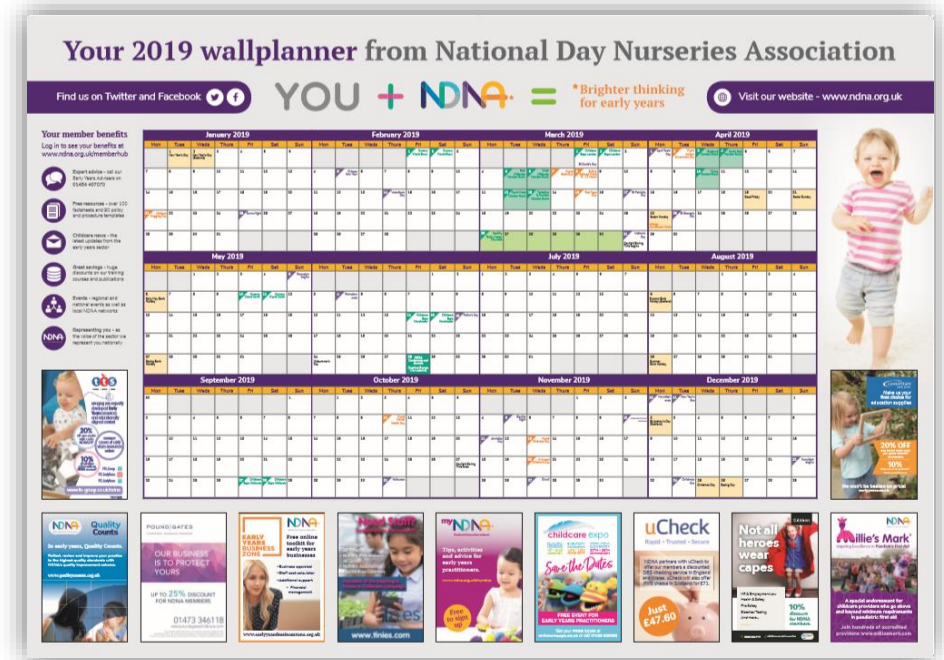
Promote your business on our popular A1 wall planner, which is posted to over 6,700 NDNA members alongside our November issue of our membership magazine, Nursery News.

## Why advertise?

- Raise your profile within the early years sector
- Develop new business leads
- Showcase new products, services and innovations
- Exposure to over 6,700 key decision makers and influencers in the sector.

## Requirements

- Advert sized 80mm W x 120mm H
- Artwork deadline 21<sup>st</sup> September 2020





# Healthy Body, Happy Me

Our annual campaign to drive healthy habits

Get involved by supporting our digital resource pack. Our popular campaign, now in its 14<sup>th</sup> year, received over **5,800** downloads last year.

- Daily activity guides
- Poster
- Certificates
- Watch our video to find out more <https://youtu.be/iofHXiCqtEA>
- [www.ndna.org.uk/healthy](http://www.ndna.org.uk/healthy)

Find out more by visiting [www.ndna.org.uk/healthy](http://www.ndna.org.uk/healthy)



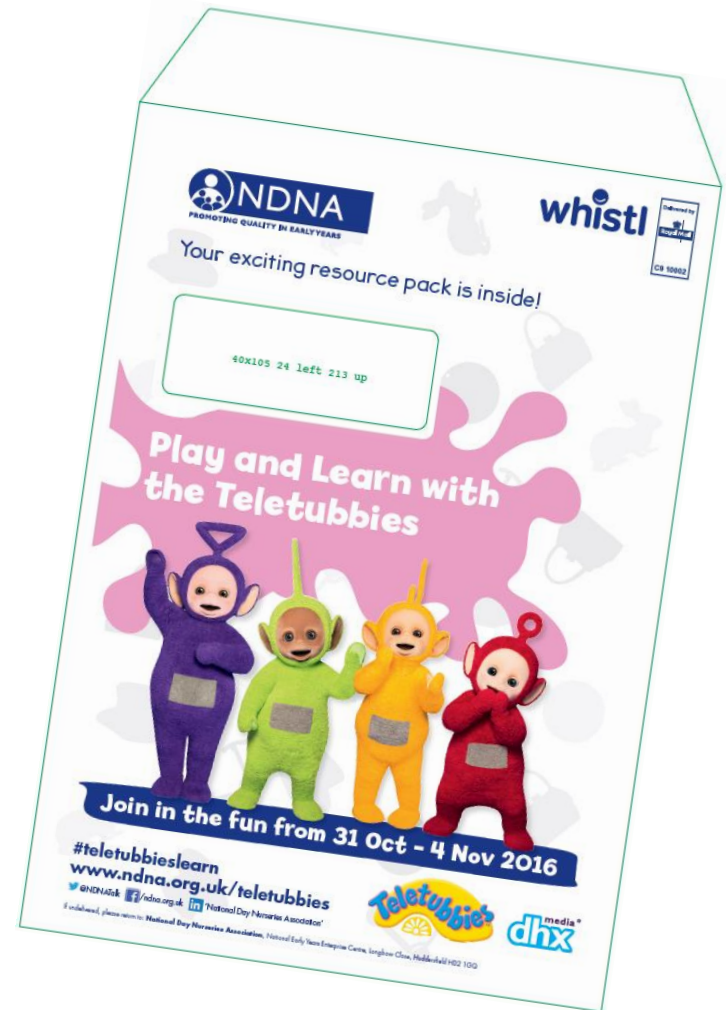


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# Direct Mail

Post letters, samples, campaign material or brochures to our members.

We can provide you with a bespoke mailing solution.



# Consultation

**NDNA's Early Years Advisers all have many years of in-depth experience in early years practice**

All keep abreast of new childcare developments and research, which puts them in the best position to give advice and support and to promote the highest quality standards.

- Test your products with NDNA members
- Organise focus groups
- Conduct one-to-one in-depth interviews
- Surveys





Marketing		Price	Artwork deadline
Web advert MPU or Leaderboard	Homepage Nursery Member Other page	£900+VAT per month £700+VAT per month £500+VAT per month	2 weeks prior
Web page		£500+VAT per annum	2 weeks prior
Email newsletters Member or myNDNA	Sponsored articles Leaderboard advert	£200+VAT per issue	1 week prior
Bespoke e-shot		£1,000+VAT per issue	2 weeks prior
Magazine	Quarter page advert Half page advert Half page advertorial Full page advert Full page advertorial Leaflet insert (30g max)	£250+VAT £500+VAT £650+VAT £900+VAT £1,100+VAT £625+VAT	Please ask for details
Wall Planner advert		£495+VAT	September
Regional Member Events	Table-top stand Leaflet in delegate pack	£300+VAT £75+VAT	First come, first served
Annual Conference	Stand (Single) Leaflet in delegate bag	£999+VAT £149+VAT	April
Nursery Awards	Category sponsorship	£2,500+VAT	December
Healthy Body, Happy Me	Sponsorship	Please call to discuss opportunities	Please ask for details
Direct Mail		£1,000+VAT PLUS all printing and postage costs	1 month prior
Consultation		Price on application	



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# Thank you



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