



National Day Nurseries Association

★Brighter thinking  
for early years

Marketing opportunities

# Welcome to National Day Nurseries Association





National Day Nurseries Association

Get to know NDNA

## We are dedicated to making **a difference to early years education.**

We are an award-winning charity and membership association supporting nurseries, early years settings and their workforce to deliver the best possible early education and care to our youngest children.

We are the national charity representing private, voluntary and independent (PVI) children's nurseries across the UK. We are the voice of the 24,000-strong nursery sector, an integral part of the lives of more than a million young children and their families.

We represent a network of over 20,000 members including PVI run nurseries and their practitioners in England, Scotland and Wales.

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.**







National Day Nurseries Association

Get to know NDNA

## Our vision

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

## Our mission

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







National Day Nurseries Association

## NDNA website opportunities

Over 43,000 users visit our website monthly.

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

### Advertising space

- Leaderboards - 1138 width X 141 height pixels
- MPUs - 456 width X 354 height pixels  
- 456 width X 280 height pixels.

### Company webpage

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).





National Day Nurseries Association

NDNA website sizes



1138 pixels

Leaderboards

141  
pixels





National Day Nurseries Association

## NDNA website sizes

456 pixels

**Landscape MPU**

354 pixels

456 pixels

**Portrait MPU**

280 pixels





National Day Nurseries Association

## Two e-newsletters

1. Member - 5,300 owners & managers, every other Thursday
2. myNDNA - 23,000 early years professionals, every Monday.

Opportunities include:

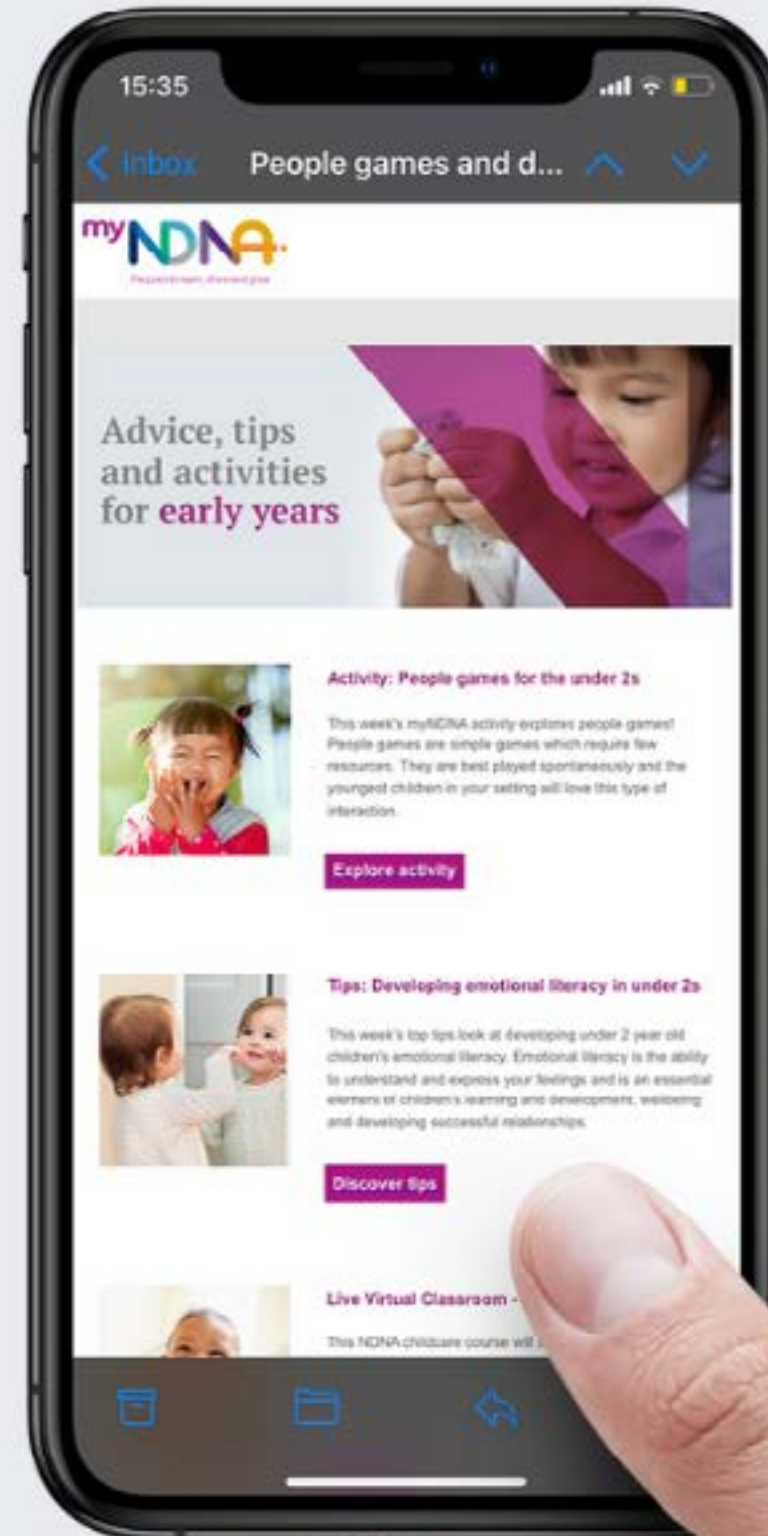
- Sponsored articles - a short written article or
- Leaderboard - a landscape banner advert 650 width x 117 height pixels.

## Bespoke email

Make it all about you! Your messages are sent by us in our email template.

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

## NDNA email opportunities

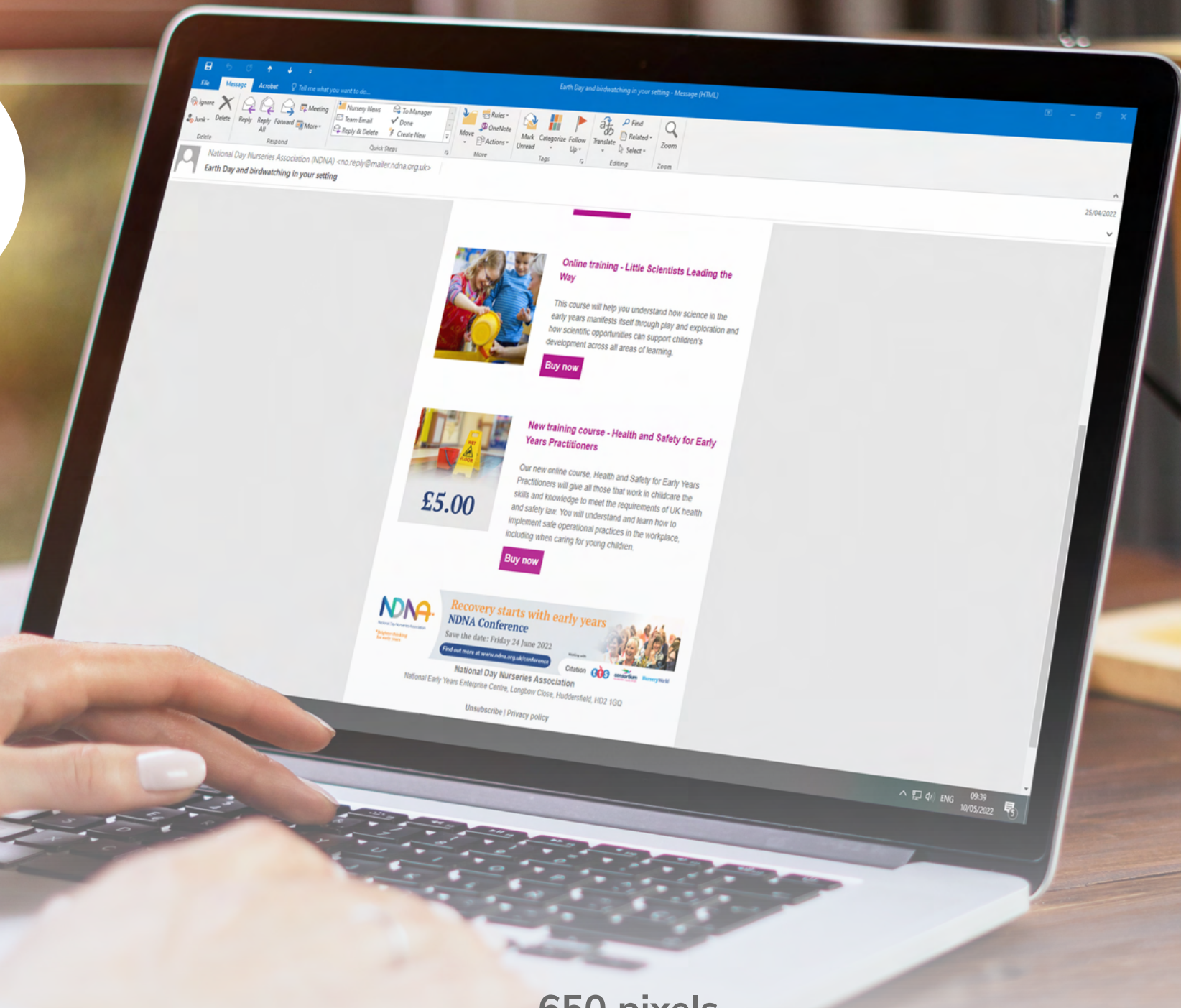






National Day Nurseries Association

NDNA email sizes



650 pixels

Email leaderboard

117  
pixels





National Day Nurseries Association

## NDNA print opportunities

Nursery News is delivered to all members quarterly.

With a readership of 21,000 we offer:

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

### Direct mail

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

We can provide you with a bespoke mailing solution.





National Day Nurseries Association

## NDNA print opportunities



### Yearly wall planner

Promote your business on our popular A1 wall planner, which is posted to over 6,400 NDNA members alongside our winter edition 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 6,400 key decision-makers and influencers in the sector.

### Requirements

- Advert sized 80mm wide x 120mm high
- Artwork deadline is October before going to print.

January

February

March



National Day Nurseries Association

Mon	Tues	Weds	Thurs	Fri	Sat	Sun	Mon	Tues	Weds	Thurs	Fri	Sat	Sun
	1 Chinese New Year	2	3	4	5	6		1 St David's Day Shrove Tuesday	2 Ash Wednesday England Member Event	3 World Book Day	4	5	6
	8	9	10	11	12	13	7	8 International Women's Day	9	10 England Member Event	11	12	
	Valentine's Day	15	16	17	18	19	14	15	16	17 St Patrick's Day Wales Member Event	18	19	20
20	21	22	23	24	25	26	21 NDNA Healthy Body, Happy Me week	22	23	24	25	26	27
27	28	29	30	31			28	29 England Member Event	30	31 Scotland Member Event			

NDNA wall planner sizes

80 mm

May					June							July				
Weds	Thurs	Fri	Sat	Sun	Mon	Tues	Weds	Thurs	Fri	Sat	Sun	Mon	Tues	Weds	Thurs	Fri
				1 Ramadan ends			1	2 Spring Bank Holiday	3 Platinum Jubilee (Bank Holiday)	4	5					1
5	6	7	8		6	7	8	9	10	11	12	4	5	6	7	8
12	13	14	15		13	14	15	16	17	18	19 Father's Day	11	12	13	14	15
19	20	21	22		20	21	22	23	24 NDNA Conference & Awards Midsummer's Day	25	26	18	19	20	21	22
26	27	28	29		27	28	29	30				25	26	27	28	29
September					October							November				
Weds	Thurs	Fri	Sat	Sun	Mon	Tues	Weds	Thurs	Fri	Sat	Sun	Mon	Tues	Weds	Thurs	Fri
	1	2	3	4						1	2		1	2	3	4
Annual Meeting of the NDNA National Membership Council	8	9	10	11	3	4	5 England Member Event	6	7	8	9	7	8	9	10	11 Armistice Day
	15 Wales Member Event	16	17	18	10 World Mental Health Day	11	12 England Member Event	13	14	15	16	14	15	16	17	18

Wall planner advert

120 mm





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## NDNA event opportunities

### Regional Member Events

We host a variety of events for our members, both in-person and virtually, where they can listen to a range of topical speakers. Attending a NDNA event is a valuable way to raise your profile and generate new contacts whilst supporting the early years community.

- Sponsor the event - includes a speaking slot
- Limited number of table-top stands or virtual exhibitor places
- Add a leaflet to our delegate pack or offer a prize in our virtual goody bag.

### Nursery Awards

The only nursery awards voted for by parents. Celebrate with our winners at NDNA's glitzy awards evening.

Category sponsorships are available including branding on marketing collateral, presenting your award on stage and socialising with our nurseries at our drinks reception and three-course meal.







National Day Nurseries Association

## NDNA event opportunities

### Annual Conference

Our inspirational and informative conference attracts key decision makers within the early years sector from across the country.

- Dedicated exhibitor time for delegates
- Table-top stands
- Insert in the delegate bags
- Sponsorship opportunities.

**“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,  
NDNA Conference Exhibitor**





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## Bespoke campaigns

Have your own campaign in mind? We've worked with lots of different brands over the years to reach the early years sector, engage children, and educate nurseries and parents through our range of digital, print and face-to-face channels. Get in touch to discuss.

## Healthy Body, Happy Me

Our annual campaign to drive healthy habits.

Get involved by supporting our digital resource pack.

- Daily activity guides
- Poster
- Certificates
- Watch our video to find out more: <https://youtu.be/iofHXiCqtEA>

Find out more by visiting <https://bit.ly/3kOGA0B>

## NDNA campaign opportunities

Monday



Health  
Talkin

Healthy Body, Happy Me 2022  
**Movement Monday**



Supported by







National Day Nurseries Association

NDNA's expert support

## Consultation

**At NDNA, Early Years Advisers 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, support and promote the highest quality standards.

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





National Day Nurseries Association

## Rate card

### Marketing

### Price

### Artwork deadline

**Web advert, MPU or  
leaderboard**

Homepage  
Other page

£900+VAT per month  
£750+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



National Day Nurseries Association

## Rate card

### Marketing

### Price

### Artwork deadline

#### Wall Planner advert

£495+VAT

October

#### Regional Member Events

Exhibitor package

£300-£350+VAT per event  
£1,000+VAT sponsorship per event

First come, first served

#### Annual Conference

Stand (single)  
Leaflet in delegate bag

£999+VAT  
£249+VAT

April (TBC)

#### Nursery Awards

Category sponsorship

£2,500+VAT

December (TBC)

#### 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





National Day Nurseries Association

Get in touch with us

# Thank you



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