

CHILDCARE PROFESSIONAL IS PACEY'S AWARD-WINNING MEMBERSHIP MAGAZINE WITH A REACH OF UP TO 14,000 PROFESSIONALS.



MEDIA INFORMATION 2024

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Childcare Professional is the official award-winning membership magazine of PACEY.

The Professional Association for Childcare and Early Years (PACEY) is a charity and professional association founded in 1977 which represents childcare professionals. Predominantly childminders, our members also include nannies, nursery workers and early years students working across England and Wales.

With an audience reach of up to **14,000** readers, *Childcare Professional* is a ‘must-read’ magazine for our members, offering the latest news and policy updates, as well as practical ideas and suggestions for improving their practice. This is one of our most popular benefits for members, who tell us they base their planning and activities around the suggestions we include in the magazine.

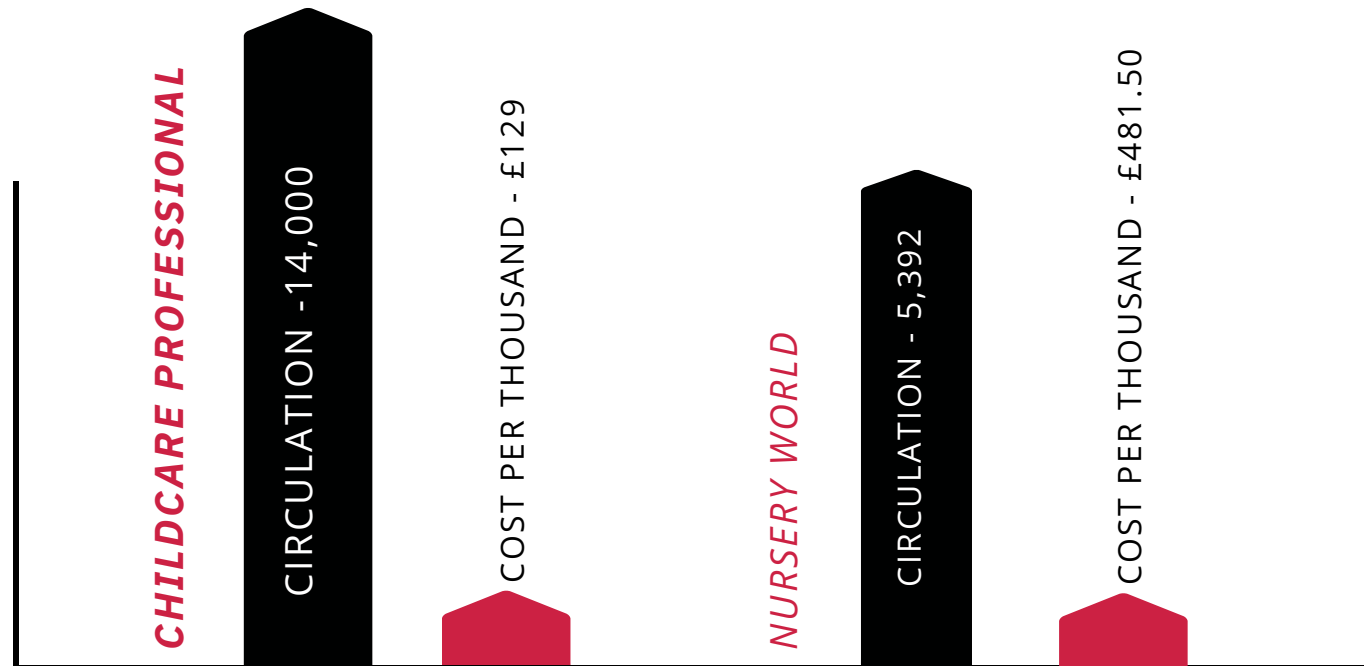
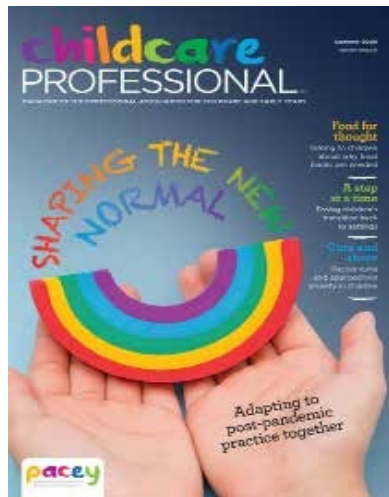
Our members have a trusted and influential role within the families and communities in which they work. The relationship between a child’s family and their childminder, nanny or nursery key worker is unique. The families are keen to hear about the progress their child is making, and this daily interaction between them and their childcare professional provides opportunities for exchange of information, including recommendations of products and services.

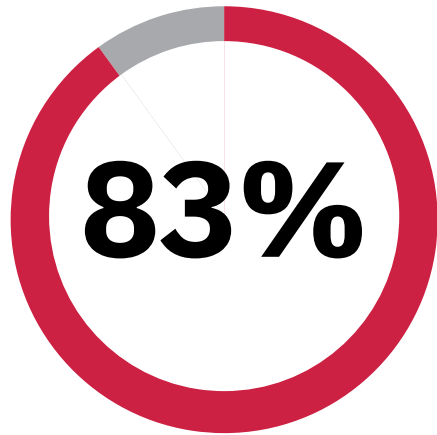
You'll find it pays to align your brand with a market-leading media brand like *Childcare Professional* - a trusted source of information and advice that inspires action and response.

And as you can see below, the power of *Childcare Professional* can be demonstrated unequivocally in comparison to its nearest competitor.

This comparison is further enhanced when you consider that *Childcare Professional* is **sent 3 times a year** directly to childminders, nannies, nursery workers and early years students working across England and Wales, meaning your message is directly placed in front of **those who matter to you.**

MARKET POSITION





of PACEY members read every issue of *Childcare Professional*

57.5%

of PACEY members have recommended a product they've seen advertised in *Childcare Professional*

92%

Agree that they use the magazine's tips and advice in their work



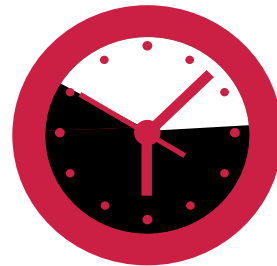
97%

of readers are in charge of purchasing materials for their workplace



35%

of readers have acted on a product or service advertised in *Childcare Professional*



45mins

The average time spent reading each issue of *Childcare Professional* by over 37% of readers



Childcare Professional is rated by members as the number 1 PACEY membership benefit



95%

of members rate the magazine as 'good' or 'excellent'

PURCHASING POWER

Childcare Professional is the essential read for childminders, nannies, nursery workers and early years students working across England and Wales. This means that your partnership with us will land in the hands of those with purchasing power or with a genuine interest in what you have to say.

Advertising within these pages will ensure your brand and proposition are recognised and understood by the childcare and early years community, those who are influencers and decision-makers who control how and with whom budgets are spent.

You'll attract the attention of a highly targeted audience that can truly make a difference.

Advertising rates

Double page spread:	£1,800
Full page:	£1,200
Half page:	£800
Quarter page:	£450
Advertorial:	+20%

Bound inserts **+10%**

Cover mount inserts **+30%**

Belly band, creative inserts and spreadmarkers **POA**

Inserts*

Up to 10	£38.5
11-19	POA
20-25	POA

Please note all insert bookings are provisional until a hard copy sample has been seen and approved by Redactive.

*Limited weight available per issue – inserts booked on a first come, first served basis



DIGITAL ADVERTISING OPPORTUNITIES

WEBSITE

The PACEY website received over **297,442** page views (Jan-Jun 22). By advertising through the array of site-wide options on pacey.org.uk you can engage with the childcare community and increase brand visibility.



RATES

Type	Size	Price (p/m)
Homepage banner	940 x 111 (Carousel)	£750
Landing page banner	940 x 111	£275
MPU	300 x 250	£500

SOLUS EMAIL

Be the sponsor of a PACEY solus email sent to over **12,000** subscribed members. With an image, text and a call to action (CTA), these are a highly effective way to engage the audience and to reach your specific campaign objective.



RATES - YEARLY INVESTMENT

Quantity	Price
1x Solus email	£1,500

*Series solus booking discounts are available. See page 8 for more.

PACEY E-NEWSLETTER

Sent out weekly, the e-newsletter is sent to over 13,000 subscribed members (England only) with an average open rate of **40%** and is used to drive traffic to your website or target location online.



RATES

Type	Size/package	Price
Footer banner	600 x 200	£440
Prime spot banner	600 x 200	£825

Childcare Professional has listened, and we are now proud to offer commercial partners the opportunity of communicating with PACEY members through aligned and targeted solus email campaigns.

This allows for the campaign to be adapted to subjects which members cited as of most interest to them, thus increasing the effectiveness of each campaign.

The success of these campaigns can be seen by:

- **9,209 members** having acted on an advertisement
- **84% of members** having used tips and advice given

This is a yearly investment of **£3,450** with a range of different opportunities, including:

- Three Solus emails with the choice of subject, so you can target your audience with a variety of topics
- 'In association with' on the email
- Banner advert
- Company logo placement
- Content slots - e.g. 'Hints and Tips' with images and links
- A sponsor message/special offer/voucher code to drive more benefits to members, with the opportunity to track responses.



SENT TO OVER
11,000
MEMBERS

YEARLY
INVESTMENT
PACKAGE PRICE:
£3,450 +VAT

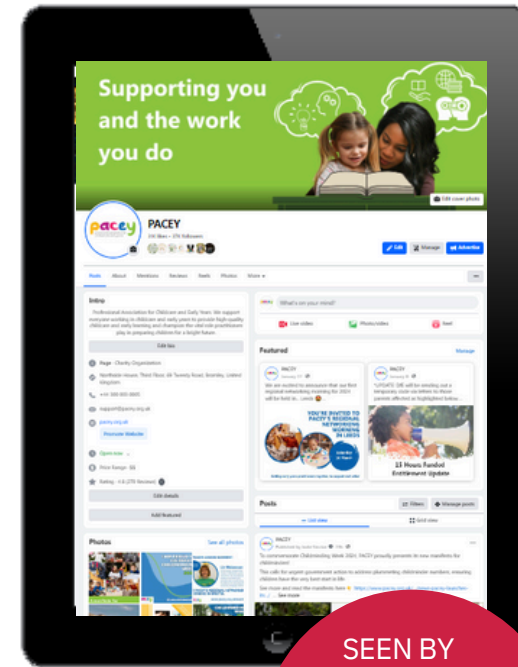
PACEY has worked hard to build an engaged and loyal following on our social media platforms.

We are an authoritative voice in the early years sector and regard ourselves as the ‘voice for childminders’ our sector and as such our social media followers include a wide variety of early years professionals, providers and government bodies.

We have 55,000 followers across Facebook, LinkedIn and Instagram and our generous social media advertising packages offers you access to all three audiences.

RATES

Social platform	Number of Posts	Price
Facebook	1	
LinkedIn	1	
Instagram	1	
Total	3	£2,500



SEEN BY

55,000

FOLLOWERS

x3 social media posts

£2,500+VAT