Stockport mumbler

Your Local Parenting Community

Advertising Opportunities 2017

Welcome to **stockport.mumbler.co.uk**

At Stockport Mumbler we do things a bit differently; we don’t do the hard-sell or chase advertisers. We believe in building a great relationship with our advertisers. We do not tie you in for any fixed amount of time. If it’s not working for you, then just let us know before the end of the month and we’ll remove your advert. If you do decide to advertise with us then we will invoice you by email each month. All we ask in return is that you pay promptly.





Stockport Mumbler
Influence

16,002 visitors
(9543 unique users)
to the website in our first 3 months*

2040+
likes on our Facebook page**

560+
members in our Facebook group**

340+
followers on Twitter**

*21st Oct 16– 21 Jan 2017
**accurate as of 26th Jan 2017

Why advertise with **Stockport Mumbler?**

- Although Stockport Mumbler is less than 4 months old, our **established** sister sites in places such as Harrogate, York and Hull prove that **the Mumbler model works**, with a huge variety of businesses **successfully advertising** their products and services to the local parenting marketing through Mumbler month on month
- Stockport Mumbler is **fast-becoming a one-stop shop** for everything you could want to know about having young children in Stockport – the website offers a **broad range of information** on a wide variety of topics
- **Run by a local parent for local parents**
- Vast majority of visitors to the website are **Stockport parents** and **carers** of children **aged 0 – 12 years**, as well as **expectant parents, grandparents and visitors to the area**
- **Unique opportunity** to reach a segmented and relevant local audience
- Something for **every budget**
- **Fully optimised** for all devices
- A number of options include **complimentary shout-outs** on all of **our social media channels**

What **parents** are saying*

“Wow Heather what a great resource there is so much great info. It must have taken you ages. Thank you I will use this loads”
– Oct ’16

“This is a brilliant resource for all the parents in Stockport. Jam packed with amazing information. Definitely worth visiting”
- Nov’16

“Absolutely fantastic, its an amazing forum for everyone with children. especially as I don't drive it really helps knowing about all the local activities”
– Nov ‘16

“Such a comprehensive resource for families in Stockport. My go-to for things to do,"
– Dec ’16

**Reviews from our Facebook page*





Advertising with us

Overview

Opportunity	Price	
Rotating Banner	Homepage **£100+VAT*** per slot, per month. Subpage **£50** per slot, per month.	✓
Static Advert	Homepage **£45** per slot, per month. Subpage **£30** per slot, per month	✓
Design Service	Optional design service for Banners/Static Adverts £**10** per advert (or provide your own graphic)	
Homepage Editorial	**£15** per week	✓
Featured Listing	**£12** per listing, per month	
Basic Listing	**Free**	
Offers	**£5** per offer, per month. Offers exclusive to Mumblers are **free.**	
Job Advert	Your first 3 job adverts are **free.** Job adverts are then charged at **£25** per role, per month	✓
Events Listing	**Free**	
E-newsletter	Top banner advert **£30**, per item. Photo and text feature **£15**, per item. Text mention **£5**, per item	
Partner page	**Price on application**	✓

✓ Includes complimentary ‘shout outs’ on all our social media channels.

*VAT at charged at 20% is payable on the homepage banners, which are sold by Mumbler Ltd, not Stockport Mumbler.

Homepage advert examples

Rotating Banner £100 (+VAT) pcm

656px (W) by 243px (H)

- High visibility (no scrolling required)
- Large space for your message
- Eye-catching
- Only 1 of 4 possible adverts
- Link through to your website

Static Advert £45 pcm

327px (W) by 175px (H)

- High visibility
- Use your own image
- Link through to your website

Editorial £15 pw

- Visibility across two pages(homepage & blog)
- Effective method of establishing brand credibility
- Good for sponsored blogs, promotional guest blogs, events, reviews and competitions
- Links to your website and social media channels



Subpage advert examples

Rotating Banner £50 pcm

656px (W) by 243px (H)

- High visibility (no scrolling required)
- Large space for your message
- Eye-catching
- Only 1 of 3 possible adverts
- Link through to your website

Static Advert £30 pcm

327px (W) by 175px (H)

- High visibility
- Use your own image
- Link through to your website



Subpage advert examples

Featured listing £12 pcm

- Placed alphabetically at the top of the page
- 200 word description (can include genuine & relevant review)
- Includes telephone number, email address, website & social media details
- Add a logo and up to 6 photos of your choice, all hyperlinked back to your website or social media page.

Basic Listing Free

- Up to 50 words & a phone number
- No images, link, website, social media or e-mail info)
- Appears below the “Featured Listings”.

Oliver’s Chocolate Parties

Unit 2, High Lane Business Court, High Lane, Stockport

Parties in our magical red and white circus themed ‘Chocolate Room’ seat up to 20 children. We can also host parties at your home or chosen venue. A variety of packages available including Classic, Build-A-Bear and Chocolate Pizza Party!

Tel: 01663 762056

Featured Listing

Messy Monkeys

You splat paint, squelch gloop and splash water and we do the tidying up! We have fab messy play sessions for babies and toddlers with new gloops and goos to explore each week. Every week there’s a different theme and we’ll help you create something special to take home and we’ll do the tidying up!

Babies sessions:

“A great introduction to messy play for babies around 6 months to 19 months. Messy Monkeys will help your baby explore different textures, materials and colours in a lovely fun enviroment….we’ll also help your baby make their first masterpieces to take home to treasure! “Messy Monkeys is doing what I hoped; giving my baby the chance to get messy without having to mess my house, mixing with other children and experiencing different activities which I wouldn’t have time to set up.”

Mixed sessions:

“This session is perfect for toddlers and older babies who are steady on their feet up until they are around pre-school and babies who are happy to mix with older children. A great class if you have siblings who want to have fun togther.”

We also offer Messy Parties which go down a treat and can be themed to make your little monkey’s special day one to remember!

Classes run on the following days (term-time only):

- Mondays at The Guide Hall Chandos Road, Heaton Chapel, SK4 5AJ
- Wednesdays at The Guide Hall Thorn Grove, Cheadle Hulme, Stockport Manchester, SK8 7LB
- Thursdays at The Bramley Centre, Bramley Close, Bramhall, SK7 2DT
- Fridays at The Guide Hall Chandos Road, Heaton Chapel, SK4 5AJ

If your monkey wants to join in the messy fun, visit the website here to book your place.

Click here for the Facebook page.

“Click here to read Mumbler’s Messy Monkeys review!”

Tel: Jo on 07921 772570



Found an error with this post? Please tell us about it here

Jobs Adverts

Our ‘Jobs for Parents’ page I for family-friendly positions that may be part-time, flexi-time, term-time, temporary contracts or even working from home.

We want you to try us out, just to see how amazing we are, therefore your first 3 job adverts are **free**!

Job adverts are then charged at **£25 per role, per month**

A discount may be offered for multiple adverts in a month.



Monthly **e-newsletter**

Top Banner Advert **£30**

- The most prominent place on the e-newsletter
- Hyperlinked back to your website

Photo/text feature **£15**

- Includes photo or logo of your choice
- Up to 100 words of text
- Hyperlinked back to your website

Text mention **£5**

- Up to 75 words of text
- Hyperlinked back to your website





Bespoke **‘Preferred Partner’** Pages

At Stockport Mumbler, we have the ability to create a bespoke page for your business and we can offer the opportunity for you to become a Mumbler partner.
The link to the partner pages are placed at the top of all pages in the green header bar.

Price on Application

Mumbler **sister sites**

We also have sister sites in Harrogate, York, Hull and East Riding, Leeds, Ripon and Nidderdale, Wakefield and Stratford-upon-Avon, and soon Norwich and Doncaster. We can offer advertising campaigns across the whole group.
If you would like to find out more about these sites then please ask.



Contact Details

Heather Smith

T: 07491 969 242

E: stockport@mumbler.co.uk

W: stockport.mumbler.co.uk

Twitter: @StockportMum

Facebook: facebook.com/StockportMumbler