

Media Pack



# COUNTRY CHILD





# Welcome

Country Child content has a proven track history in successfully connecting businesses who are wanting to attract a rural family audience.

Where we collaborate with first class national contributors who share their parenting advice, experiences and top tips; ensures that our market is engaged and committed to our platform of delivery. Plus, our ever popular and packed, informative and interactive event page keeps traffic coming back time and time again!

Your brand or company can be part of this delivery in order to gain new custom. Here's how you can tap into those parents who are wanting only the best the market has to offer.





COUNTRY CHILD



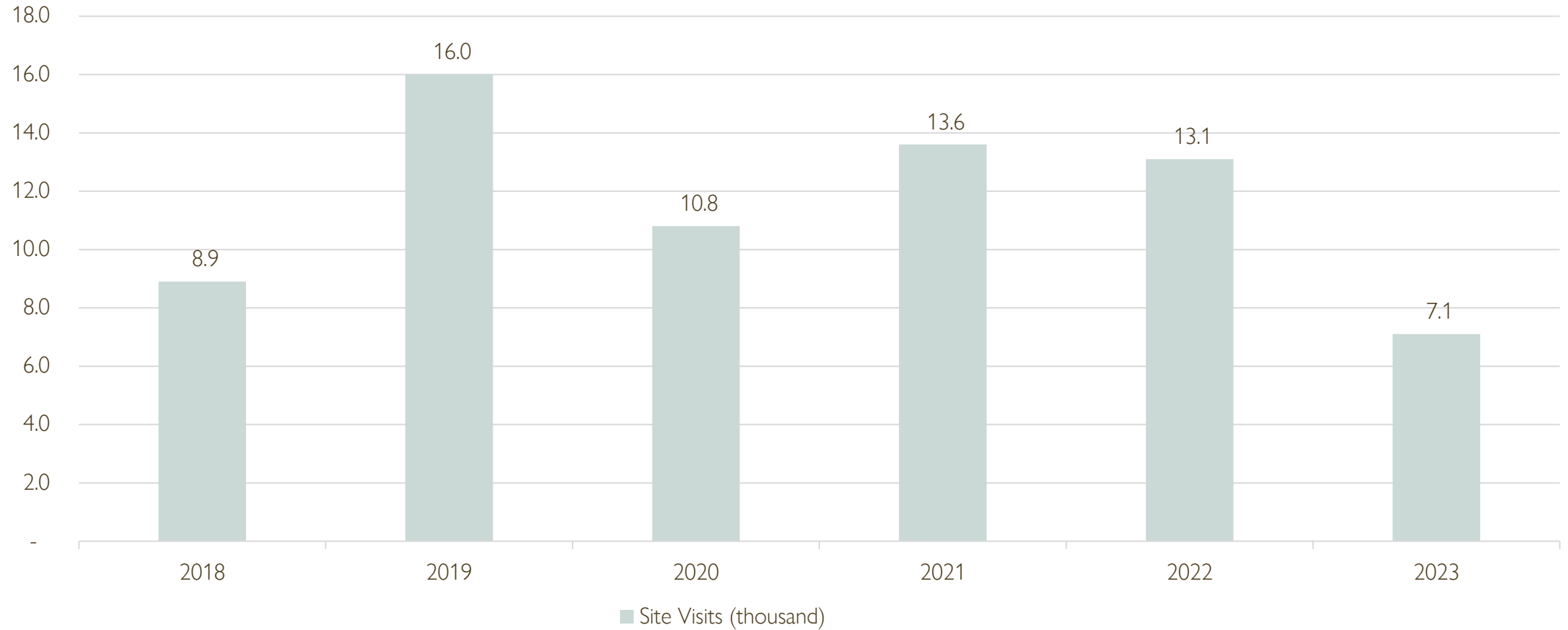
# Analytics

Annual traffic growth





# Traffic Statistics





“ Business opportunities are like buses.  
There's always another one coming. ”

Richard Branson



# Digital Rate Card



## Box Advert

200 x 200 pixel -  
static or animated  
ad with hyperlink  
PNG or JPEG  
150dpi RGB  
**£25 a month**

## Brand Presence

Logo with hyperlink  
– static only  
PNG or JPEG 150  
dpi, RGB  
**£15 a month**

## Newsletter

Solo Newsletter  
with company  
promotion, offer or  
announcement. Sent  
to over 1000  
dedicated Country  
Child subscribers.  
**£50 per promotion**

## Bespoke Blog

Content and images  
to be supplied for  
Blog promotion  
with social media  
ads.  
**£75 per promotion**

## MPU

300 x 250 pixel –  
static or animated  
ad with hyperlink,  
one month in all  
blog posts  
PNG or JPEG  
150dpi RGB  
**£100 per month**

# How It Works

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## Book Online

- On [countrychild.co.uk](http://countrychild.co.uk) please find the promotions page
- Add your item into the basket
- Check out via PayPal

## Content Proof

- We can design the advert for you for free or please email your design, with the technical specifications, to [info@countrychild.co.uk](mailto:info@countrychild.co.uk)
- Approve proof

## Bespoke Campaign

- For bespoke campaigns please email [info@countrychild.co.uk](mailto:info@countrychild.co.uk)
- Discounts offered for more than one item booked. Email [info@countrychild.co.uk](mailto:info@countrychild.co.uk) for more information.





# Join Us

At Country Child, we believe in giving 110%. By using our newly redesigned platform we can help organisations virtually grow their custom.

We thrive because of our connections and freelance team always ready with creative new journeys for all involved.

*"Efficiencies only come from proactively transforming how we do business."*







Thank you



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[info@countrychild.co.uk](mailto:info@countrychild.co.uk)

[www.countrychild.co.uk](http://www.countrychild.co.uk)

[@countrychildmag](#) or [@countrychild](#)