

Babies and Toddlers

Publication Date:
Date, 27th March 2016

Babies and toddlers are bundles of joy, with enquiring curiosities and interest.

The Age will publish a special feature on Babies & Toddlers, to appear inside M.

This special feature is dedicated to everything about babies and toddlers, from clothes, accessories and to all sorts of themes.

This feature will include relevant and interesting editorial to our audience.

If your business is interested in tapping into a relevant and lucrative audience, then your participation in this feature is a must.



Why Advertise?

- **53,000** Parents with Kids under 4 read The Age (M-F).
- Of these readers, **1 in 3 (16,000)** have used childcare services in the past month.
- They are **23%** more likely to shop online in the past 4 weeks.
- In the same period they are also **30%** more likely to have visited a department store.
- Over **1 in 3 (or 18,000)** have a HHI of **\$100K** or more..

Deadlines

Booking: Date 18th March 2016
Material: Date 23rd March 2016

For advertising enquires or more information, please contact:
(03) 8667 1017

*All space is subject to availability.
Early bookings are highly recommended.*