

# Babies and Toddlers



**Publication Date:**  
**Sunday 13<sup>th</sup> September 2015**

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

The *Sun-Herald* will publish a special feature on Babies & Toddlers, to appear inside S. This special feature is dedicated to everything about babies and toddlers, from clothes, accessories, toys, products and services and much more. This feature will include editorial that is relevant and of interesting.

If your business wants to tap into a relevant and lucrative audience, then your participation in this feature is a must.

## Why Advertise

- 7-in-10 (515,000) Sun Herald readers are parents/guardians
- 1-in-3 (229,000) Sun Herald readers are grandparents
- Sun Herald parents who work are 63% more likely to use day/night care
- Sun Herald working parents are 2.8x more likely to be in the top spender category for childrens clothes purchases
- Sun Herald working parents are 75% more likely to be in the top spender category Baby Goods

## Deadlines

**Booking: Friday 4<sup>th</sup> September**

**Material: Wednesday 9<sup>th</sup> September**

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

**For advertising enquires or more information, please contact:**  
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