

Babies and Toddlers

Publication Date:
Date, 13th September 2015

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?

- **2-in-3 (333,000)** Sunday Age readers are parents/guardians.
- Over **1-in-4 (140,000)** Sunday Age readers are grandparents. Sunday Age parents who work are **26%** more likely to use day/night care.
- Over **1-in-3** Sunday Age working parents are in the top spending category for Baby Goods in Victoria.
- Sunday Age working parents are **87%** more likely to be in the top spender category Baby Goods.
- Over **9-in-10** Sunday Age working parents are the Grocery Buyers for the household.

Deadlines

Booking: Date 4th September 2015
Material: Date 9th September 2015

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

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



Source: *emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending March 2015, people + only. Sunday Age L4W AV

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