

About Us

We are inviting toy and nursery distributors to get their key messages directly to a targeted audience of shoppers who are looking to buy all kinds of toys and children's products online.

Run by a former toy retailer and a web optimisation expert, Toy Shop UK is firmly established as the definitive directory for everything to do with toys.

We receive over 10,000 visitors a day at busy times of the year. This is one of the key reasons why toy companies use our directory to complement their other online and offline marketing activities.

Our Visitors

Over 80% of our visitors are based in the UK and find us by searching Google and other search engines for toy related search terms. We received over 1 million unique visitors in 2010, which resulted in over 3 million page views.



MEDIA PACK

REACH YOUR TARGET MARKET WITH THE UK'S MOST POPULAR TOY DIRECTORY

'We have worked with Toy Shop UK on banner placements and have been delighted with the tremendous responses.'

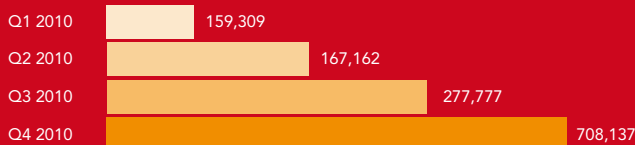
We will be developing further multi-channel marketing initiatives with Toy Shop UK throughout 2011. A great partner!'

Nikki Jeffery
Brand Manager, Learning Curve

Vital Statistics

Stats collated from
Google Analytics

ABSOLUTE UNIQUE VISITORS



VISITOR LOCATIONS



It's Official... We're Number 1



Alexa is the world's leading web information company that collects data on the visitor numbers of every website in the world.

They consistently rank us ahead of every other toy news, review and directory website in terms of visitor popularity.

RANK	WEBSITE NAME	WORLD RANKING
01	toyshopuk.co.uk	134,224
02	toynews-online.biz	266,269
03	toytalk.co.uk	825,353
04	thetoyreview.com	1,091,769
05	toybuzz.co.uk	1,143,030

* Data collected from alexa.com on 1st December 2010

Yes, you've seen us before

We don't just appear for thousands of search phrases relating to every aspect of the toy industry.

The leading toy trade magazine, Toys 'n' Playthings, recognises our unique position in the marketplace and publishes our exclusive data in a full-page feature in every edition.

Our annual Independent Toy Awards receives significant press attention and we regularly contribute to news articles and blogs about issues relating to the toy industry.

'Toy Shop UK has helped our magazine enormously by providing valuable content and stimulating debate across the whole industry. We see them playing an increasingly important role as they continue to grow.'

Andy Myall
Editor, Toys 'n' Playthings

Promote Your Business on the UK's most visited toy directory

If you're part of the UK toy industry and are looking to increase the number of products you sell to the toy buying public, we have packages that can help you achieve this.

Toy Competitions Generate a buzz about your new products

Every Friday, we invite our readers to win a newly released toy. These giveaways last for 1 week or more and are promoted in our weekly newsletter and via a small sidebar banner advert.

We don't charge suppliers for running these **Basic Competitions**. For nothing more than the cost of shipping a product to the competition winner, we will promote your toys to the thousands of online toy shoppers that visit our website every day of the year.

We also have an **Enhanced Competition Package** that dramatically increases your competition's exposure. Your product will be promoted via a highly prominent homepage advert and a large header banner that appears on every page of our site. Prices are listed below.

Banner Advertising Improve your brand awareness

We enable toy companies to promote new product ranges via image banners or embedded video clips. Costs are based on the number of visitors that your advert will be shown to and these costs are adjusted to account for the seasonal nature of the industry.

Months	Visitors /Week*	Image Banner Cost/Week	Video Banner Cost/Week	Enhanced Competition Package/Week
Q1:	12,500	£30	£45	£30
Q2:	14,000	£40	£60	£40
Q3:	22,500	£60	£90	£60
Q4:	60,000	£150	£225	£150

* Approximate figures based on 2010 traffic stats

Email Marketing Promote yourself to our loyal readers

We have an ever-increasing database of over 5000 newsletter subscribers, all of whom have shown an interest in toys or baby products. We correspond with them regularly about new products, discount codes and timely toy information.

Each newsletter has space for two sponsored listings. These are allocated on a first come, first served basis and cost £50 each.

Further Questions

Please contact our Chief Editor Tim Hawkins if you have any questions about our advertising opportunities:

T: 07770 474846
E: tim@toyshopuk.co.uk
W: www.toyshopuk.co.uk

Companies we've worked with



Available Banner Positions

HEADER

(Image adverts only. Space reserved for Enhanced Competition advertisers.)



SIDEBAR

(Static image adverts or video adverts are available. Prices vary.)



Adverts are allocated on a first come, first served basis. We limit the number of concurrent advertisers to five.

How else can we help?

In addition to competitions, banners and email promotions, we can create bespoke packages that are specifically tailored for your needs.

So whether you're looking for advertorials, in-depth product reviews or something completely different, we can help.

We also provide specialist web consultancy for toy companies that are looking to expand their online presence.

'If you want hard-hitting, practical, industry-relevant advice that will specifically target weak areas of your website, then the consultants at Toy Shop UK are for you.'

Jo Nicholson
Owner, Little Nut Tree Toys

Visit us at: www.toyshopuk.co.uk