

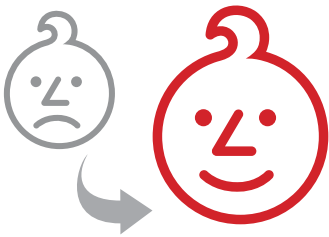


## 2016 Media Pack

Come fly with us...

As the UK's authoritative online directory for everything to do with toys, we help toy suppliers just like you generate substantial consumer interest in your new products, 52 weeks of the year. **Here's how...**

### What we do



We turn children's frowns upside down by connecting toy consumers with the best new releases from the nation's top toy suppliers.



We help companies shout about their new ranges to a unique audience of consumers who are actively looking to buy toys online.

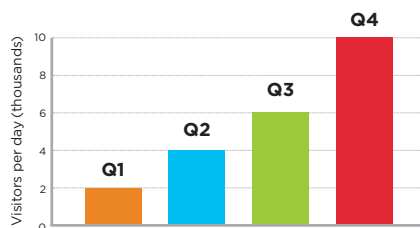
Leads don't get **hotter** than this.

### Our visitors

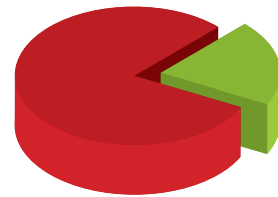
Google Analytics



80% CONSUMERS - 20% TRADE



UP TO **10,000** VISITORS A DAY



80% UK VISITORS

\*2015 Google Analytics

### Who we are



**Michael Hawkins**

The Toy Shop UK team is headed up by online specialist and toy fanatic, Michael Hawkins.

His 15 years in the web industry and 36 years monkeying around with toys ensures he knows a thing or two about promoting toy companies to online consumers.

### Testimonials

“ **Michael and the team** have ensured we've had consistently fabulous responses to promotions and we are delighted to be able to support their toy awards every year by entering our clients products. ”

**Julie Pittilla**  
Managing Director  
of Pittilla PR



“ I have worked with Toy Shop UK for many years now and always recommend that my clients get involved. Their reach is superb and they perfectly target our audience. We are delighted with the results their services provide. ”

**Lianne Bertelli**  
Managing Director  
of Bertelli Communications



## Let us promote your business

If you want to increase sales as well as awareness of your new products among independent toy retailers and consumers, we have packages that can help you achieve this. In addition to the services outlined below, we can also work with you or your PR agency on bespoke promotions.

## Some happy clients



### Enhanced Supplier Area

**Your business already has a basic presence in our directory – and now you can make it even better.**

Crank up your listing in 2016 and take advantage of the highly targeted traffic that we can send to your profile.



Website and social media links come as part of the package (as do image galleries, award wins, contact details and much more). Listings can be edited 24/7 via your dedicated online Admin Area. For a full list of features, just visit:

[toyshopuk.co.uk/enhanced](http://toyshopuk.co.uk/enhanced)

**Cost**  
£240 per annum

### Toy Competitions

**Every Friday we invite our readers to win some of the hottest toys on the planet.**

These competitions are promoted to 1000s of consumers via our website, social media followers and newsletter subscribers.



A typical competition can attract as many as 5000 entries, often many more in the lead-up to Christmas. Find out more about how you can take advantage here:  
[toyshopuk.co.uk/competitions](http://toyshopuk.co.uk/competitions)

| Spring | Summer | Autumn |
|--------|--------|--------|
| £50    | £100   | £150   |

### Independent Toy Awards

**Now entering their 8th year, our awards help suppliers get their products seen by both consumers and the trade.**

Voted for by independent toy retailers, our awards generate substantial exposure during crucial A/W shopping days.



Medals are awarded in 25 categories from traditional wooden to high-tech app. The entry process begins in August and winners are revealed in September.  
[toyshopuk.co.uk/ita](http://toyshopuk.co.uk/ita)

**Cost per entry** £100 *Discounts are available for multiple entries.*

## Come fly with us...



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[twitter.com/toyshopuk](https://twitter.com/toyshopuk)

# [www.toyshopuk.co.uk](http://www.toyshopuk.co.uk)

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