



Advertising Rates

2009/2010

About Mathilda's Market

Mathilda's Market is a national boutique shopping event showcasing small, exclusive retailers of gorgeous, unique, quality baby's and kids' merchandise.

Mathilda's Markets are held in Melbourne, Sydney, Brisbane, Perth and Canberra. In 2010 we will open our doors to Mathilda's Market in Hobart and Adelaide. They are pop up events – with approx. 3 to 5 Markets held in each state during the year.

The retailers at Mathilda's Market are handpicked to ensure exquisite products that are genuinely handmade or from a small production line.

Mathilda's Markets are held in stunning and exclusive locations such as St Ignatius College (Lane Cove) and Paddington Town Hall in Sydney, Brisbane Racing Club at Eagle Farm (Ascot), the Park Hyatt in Canberra and Hawthorn Town Hall and Caulfield Racecourse in Melbourne. Our events are much anticipated and our loyal following of fashion and brand conscious yummy mummies look forward to a day out of trend spotting, boutique shopping and latte sipping at Mathilda's Market throughout the year. It's a shopping event, a meeting point and a great morning out - a million miles away from big shopping centre and predictable retail formats. It's shopping heaven for mums.

Mathilda's Market shoppers come to our events because they are looking for something beautiful, unique, and most importantly non-mainstream for their kids. 'She' is an independent, savvy and discerning decision maker, who will not compromise on quality. 'She' prides herself on dressing her children in hip & new labels *before* the designer boutique stock them. They are the typical 25-45 AB profile, who have children under 12.

Visit us online: www.mathildasmarket.com.au

Who should advertise with us?

Mathilda's Market provides the perfect opportunity to promote your prestige brand to mothers, families and their children.

We offer an upmarket shopping experience, targeting brand conscious, yummy mummies. By promoting your brand through Mathilda's Market, you can benefit from the association with an exclusive shopping experience that mums love.

Our unique proposition is our ability to connect your brand face-to-face with our AB demographic of mums; in a shopping environment they love, when they are open to new ideas and new products. We have a loyal newsletter membership (over 7,000) and strong website visitation (average of 20,000 visitors p.m.).



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Our reach – our *offline* audience

In 2010 we expect the following market attendance:

- VIC: 5,500 attendance
- NSW: 5,500 attendance
- QLD: 5,500 attendance
- ACT: 4,000 attendance
- TAS: 4,000 attendance
- WA: 3,000 attendance
- SA: 3,000 attendance
- Total: Approx 30,000 attendance

Our reach – our *online* audience

As at December 2010, we have over 7,000 mums subscribed to receive our weekly e-newsletter. Our e-newsletter open rate is 45%, compared to an industry average of 24%.

Our website enjoys an average of 20,000 visitors per month.

We are ideally placed to offer a campaign for your brand that engages mums face to face, supported by an online promotion.

Advertising & Promotion Opportunities with Mathilda's Market

Website advertising

We invite you to advertise on Mathilda's Market website, either on the home page, content pages or on Mathilda's Show & Tell - the unique feature opportunity alongside our blog. The structure and design of www.mathildasmarket.com.au has a strict limit of advertisers, ensuring a prominent position and strong brand presence for our advertisers.

HOME PAGE

Specs

- Only one ad position on home page
- Rotating cube ads
- Animated up to 3 rotations
- 190 x 240
- 72 dpi jpg or gif, RGB
- Click through to nominated URL
- Price: \$330 (inc GST) per month
- Up to 2 ads rotating at any time
- To book email danielle@mathildasmarket.com.au



CONTENT PAGES

Specs

- Rotating cube ads
- Animated up to 3 rotations
- 130 x 130
- 72 dpi jpg or gif, RGB
- Click through to nominated URL
- Price: \$220 (inc GST) per month
- Up to 7 ads rotating at any time
- To book email danielle@mathildasmarket.com.au



eNewsletter advertising

We offer one advertising space in our weekly eNewsletter to our national customer database of 7,000 mums. Our eNewsletter open rate is 45%, which is well above the industry average of 20%. With a limit of one advertiser per email, this is a highly effective advertising option, with no clutter, no wastage, just 100% mums. Banner ad size: 700w x 100h.

- Price: \$330 (inc GST) – per newsletter
- To book email danielle@mathildasmarket.com.au



Brochure distribution

We can hand out brochures to everyone who attends Mathilda's Market. A great way of directly reaching your target audience. 100% reach, no wastage. This can be done at individual markets, by state, or nationally. The key to success is to offer a "call to action" for the recipient of the brochure, i.e. two for one if you show this brochure, or 40% discount if you show this brochure, etc. Make the recipient WANT to redeem/use the brochure to generate a stronger connection with your brand.

- Price: \$220 (inc GST) – per market distribution
- To book email danielle@mathildasmarket.com.au



Competitions

We offer companies the opportunity to run a competition on the Mathilda's Market website (www.mathildasmarket.com.au/competitions). This is an affordable way to increase brand awareness in general, or focus on a specific product (i.e. new launch), as mum's actively engage with the brand/product when they enter a competition. In addition, readers can also click to go to your website to find out more about your brand. Your competition information will include: Competition title (i.e. the offer), 150x150 image, 100 word blurb, company name, and link to your

nominated URL. Competitions run for four weeks and the competition page is always promoted in our eNewsletter.

- No charge to list competitions!
- Minimum value of donation required is \$200. This can be made up of one prize or a bundle of various prizes. Prizes to be dispatched from business direct, we will provide postal addresses of winners.
- To book email anne@mathildasmarket.com.au

Shared advertising

We have booked several full page advertising campaigns for 2010 (i.e. Shop 4 Kids, Studio Bambini, Real Living, etc). We 'ad share' these pages, i.e. businesses can feature one product shot, business name and website within our ad. There is a limit of 12 'ad share spots' per full page advertisement. Cost for ad sharing varies pending publication, but ranges around \$250, plus a \$40 artwork fee. Full page advertisements in these publications cost anywhere between \$4,000 to \$7,000. 'Ad sharing' is a clever and affordable means to be featured in these high profile magazines without the hefty price tag.

- Price: approx \$280 (inc GST) – per publication
- To register your interest, please anne@mathildasmarket.com.au



beautiful kids stuff
mathilda's market

Unique, Stylish. Beautiful kids stuff. That's what Mathilda's Market is all about. Everything is exquisitely and lovingly handmade, or comes from a small production line. And affordable. It's kids shopping heaven.

CherryAppleFarm.com.au	Beat on Your Beats	ToddlerLove	Homeschool Matters
Lad and Lass	Lee Plato	Toddler Love	Cherry Apple Farm
Mathilda's Market	Toddler Love	Mathilda's Market	Young Mums

BRISBANE Saturday, 17 April 2010 Brisbane Racing Club at Eagle Farm	MELBOURNE Sunday, 14 March 2010 Hawthorn Town Hall	HOBART Saturday, 27 March 2010 The Hobart Function and Conference Centre	SYDNEY Saturday, 06 March 2010 Rockingham Town Hall	CANBERRA Sunday, 27 June 2010 Park Hyatt Canberra	ADELAIDE Saturday, 06 March 2010 Loreto College, McKinnonville
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for sneak peek visit www.mathildasmarket.com.au

Sponsorship

We offer sponsorship opportunities annually for companies to promote their brand and products/service through Mathilda's Market. We will work with you to tailor your presence at our events, coupled with an online campaign - to get the very best, exclusive exposure for your brand. To inquire email anne@babykidsmarket.com.au or call Anne on 0407 059 087



For any advertising or sponsorship inquiries, please contact:

Danielle Eastick

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Email: danielle@mathildasmarket.com.au

With many thanks
Mathilda's Market
www.mathildasmarket.com.au