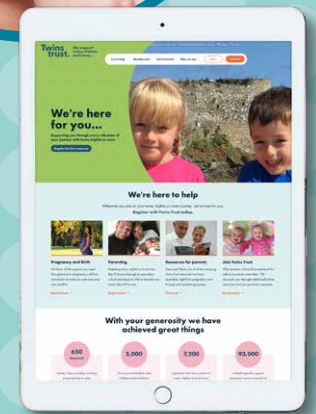


Twins trust.

We support twins, triplets and more...



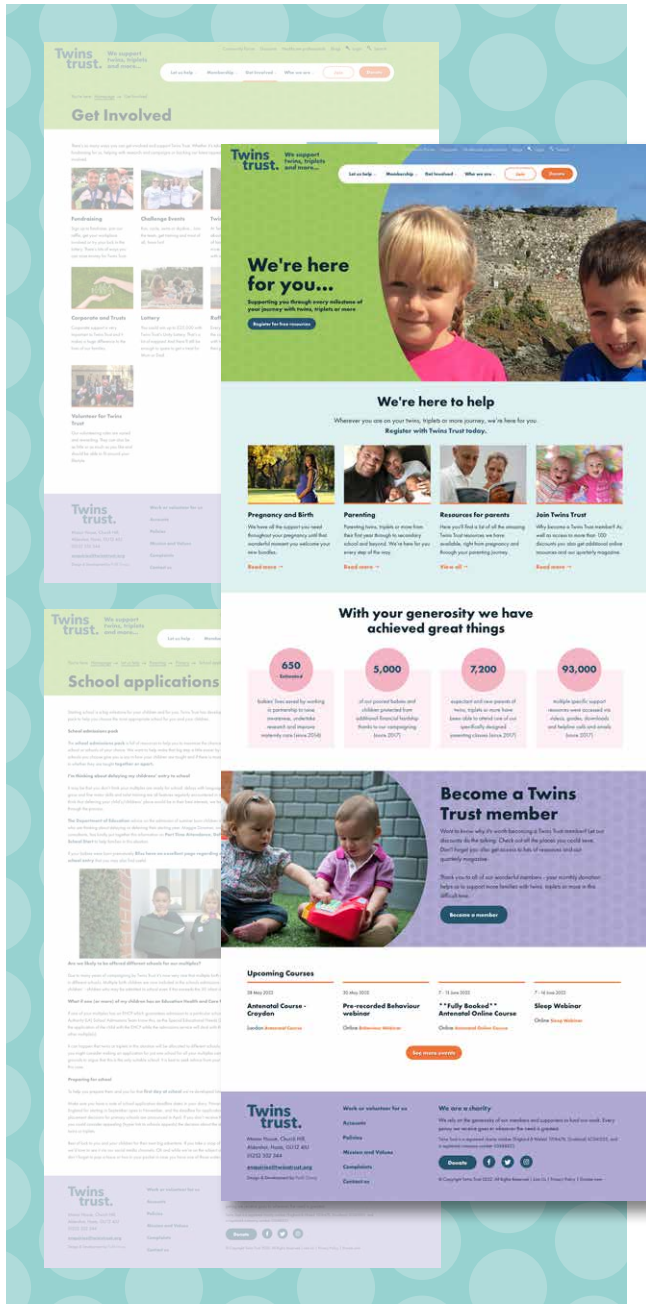
Advertising Pack

INTRODUCTION

If you sell baby or child-related products and/or your target market is children or families, Twins Trust can help you build your brand and increase your sales. Twins Trust is the only national charity supporting parents with twins, triplets or more. Our families buy double or triple of everything baby-related and child-related. They are also huge consumers of family-orientated holidays and activities, cars, financial products and childcare. Our membership collectively has huge purchasing

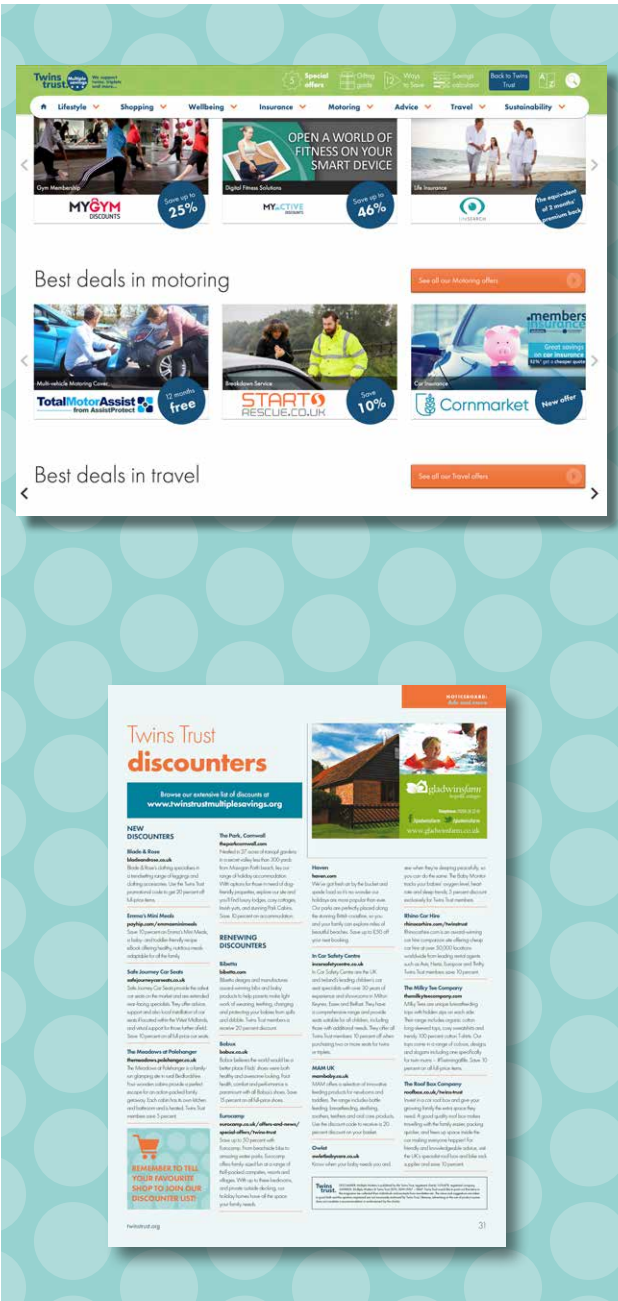
power that your company could tap into. You can advertise in our Multiple Matters magazine. In addition, we have a discounts scheme for our members where you can offer a discount on your products or services.

If you are interested in advertising with us or becoming a discounter please contact charlotteenever@twinstrust.org to discuss your specific requirements.



JOIN OUR DISCOUNTS SCHEME

Life with multiples can be very expensive. As a result, we give our members access to a wide range of discounts through our dedicated site, Twins Trust Multiple Savings. You can join our discounts scheme at one of the following levels and offer a discount on your products or services. The listing lasts for one year.



BRONZE	£120	<ul style="list-style-type: none"> • Discounter listing on twinstrustmultiplesavings.org • Listed on A-Z of discounters on twinstrust.org • Included as a new/renewing discounter in Multiple Matters • Included as a new/renewing discounter in Discounter email
SILVER	£600	<ul style="list-style-type: none"> • Discounter listing on twinstrustmultiplesavings.org • Listed on A-Z of discounters on twinstrust.org • Included as a new/renewing discounter in Multiple Matters • Included as a new/renewing discounter in Discounter email • 1 social media post • 1 full page advert in Multiple Matters
GOLD	£1800	<ul style="list-style-type: none"> • Discounter listing on twinstrustmultiplesavings.org • Listed on A-Z of discounters on twinstrust.org • Included as a new/renewing discounter in Multiple Matters • Included as a new/renewing discounter in Discounter email • 1 social media post • 4 full page adverts in Multiple Matters • Advert on website for full year

Prices exclude VAT

MULTIPLE MATTERS MAGAZINE

DESCRIPTION – the definitive national magazine for multiple birth families

FREQUENCY – quarterly

REACH – parents and expectant parents of multiple babies and children

CIRCULATION – 18,000+ (majority received as part of annual subscription, others include twins clubs & online registrants)

READERSHIP – 46,250

AUDIENCE – Parents and expectant parents of twins and higher order multiples, also professionals concerned with the care of multiples.

INFLUENCE – The multiple mum is often at the centre of attention, especially in the antenatal class, mother and baby group or play group. Her peers will even seek her opinion for parenting and product ideas. In joining Twins Trust, the readers of Multiple Matters have demonstrated their charitable commitment. In return, Twins Trust sets out to support them as they face the prospect of buying two, three or even more times the products required by singleton families.

Approx 10,800[†] sets of twins, triplets or more are born in the UK every year. Expectant parents will first touch base with Twins Trust's services as soon as they discover that they are carrying more than one baby. This usually happens at the three-month scan with the information passed onto them by their midwife. Multiple mums are always on the lookout for products to make their lives easier, they are hungry for information and are early to seek out new maternity, nursery and child products.

Twins Trust member demographics

- Aged between 24 and 44
- 77% work full/ part time as well as running the household. 23% are full time parents.
- Annual Household income is £50,000*
- Has two or more children under ten
- They are home owners and own one or more cars
- They are PC literate, and purchase online

*from Twins Trust membership survey in January 2022 (67% earn over 50K)

[†] Taken from ONS data from 2009 – 2019



PUBLICATION SCHEDULE

Currently on quarterly basis Publication Schedule

Spring (March)

Bookings: 31 December
 Finished PDFs: 15 January
 Distribution: first Monday in March

Summer (June)

Bookings: 31 March
 Finished PDFs: 15 April
 Distribution: first Monday in June

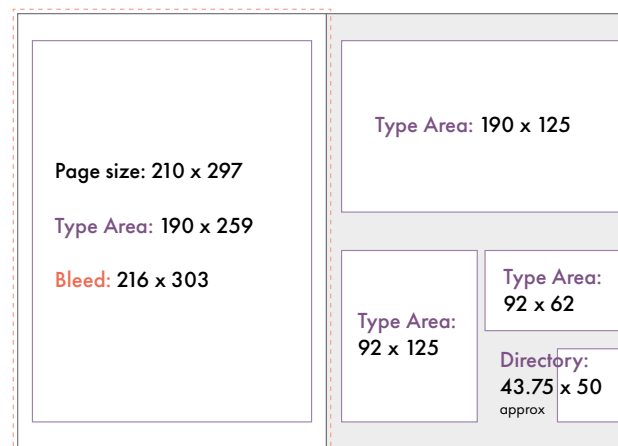
Autumn (September)

Bookings: 30 June
 Finished PDFs: 15 July
 Distribution: first Monday in September

Winter (December)

Bookings: 30 September
 Finished PDFs: 15 October
 Distribution: last Monday in November

Sizes in mm (w x h):



ARTWORK: All artwork to be supplied as a Press Ready PDF with fonts embedded. All photographs and illustrations to be converted to CMYK and 300 dpi and 3mm symmetrical bleed added where necessary. Artwork to be supplied via email or WeTransfer. Contact Charlotte Enever for further information email: charlotteenever@twinstrust.org

INSERTIONS: We can include your leaflet in with the mailing and make sure we target the right audience (by age, area) that your business needs. Contact us for a quote.

Advertising Rates

Prices are per advertisement, per issue when booking multiple issues at one time. Prices exclude VAT.

	SIZE	BLEED	RATE		
			1 ISSUE	2 ISSUES	4 ISSUES
Double page spread	420 x 297	3mm symmetrical	£1200	£1100	£1000
Inside front cover	210 x 297	3mm symmetrical	£900	£840	£780
Outside back cover	210 x 297	3mm symmetrical	£900	£840	£780
Full page	210 x 297	3mm symmetrical	£750	£690	£630
Half page (landscape)	190 x 125	n/a	£400	£360	£320
Quarter page (portrait)	92 x 125	n/a	£200	£180	£160
Eighth Page (landscape)	92 x 62	n/a	£120	£105	£90
Directory listing	43.75 x 50 (approx)	n/a	£60	£50	£45

TESTIMONIALS

“We’ve worked with Twins Trust for a number of years now, and the relationship has gone from strength to strength. The Twins Trust team understands our business goals and objectives, and provides us with helpful advice on how to maximise our listing to meet those goals. Our partnership has helped us raise the profile of our holiday parks and helped us to reach new audiences.”

Georgia Graham, Parkdean Resorts

“We started our partnership with Twins Trust well over 20 years ago. As parents of twins ourselves, we understand the challenges that families of multiples face when trying to squeeze everything into the car. We have products that parents of multiples need, and the Twins Trust have the parents, so it’s a very successful partnership!”

Lucy Gray, The Roof Box Company

“The Twins Trust partnership has always been a successful one for us here at Haven. We have worked with Twins Trust for a number of years now, and we always see a strong return on our investment. Each year we see a good number of new customers come through having seen our ad in Multiple Matters magazine or through online comms. The team at Twins Trust are great to work with and try to understand our business needs and how they can support us to get the most out of the partnership. Families are our business here at Haven, and it is clear that the same applies to Twins Trust which is great because it means we are all on the same page and trying to achieve the same goals.”

Emma Petre, Haven

OTHER OPPORTUNITIES & SPONSORSHIP PACKAGES

There are also opportunities to sponsor or advertise in our publications, factsheets and booklets. This is a great way to target your advertising directly to people interested in a particular topic. These are downloadable online and are also in print.

- Healthy Multiple Pregnancy Guide
- Preparing for Parenthood Guide
- Complications in Your Pregnancy Guide
- Bereavement Support Booklet
- Neonatal Guide
- Breastfeeding Guide
- PND: Perinatal Mental Health
- PND: Help from Family and Friends
- Your Journey with Triplets and Quads
- Safer Sleep Factsheet
- Sleep Top Tips
- Sleep Expectations Factsheet
- Play Booklet
- Individuality Factsheet
- Weaning Factsheet
- Potty Training Factsheet
- Together or Apart Guidance and Checklist
- Ready for School Factsheet

Other Sponsorships

- Website Sponsorship
- Annual Grand Raffle Sponsorship
- Challenge Events Sponsorship
- Twinline Sponsorship



ABOUT TWINS TRUST

Twins Trust is the only UK-wide charity dedicated to improving the lives and wellbeing of families with twins, triplets or more. Multiple birth families face unique challenges and we're there for them, every step of the way. With over 40 years' experience, we tailor our services to our families' needs. We offer support and information to parents and professionals, raise awareness, invest in research and campaign for the best possible outcomes for our families.

We also run specific support groups for parents of twins with Twin-to-Twin Transfusion Syndrome (a complication during pregnancy), lone parents, triplet families, parents of multiples with special needs and a Bereavement Support Group to support parents who have suffered loss from a multiple birth. All of this helps our families and babies to make them feel empowered and supported.



Twins Trust helps to tackle these issues by providing support in the following ways:

Twinline, our Freephone helpline, is open Monday – Friday (10am – 1pm and 7pm – 10pm)

Running multiple specific antenatal, breastfeeding and parenting courses

Social networking through our social media pages

Remote help through our Family Support Service

Research and campaigning

Producing leaflets and guides

Providing information on our website

Support network of more than 100 twins clubs throughout the country

Support from our Professional Referral Service

Breastfeeding peer support

TERMS AND CONDITIONS

- Advertisements must comply with the British Code of Advertising Practice.
- Final films or artwork shall be supplied by the advertiser or their agent. These charges will be at the rate agreed prior to publication. Complaints regarding reproduction of advertisements must be received in writing within one calendar month of publication. Artwork will be held for 12 months.
- The advertiser will indemnify the publisher fully in respect of any claim made against the publisher arising from the advertisement.
- Acceptance of advertisements is subject to the publisher's approval of the copy and to the space being available. Exclusivity of product or sector is not guaranteed unless expressly agreed. If copy instructions are not received by the stipulated time, the publisher cannot undertake to make corrections and the publisher reserves the right to repeat the most appropriate copy.
- The publisher reserves the right to refuse, amend, withdraw or suspend any advertisement at any time without assigning a reason for so doing and in this connection no claim on the part of the advertiser or advertising agent for damages or breach of contract shall arise. This includes non-payment of outstanding accounts.
- While every care is taken, the publisher will not be liable for any loss occasioned by late publication, failure of any advertisement to appear, or printers' errors.
- The publisher reserves the right to increase advertising rates at any time or to amend the terms of the contract as regards space or frequency of insertions. In such an event the advertiser has the option of cancelling the balance of the contract without surcharge. In no circumstances does the placing of an order confer the right to renew on similar terms.
- Accounts are payable 20 days from the date of the invoice and must be settled before insertion.

**Twins
trust.** We support
twins, triplets
and more...

Charity number 1076478
Scottish Charity Number SC041055
Company number 3688825.

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