

The new online NCT marketplace



Welcome to the new online NCT marketplace.

The NCT helps over a million mums and dads each year through pregnancy, birth and the early years of parenthood. The NCT offers antenatal and postnatal courses, local support and reliable information to help all parents.

The new online NCT marketplace will be promoted to over 1 million new parents each year with offers relevant to pregnancy and early parenting.

Pregnant & new mums are driven to the special marketplace section of the NCT website through the many NCT channels. 90,000 unique users per month already use the NCT website, and a link on every page will promote the new special offers section. Promotion will also come through Bumps & Babies magazine (570,000 circulation per year), New Gen magazine (82,000), eGen newsletters (40,000), branch newsletters (80,000) and all external advertising and e-newsletters (over 300,000).

If you are targeting pregnant or new mums, then you cannot afford to miss out on advertising on the new website.

You will receive an advert that can click through to an advertorial page or an online voucher on the NCT website, or straight to your website.

The screenshot displays the NCT website's marketplace section. At the top, the NCT logo is accompanied by the tagline "Supporting you to become the parent you want to be". Below this is a navigation menu with options: "Support us", "In your area", "Info centre", "NCT Professionals", "Position statements", "Background information", and "NCT Spokes". The main heading "Marketplace" is prominently displayed. Below the heading, there are six promotional offers arranged in a 3x2 grid:

- WIN A HOLIDAY FOR YOU & YOUR FAMILY**: A photo of a smiling child with a mouse cursor pointing at it.
- SAVE £15** on this digital camera worth £79.95: A photo of a silver digital camera.
- 10% OFF** any purchase in our shops or catalogue: A photo of a woman in a white dress.
- BUY ONE GET ONE FREE** SAVE £9.95. You name it - we label it!: A photo of various household cleaning products.
- 10% off your family holiday**: A photo of a family (two children and an adult) in a swimming pool.
- 2-FOR-1**: A photo of various household cleaning products.

Offers can include money off next purchase, a free prize draw, 2-for-1, free offers, or indeed any special offer. You will be able to change or update your offer each month.



Rate Card

Premium large ad*

(163 x 163 pixels – top two rows):
£68 per thousand unique users.
(Minimum 20k unique users: £1,360)

Premium ad*

(104 x 104 pixels – top four rows):
£42 per thousand unique users.
(Minimum 20k unique users: £840)

Ad*

(104 x 104 pixels – no guaranteed position):
£32 per thousand unique users.
(Minimum 20k unique users: £640)

Text Directory Listing*

(text beneath ads):
£16 per thousand unique users.
(Minimum 20k unique users: £320)

163 x 163 pixels



104 x 104 pixels



* Plus option of advertorial click-through page with up to 200 words and two photos.

Sponsorship: £2,000 per month (minimum 6 months) to include skyscraper/MPU advertising & up to three premium large ads.