



KIDDYCHARTS

Creative Media - Family and Education

ABOUT US



Helen Neale started KiddyCharts in Jan 2012 to offer resources and advice to parents, schools and kids. She has two kids, is a qualified digital marketer, having managed £10,000s in paid media budgets for a number of clients including Truprint, Channel Mum, and Talk to Mums. She loves Chocolate, and Lego, but hates waste.

KiddyCharts audience is loyal with a 29% bounce rate, female-focused (80%) and family orientated (2-11 years). They love entertainment, such as Toys, TV and movies, as well as value shopping, family travel, and cooking.

Parents and educators come to our site to entertain and educate their kids.

Jan 2022



80-100K

PAGE VIEWS A MON

An engaged audience of mums, dads, and educators

1.5M

REACH

Combined social media and annual page views for the site.

8.5K

ACTIVE SUBS

With a 21%+ open rate for our engaged subscribers



PINTEREST
530K



TWITTER
21.7K



FACEBOOK
18.2K



INSTAGRAM
5.8K

Social Enterprise

KIDDYCHARTS

KiddyCharts gets c. 80-100k page views in a month from parents; that's up to 4000 a day, carers and educators looking for info on products, parenting, family travel, recipes, and activities for kids. We believe creative media companies like ourselves are in a position to give back, and so we are a **social enterprise**, committing to give 51% plus of our profits to support charities.

We have a reach of over 1.1m a month for our Pinterest profile alone.

KIDDYCHARTS

WHAT CAN WE DO FOR YOU

We offer brands, PRs and agencies bespoke advertising services including:

- Sponsored content,
- Recipes,
- Paid media campaigns,
- Activity sheets, and printables,
- Giveaways,
- Reviews, and
- More.

Contact us and we'll create something for your goals
helen.neale@kiddycharts.co.uk



OUR CREATIVITY

WHAT MAKES US DIFFERENT

We can tailor our services to your needs, and have experience reaching out to both parents and educators to find the audience that YOU want, wherever they are.

Whether on mobile, app, or desktop, we have the means to spread your brand message in whatever format you like.

We've worked with brands like Learning Resources, Orchard Toys, My Living World, various tourists boards, Graham's Family Dairy, and many others.

Why not drop us a line to find out more?
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So What?

KINDNESS IS
EVERYTHING

APP LAUNCHED
2021

KiddyCharts is a Social Enterprise; one of only a handful in the media sector in the UK. With our focus on mindfulness and wellbeing (Helen Neale, the editor is a Level 4 CPCAB Student Counsellor and member of the BACP), mental health and kindness is at the heart of everything we do.

We want to help kids, and our resources and campaigns try to focus on supporting, and kindness whenever possible.

Kindness is a core value for our company. Every child deserves to become the best they can be. We are here to help ease their journeys, and support parents and teachers everywhere.