



# 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 neurodivergent kids, is a **qualified digital marketer and counsellor**, is neurodivergent herself. She has managed £10,000s in paid media budgets for a number of organisations including Truprint, Channel Mum, and Talk to Mums. She loves Chocolate, and Lego, but hates waste.

KiddyCharts audience is loyal with a 30% 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 KiddyCharts to entertain, educate, and support their kids, including with their mental health.

Jan 2024



80-120K

PAGE VIEWS A MON

An engaged audience of mums, dads, and educators

1.8M

REACH

Combined social media and annual page views for the site.

8.5K

ACTIVE SUBS

With a 35%+ open rate for our engaged subscribers



PINTEREST  
530K



TWITTER  
22.3K



FACEBOOK  
18.2K



INSTAGRAM  
5.8K

*Social Enterprise CIC*

KIDDYCHARTS

KiddyCharts gets c. 80-120k page views in a month from parents, with **nearly 1 million pages viewed** in 2023; 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 **Community Interest Company social enterprise**, committed to giving 51% plus of our profits to support charities.

# 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?  
helen.neale@kiddycharts.co.uk



COPING WITH ANXIETY  
FLASHCARDS FOR KIDS

*So What?*

KINDNESS IS  
EVERYTHING

WHY NOT GET IN  
TOUCH NOW?

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 neurodivergent-affirming counsellor and member of the BACP. She is studying for an MSc in Autism and other neurodevelopmental conditions too. 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 be given autonomy and empowered to be the best they can be. We are here to help ease their journeys, and support parents and teachers everywhere.