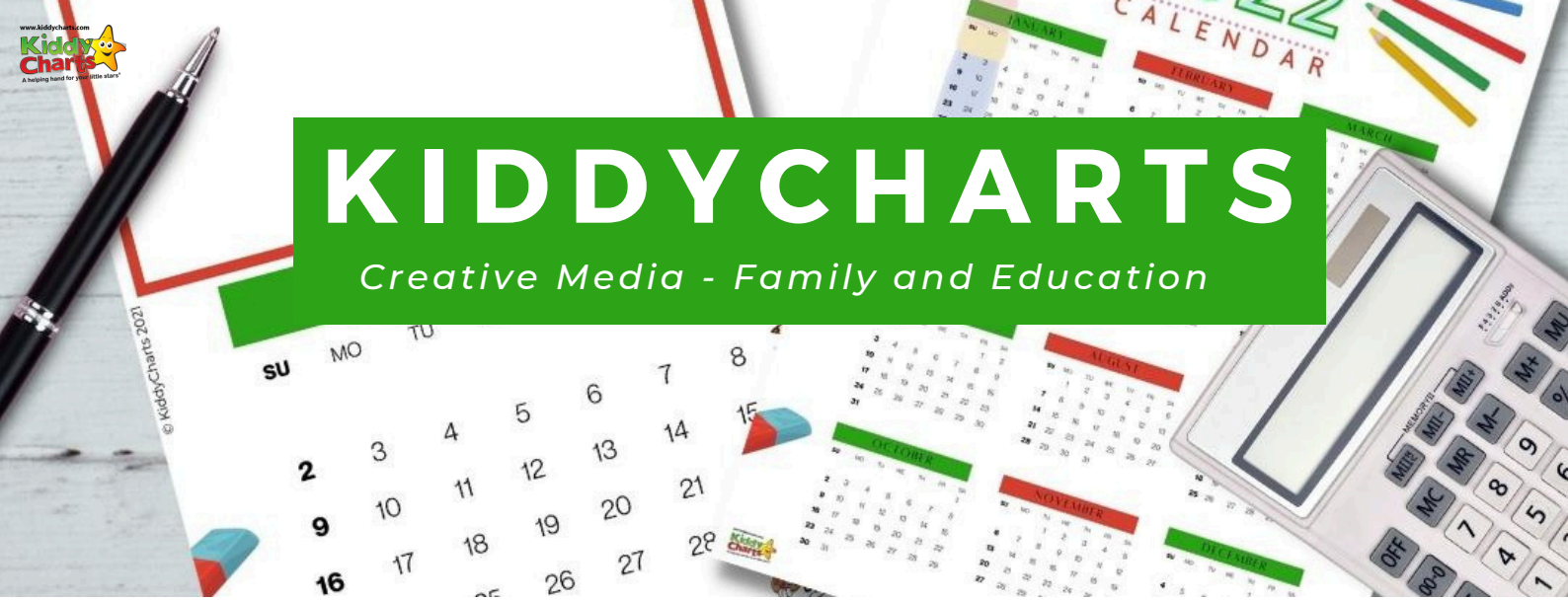

KIDDYCHARTS

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** and **therapist.** She has managed £10,000s in paid media budgets for clients including Truprint, Channel Mum, and Talk to Mums. She loves Chocolate, and Lego, but hates waste, and now supports kids and adults as a neurodivergent counsellor as well as running this site.

KiddyCharts audience is loyal with a 37% 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.

Jun 2026

30K

PAGE VIEWS A MON

An engaged audience of mums, dads, and educators

800K

REACH

Combined social media and annual page views for the site.

4.5K

SUBS

WIth a 52%+ open rate, and a 4% click to open rate for subs

PINTEREST
527K

TWITTER
20.9K

FACEBOOK
16K

INSTAGRAM
5K

Social Enterprise

KIDDYCHARTS

KiddyCharts gets c. 30k page views in a month from parents; that's up to 1000 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**, committed to give 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

So What?

KINDNESS IS EVERYTHING

DOWNLOAD OUR APP TOO!

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 qualified 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.