



# **Toyology**

**The leading website for Toy news and reviews**

**Media Pack**

## Toyology – A background

Set up in 2007 by Peter Jenkinson, one of the UK's leading technology journalists, Toyology.co.uk saw a gap in the market for an authoritative yet highly entertaining website covering the toy market. Now employing a number of additional writers with a wealth of wit and qualifications to boot, the team was responsible for attracting an impressive 55,000 plus unique visitors in May, over 110k for June and tipped the 250k mark in July.

## Editorial Excellence

Far from sitting back and waiting on press releases to drop in we're a team of pro-active individuals constantly searching those exclusive announcements, attending all the industry-related events and trawling the vast expanse of the internet to bring entertaining, enlightening and grin-inducing copy and content. It isn't just about words, we're big on producing videos too to add an extra dimension to the stories we write.

## News, Reviews and Interviews

From the latest hot toy releases and in-depth reviews of products to chatting with celebrities and industry movers and shakers, the range of content on-site is unrivalled. It is this breadth of content together with our unique style of delivery that ensures companies want us to be the first to share their news, gets celebrities on-board and lead to readership numbers that we're really proud of.

## Data

Our audience split is 72% UK, 18% European and the rest split between the US and Asia.

## Attracting and Increasing

Our growth can be credited to outstanding content, smart use of SEO, and our tireless pursuit of free publicity for the site. Currently Toyology.co.uk have a radio slot on Fun Kids Live radio, appear regularly on The Gadgetshow and Sky News as experts and appear in print across a wide range of media from The Sun, Daily Star and Loaded magazines to WIRED and The Telegraph. We've plenty of irons in the fire for this year that'll see our visitor numbers soar further skyward. Never has there been such an ideal time to absorb the ad rates below and get in touch, these figures are based on our April data and we're eager to welcome you on board.

## Rate Schedule

Leaderboard	-	728 x 90	-	£850 per month
Full Banner	-	468 x 60	-	£400 per month
Half Banner	-	234 x 60	-	£250 per month
Square Button	-	125 x 125	-	£250 per month
Skyscraper	-	120 x 600	-	£400 per month
Wide Skyscraper	-	160 x 600	-	£500 per month
Micro Bar	-	88 x 31	-	£100 per month
Home Page Sponsorship	-		-	£1200 per month
Category sponsorship -	-		-	£200 per month – full banner at top of category
Combinations of the above	-		-	£POA

## Advertorial

Creation of dedicated pages with link through from our home page to offer in-depth coverage on new product launches are available and we'd love to work with you on these, contact us for more information.

## Booking periods

A minimum booking period of two months applies with the following block discounts :

Six-months	-	10%
12 months	-	15%

## Payment

We'd love to do it all for free but alas we do get hungry and must clothe ourselves so Invoices for the full amount will be issued up front with a 30 day due date.

## Please Get in touch

If you've a story or product you think merits a place on our site it's [holly@toyology.co.uk](mailto:holly@toyology.co.uk)

If you'd like to discuss advertising options for your brands and products it's [peter@toyology.co.uk](mailto:peter@toyology.co.uk)

If you can't wait to absorb the great content and give your step a spring, add some lead to your pencil or take a trip down memory lane it's [www.toyology.co.uk](http://www.toyology.co.uk)

