Introduction

If you sell baby-related products and/or your target market is children or families, the Twins and Multiple Births Association (Tamba) can help you build your brand and increase your sales. Tamba is the only national charity supporting parents with twins, triplets or more.

Our families buy double or triple of everything baby-related and child-related. They are also huge consumers of family-orientated holidays and activities, cars, financial products and childcare. Our membership collectively has huge purchasing power that your company could tap into.

We can offer some fantastic cross-media advertising packages to suit your marketing budget.

You can advertise in the following;

- **Multiple Matters magazine** (readership of 38,000)
- **Website** (50,929 visitors and 58,058 visits per month)
- **Tamba Talk** (monthly e-newsletter) (circulated to 31,000 members & non members)

If you are interested in placing a single advert or an advertising package combining a number of different media across the year please contact LucieWigley@tamba.org.uk to discuss your specific requirements.
The Multiple Matters Magazine

Description – the definitive national magazine for multiple birth families

Frequency – quarterly

Reach – parents and expectant parents of multiple babies and children

Circulation – 15,000* (majority paid as part of annual subscription, others include twins clubs & online registrants)

Readership – 38,000**

Audience – Parents and expectant parents of twins and higher multiples, also professionals concerned with the care of multiples.

Influence – The multiple mum is often at the centre of attention, especially in the antenatal class, mother and baby group or play group. Her peers will even seek her opinion for parenting and product ideas.

In joining Tamba, the readers of Multiple Matters have demonstrated their charitable commitment. In return, Tamba sets out to support them as they face the prospect of buying two, three or even more times the products required by singleton families.

Approx 11,500 sets of twins, triplets or more are born in the UK every year. Expectant parents will first touch base with Tamba’s services as soon as they discover that they are carrying more than one baby. This usually happens at the three months scan with the information passed onto them by their midwife.

Multiple mums are always on the look out for products to make their lives easier, they are hungry for information and are early to seek out new maternity, nursery and child products.

Who reads Multiple Matters?

- She works part time as well as runs the household
- She is under 40
- Annual Household income is £50,000***
- Has two or more children under ten
- They are home owners and have two cars
- They are PC literate, and purchase online

*derived from Tamba’s database
**based on 2.5 circulation figure
***from ‘Tamba’s Future 2014’ Survey in 2010 (42% earn over 50K)
Publication schedule

Currently on quarterly basis

**PUBLICATION SCHEDULE**

**SPRING (MARCH)**
- Bookings: 31 December
- Finished PDFs: 15 January
- Distribution: 1st Monday in March

**SUMMER (JUNE)**
- Bookings: 31 March
- Finished PDFs: 15 April
- Distribution: 1st Monday in June

**AUTUMN (SEPTEMBER)**
- Bookings: 30 June
- Finished PDFs: 15 July
- Distribution: 1st Monday in September

**WINTER (DECEMBER)**
- Bookings: 30 September
- Finished PDFs: 15 October
- Distribution: 1st Monday in December

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**Advertising Rates**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>BLEED</th>
<th>1 ISSUE</th>
<th>2 ISSUES</th>
<th>4 ISSUES</th>
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<tbody>
<tr>
<td>Double Page Spread</td>
<td>420 x 297</td>
<td>3mm Symmetrical</td>
<td>£1200</td>
<td>£1100</td>
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<tr>
<td>Inside Front Cover</td>
<td>210 x 297</td>
<td>3mm Symmetrical</td>
<td>£900</td>
<td>£840</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>210 x 297</td>
<td>3mm Symmetrical</td>
<td>£900</td>
<td>£840</td>
</tr>
<tr>
<td>Full Page</td>
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<td>3mm Symmetrical</td>
<td>£750</td>
<td>£690</td>
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<td>£360</td>
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<td>£180</td>
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<tr>
<td>Eighth Page (landscape)</td>
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<td>Directory Ad (landscape)</td>
<td>60 x 44</td>
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<td>£60</td>
<td>£50</td>
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**ARTWORK:** All artwork to be supplied as a PDF with fonts embedded. All photographs and illustrations to be converted to CMYK and 300 dpi and 3mm. Symmetrical bleed added where necessary. Artwork to be supplied on disc or via email. Contact Lucie Wigley for further information Email: LucieWigley@tamba.org.uk

**INSERTIONS:** We can include your leaflet in with the mailing and make sure we target the right audience (by age, area) that your business needs. Contact us for a quote.
The Website
www.tamba.org.uk

Description – the definitive website for multiple birth families

Visits: 58,048 per month*
Unique Visitors: 50,929 per month*

Audience - Tamba’s website audience are parents and expectant parents of twins and higher multiples, also professionals concerned with the care of multiples. The website is open to both Tamba members and non members with some areas requiring a membership log in.

How do parents find out about Tamba
Expectant parents of multiples should receive information about Tamba from their sonographer, doctor, health visitor or midwife. This leads to visiting Tamba website and downloading one of our free booklets - the Healthy Multiple Pregnancy Guide, Neonatal Guide, Twin to Twin Transfusion Guide, Preparing for Parenthood Guide and accessing our specialist information.

Breakdown of the site - The website can provide an extremely targeted advertising tool to companies as it is broken down into the parenting stages.

Website pages available to advertisers
• Home Page
• Pregnancy: Expecting more than 1 – Birth and After
• Parenting: 1st Year – Preschool – Primary School – Older multiples
• In Your Area: Twins Clubs – Northern Ireland – Scotland
• Courses: Practical Preparing for Parenthood – Antenatal Courses – Second Timers Antenatal Courses – Breastfeeding Courses – Parenting with Multiples in Mind
• Get Involved
• Support

*figures from Google analytics March 2013

Advertising Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Time</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Home Page</td>
<td>max 288 pix wide</td>
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<tr>
<td>Targeted Page</td>
<td>max 222 pix wide</td>
<td>2 months</td>
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ARTWORK: All artwork to be supplied as a JPEG or GIF files. Artwork to be supplied on disc or via email. Longer periods can be quoted on request contact LucieWigley@tamba.org.uk

Prices are per advertisement. Prices exclude VAT.
E-Newsletter – Tamba Talk

**Description** – the definitive e-newsletter for multiple parents

**Frequency** – Monthly

**Circulation** – 31,000 Tamba members, non members who’ve registered their interest with us, twins clubs, professionals.

**Audience** – expectant parents of twins or higher multiples and professionals concerned with the care of multiples.

**Content** – news, campaign updates, parenting course dates, discounts, events, fundraising, top tips & parenting surveys.

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<table>
<thead>
<tr>
<th>SIZE</th>
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<tbody>
<tr>
<td>300 x 211 pix</td>
<td>1 issue</td>
<td>£80</td>
</tr>
<tr>
<td></td>
<td>3 issues</td>
<td>£60</td>
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**DESIGN:** If you are keen to advertise but don’t have any artwork available, we can help. You supply the wording/or images you wish to include and we will create a professional advert. Please contact LucieWigley@tamba.org.uk for rates and further details.

**GET IN TOUCH:** LucieWigley@tamba.org.uk
Advertising testimonials

The Tamba partnership has always been a successful one for us here at Haven. We have worked with Tamba for a number of years now, and we always see a strong return on our investment. Each year we see a good number of new customers come through having seen our ad in Multiple Matters magazine or through online comms.

The team at Tamba are great to work with and try to understand our business needs and how they can support us to get the most out of the partnership. Families are our business here at Haven, and it is clear that the same applies to Tamba which is great because it means we are all on the same page and trying to achieve the same goals.

Emma Petre - Haven

Polarn O. Pyret have been working with Tamba since our UK retail launch in 2006, as we needed a way of identifying customers who have multiples in order to extend appropriate and continuous offers to them. Good responses to ads and competitions reflect the highly engaged readership, and in 2012 we trialled inserts into the Multiple Matters magazine with pleasing initial results.

Jo Nilsson – Polarn O Pyret

Coombe Mill are delighted to advertise with TAMBA. Their members seem to engage with the organisation and follow up on adverts which for us, has led to increased bookings for our holidays. Many of our TAMBA visitors come back to us time and time again making those bookings even more valuable.

Our working relationship with TAMBA is both friendly and professional and I would recommend them if you have a relevant product to advertise.

Fiona Cambouropolous
Coombe Mill Family Farm Holidays

Twins and Multiple Births Association (Tamba) | Tel: 01483 304442 | www.tamba.org.uk
Advertising: LucieWigley@tamba.org.uk
Other Opportunities & Sponsorship Packages

There are also opportunities to sponsor or advertise in our publications, factsheets and booklets which cover a whole range of topics. This is a great way to target your advertising directly to people interested in a particular topic. These are downloadable online and are also in print.

**Booklets**
- Members’ Handbook and Membership Folder
- Healthy Multiple Pregnancy Guide
- Preparing for Parenthood
- Breastfeeding more than One
- Neonatal Guide
- Twin to Twin Tranfusion Syndrome Guide
- Play
- First Year
- Two Three and Four Years

**Presentation also available for download**
- PND
- Primary School
- Older Multiples

**Factsheet Sponsorship**
- Multiple Births
- Sleep
- Dealing with Differences
- Managing Behaviour in Multiples
- Being a father of Multiples
- Development in Multiples
- Enhancing Individuality
- Family Relationships
- Good Enough Parenting of Multiples
- Multiples and Money Matters
- Potty Training Multiples
- Travelling with Multiples
- Weaning Multiples
- Play with Multiple Babies and Toddlers
- Starting School

**Other Sponsorships**
- Website Sponsorship
- Annual Grand Raffle Sponsorship
- Challenge Events Sponsorship
- AGM Family Event Sponsorship
- Twinline Sponsorship

**Cause Related Marketing**
86% of consumers agree that when price and quality are equal they are more likely to buy a product associated with a worthy cause. Why not increase your sales and raise money for Tamba at the same time? For more information visit http://www.tamba.org.uk/CauseRelatedMarketing or contact ShelleySmith@tamba.org.uk

For sponsorship and cause related marketing enquiries contact ShelleySmith@tamba.org.uk

**Current sponsors include:** AbbVie, Mothercare, Medela, Morrick, Snoozeshade, Tots to Travel
About Tamba (Twins and Multiple Births Association)

Set up in 1978 Tamba is the only UK-wide charity dedicated to improving the lives and well-being of families with twins, triplets or more. Around 11,000 twin births occur each year, with around 200 triplet births and a handful of higher order births. These numbers have been on the increase since 1980.

Representing 12,000 multiple birth families and 180 local clubs in the UK, Tamba provides help and support to both parents and professionals to meet the unique challenges that multiple birth families face.

The prospect of having twins, triplets or more can be daunting for parents. They’ll have so many questions and will require emotional and practical support to prepare them for the challenges they may encounter. Many multiple birth mothers are at greater risk of complications during pregnancy, there is a higher incidence of the babies being born prematurely and multiple birth mothers are twice as likely to have post-natal depression than a mother of one baby.

Tamba helps to tackle these issues by providing support in the following ways:

- Twinline our Freephone helpline, which is open 365 day a year
- Producing leaflets and guides
- Running multiple specific antenatal, breastfeeding and parenting courses
- Providing information on our website
- Social networking through our website noticeboard and social media pages
- Support a network of 180 twins clubs throughout the country
- Support at home
- Research and campaigning

We also run specific support groups to help parents of twins with Twin to Twin Transfusion Syndrome (a complication during pregnancy), Lone Parents, Triplet families, parents of multiples with Special Needs and a Bereavement Support Group to support parents who have suffered a loss from multiple birth.

All of this helps to reduce post-natal depression, hopefully save little lives and ultimately make the families and babies we support happier and healthier.

Terms and conditions

- Advertisements must comply with the British Code of Advertising Practice.
- Final films or artwork shall be supplied by the advertiser or his agent. These charges will be at the rates agreed prior to publication. Complaints regarding reproduction of advertisements must be received in writing within one calendar month of publication. Artwork will be held for 12 months.
- The advertiser will indemnify the publisher fully in respect of any claim made against the publisher arising from the advertisement.
- Acceptance of advertisements is subject to the publisher’s approval of the copy and to the space being available. Exclusivity of product or sector is not guaranteed unless expressly agreed. If copy instructions are not received by the stipulated time, the publisher cannot undertake to make corrections and the publisher reserves the right to refuse the most appropriate copy.
- The publisher reserves the right to refuse, amend, withdraw or suspend any advertisement at any time without assigning a reason for so doing and in this connection no claim on the part of the advertiser or advertising agent for damages or breach of contract shall arise. This includes non-payment of outstanding accounts.
- While every care is taken, the publisher will not be liable for any loss occasioned by late publication, failure or any advertisement to appear, or printers’ errors.
- The publisher reserves the right to increase advertising rates at any time or to amend the terms of the contract as regards space or frequency of insertions. In such an event the advertiser has the option of cancelling the balance of the contract without surcharge. In no circumstances does the placing of an order confer the right to renew on similar terms.
- Accounts are payable 20 days from the date of the invoice and must be settled before insertion.