

the Green Parent



"It's more than a magazine, it's a way of life"

ABOUT US

Raising kids with conscience for over 20 years

The Green Parent is a family-led brand with a committed and loyal audience across all our platforms.

We are dedicated to bringing the message of natural parenting to life in a fun, inspirational way.

From our launch in 2002 to present day we've grown into a household name. The Green Parent has been featured on TV and in media across the world. Today you can pick up a copy in WH Smiths, newsagents, independent health food stores, select supermarkets and worldwide through our digital editions.



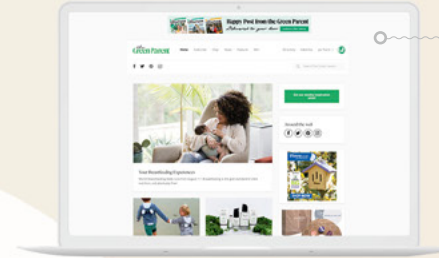
OUR BRAND

THE GREEN PARENT PRINT & DIGITAL FAMILY

BI-MONTHLY MAGAZINE

Now over 100 issues young, The Green Parent has grown to become a household name and a go-to resource for parents worldwide seeking support to raise kids with conscience and live a natural family lifestyle

READERSHIP 50,000+



WEBSITE

The hub of The Green Parent digital world, thegreenparent.co.uk hosts thousands of articles spanning 15 years, a green directory and lush competitions

150,000 PAGE VIEWS PER MONTH

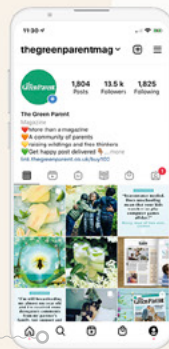
DIGITAL EDITIONS

Our digital editions are read all over the world on phones, tablets and desktop. Available through Exact Editions, Readly, Zinio and our own branded App

5,000 UNIQUE READERS PER ISSUE



COMBINED MONTHLY REACH 250,000+



NEWSLETTER

A weekly resource for parents crammed with stories to read films to watch and things to do with families

15,000 SUBSCRIBERS EACH WEEK

SOCIAL MEDIA

Active, vibrant channels spanning Instagram, Facebook, Pinterest and Twitter, with daily posts and IG Live broadcasts

50,000+ COMBINED FOLLOWERS

AWARDS

Our industry recognised annual Natural Beauty Awards, Toy awards and Family Travel Awards celebrate the very best in each industry.



SUPPLEMENTS

Annual supplements appear in four issues every year and include the Natural Beauty Bible, Family Holiday Guide, Alternative Schools Guide and Christmas Gift Guide. They provide targeted advertising opportunities and are free to download for even greater reach

CONTENT PILLARS

AGES & STAGES



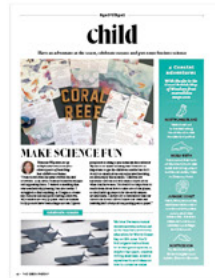
BABY

From pregnancy through to birth and beyond, The Green Parent gently guides families through the first stages of becoming a new parent



TODDLER

With tips from experts and products to support development plus articles to make the most of this precious and fun filled stage



CHILD

Focused on education in childhood this section covers books, games and resources to encourage a love of learning at home or school



TEEN

Insightful articles on supporting teenagers with communication, mental health and physical changes. Plus showcasing the eco warriors of the future



WELLBEING

Featuring the best beauty products, natural health advice from experts plus articles on alternative treatments and therapies for the whole family



HOME

Products and ideas to promote a natural family home, from gardening to self sufficiency. Plus family homes around the world and how they live



EAT

A section dedicated to healthy, seasonal vegetarian and vegan recipes for the whole family; plus new products, reviews and places to eat together



EXPLORE

Holidays are true family time; we promote creating long lasting memories by finding the best places to stay, things to see and activities to do



OUR READERS

- Female, aged between 25-45
- Has two children aged between 0-13
- Loyal and committed, she has been reading the magazine for over 5 years and keeps all copies as a vital parenting resource
- She believes in eco tourism and holidays regularly in UK & abroad
- She trusts The Green Parent and regularly purchases from our print and online advertisers
- She is passionate about green living and regularly chooses organic and fairtrade products
- She does not read any other parenting magazines

DISPLAY ADVERTISING

Creating the biggest and best impact for your brand with four size options to choose from: Quarter page, Half page, Full page or DPS

BAMBINO MERINO
super soft, responsibly sourced merino wool and organic cotton baby clothing items for a safer, better quality sleep. 10% off with code **SHUGBERRY**

3 simple swaps!
1. Washable Cloth Wipes
2. Eco-friendly nappies
3. Smelly Proof Diapers

50 Years of Educational Games and Jigsaws
Old MacDonald Lotto
Jumble Jungle

close contact
Wishing Shoes is a young Green brand specialising in ethically produced natural footwear for the whole family. Designed to last and be the most sustainable choice with natural materials. Wishing aims to reconnect people with their environment. Ready for a wild adventure with over 1000+ different styles Green Parent reader will love a perfect package including Wishing Laundry hand-inked cotton socks about 7.50 per pair in your choice of the 'pig' colour. Learn more about Wishing products and the concept behind them: www.wishing-shoes.com

Pigeon
Our Earth isn't inherited from our elders, it's borrowed from our children.

GREEN PARENT MARKET
Welcome to the new marketplace for all things and to nearly thousands of green products from the Green Parent Market. 100% natural, organic, vegan and non-toxic. 10% off with code **SHUGBERRY**

Eco Tests
Eco-friendly, ethical and sustainable that's what Eco Tests stands for. Eco Tests have tested over 1000 products to help you make the most informed choice. Visit www.ecotests.co.uk for more information.

ORGANIC
SIBSANT certified natural sugar and chocolate porridge that's safe for babies and toddlers. 10% off with code **SHUGBERRY**

Balade en Provence
Balade en Provence creates beautiful, certified organic, vegan and non-toxic solid baby soap. Visit www.balade-provence.com

Altered Apparel
Altered Apparel is a British-made, ethically sourced brand with a strong focus on sustainability. Visit www.alteredapparel.com

Daisy Tree Baby Boutique
The thought of a new addition to the family is the inspiration behind the name Daisy Tree. We are a family-run independent shop that focuses on safe and beautiful products that are ethically and sustainably sourced. Visit www.daisytreebabyboutique.co.uk

Catkin Toys
Catkin Toys operates a non-toxic and ethically sourced toy for children. From outdoor adventure toys to indoor toys, Catkin Toys has everything you need for your child's playtime. Visit www.catkintoy.com

Bizbee Jewellery
An alternative ethical approach to help retailers promote the benefits of natural and ethically sourced jewellery. Visit www.bizbeejewellery.co.uk

GREEN PARENT MARKET
Welcome to the new marketplace for all things and to nearly thousands of green products from the Green Parent Market. 100% natural, organic, vegan and non-toxic. 10% off with code **SHUGBERRY**

Embrace Baby Skincare
Embrace your baby's healthy skin with our clean, natural, vegan baby skincare. Visit www.embracebaby.com

Green Parent competitions
Win these fantastic prizes

WIN
Mum & Baby Skincare survival kit (worth £29.99 each)
Loved by over 10,000 of our Mum & Baby Skincare readers, each kit contains a full range of our most-loved products. 100% natural and made with love from the UK. Includes: cleanser, toner, moisturiser, eye cream, lip balm, and more. Visit www.greenparent.com to learn more.

WIN
100% natural Deluxe Facial Skincare Gift Set and Cosmetic Bag
Make us giving over one of our beautiful Deluxe Facial Skincare Gift Sets (worth £29.99 each) plus a matching tote bag. The set includes: Cleanser, Toner, Moisturiser, Eye Cream, Lip Balm, and more. Visit www.greenparent.com to learn more.

COMPETITIONS

A highly popular choice for building brand awareness and acquiring new devoted customers. All competitions are published in print, on our website and through our social media channels giving a huge reach to a campaign over a two month period

GREEN PARENT ADVERTORIALS

We work closely with advertisers to showcase products and brands in a way we know our audience will love, through beautiful design and engaging layout

the Green Parent
It's Not Bad Behaviour
Nourish Yourself Today
Lifts Learning
Activist MAMA
Raising Kind Kids

WORLDWIDE CUSTOMERS
All web links in the magazine and in display adverts* can be tapped to open in a browser using our digital editions with Readly, Zinio and Exact Editions

“Waste-not” for your whole family
By Karl Sheerman founder of frozen baby food for babies. Visit www.sambolco.co.uk

Beat the 'back-to-school bugs'
Back-to-school is more than just classroom learning and playground fun. It means close proximity and sharing germs. In the stress and commotion of buying back to school essentials, we can easily forget about the ever-lasting germs in the classroom. In fact, studies suggest that classroom germs can survive on surfaces for up to 72 hours! But there are things that parents can do to help support their little one's immunity so they can beat the school bugs.

Back to school shopping list:
 Stylish new lunch bag
 Cleanly new set of stationery
 Fully new school bag
 Protection against school bugs

*Artwork must be saved as a PDF and the link embedded as text and not an image

DIGITAL

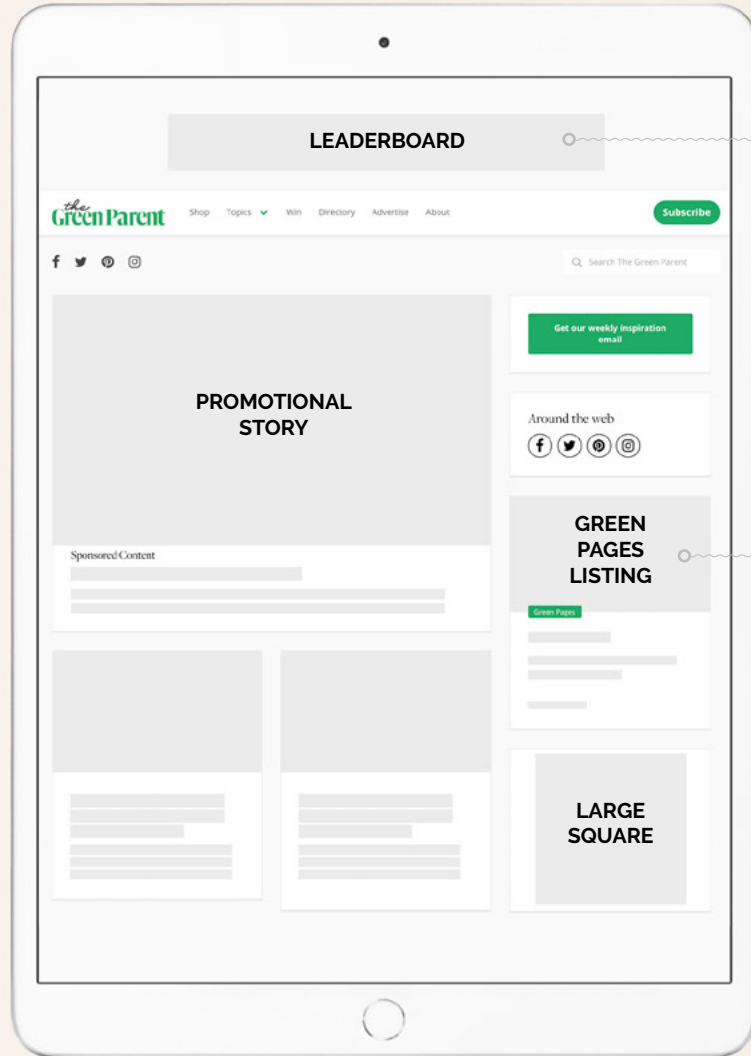
WEBSITE

The home of the Green Parent is the go-to destination for parents seeking advice and inspiration

the
Green Parent

NEWSLETTER

Our weekly newsletter is packed with things to do for families and has a high open and ctr



DISPLAY ADS

A range of sizes available to suit any budget

SPONSORED CONTENT

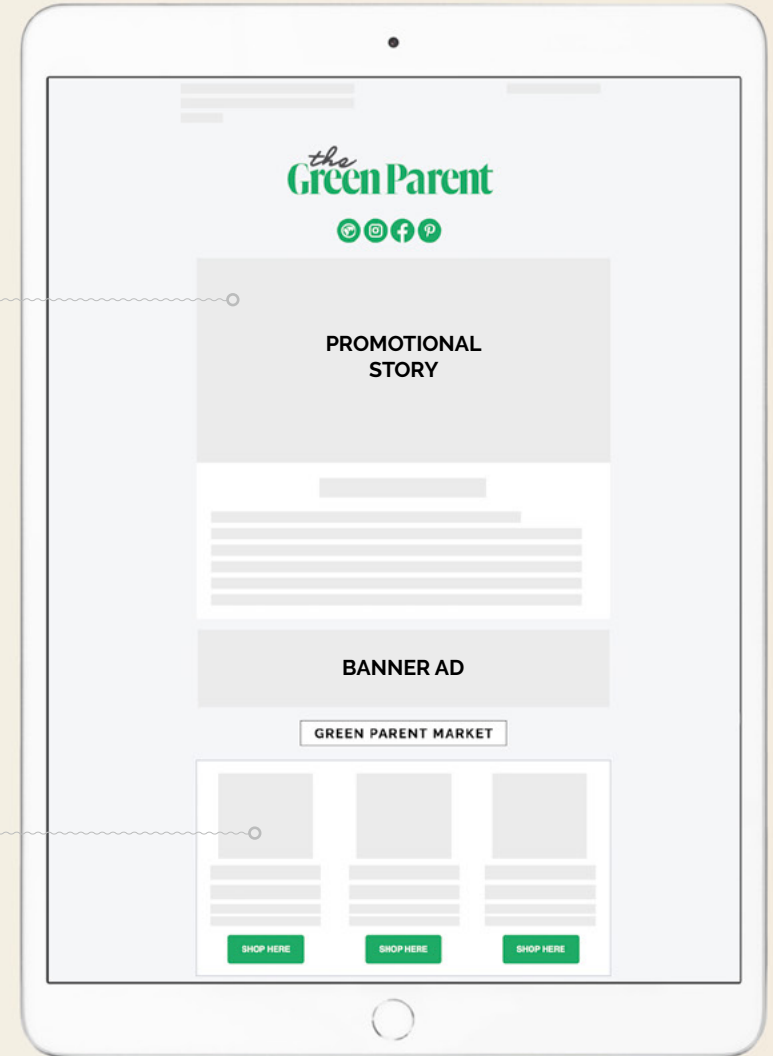
Let our readers get intimate with your brand with a promotional story

GREEN PAGES LISTING

Directory listings generate an advert which appears sitewide. These then link to both a website and directory page with more info

MARKETPLACE

Promote products and discounts with direct links to relevant web page to increase sales



CALENDAR 2024



**FEB/MAR
2023
ISSUE 117**

**FAMILY
HOLIDAY
SPECIAL**

AD CLOSE:
8TH DECEMBER
PUBLICATION
DATE: 12TH JAN

SUPPLEMENT:
FAMILY HOLIDAY
GUIDE



**APR/MAY
2023
ISSUE 118**

**EDUCATION
SPECIAL**

AD CLOSE:
16TH FEBRUARY
PUBLICATION
DATE: 8TH MAR

SUPPLEMENT:
ALTERNATIVE
SCHOOLS GUIDE



**JUN/JUL
2023
ISSUE 119**

**FESTIVALS AND
SUMMER FUN**

AD CLOSE:
19TH APRIL
PUBLICATION
DATE: 10TH MAY



**AUG/SEPT
2023
ISSUE 120**

**BABIES AND
BREASTFEEDING**

AD CLOSE:
21ST JUNE
PUBLICATION
DATE: 12TH JULY

SUPPLEMENT:
NATURAL
BEAUTY BIBLE



**OCT/NOV
2023
ISSUE 121**

**AUTUMN
PLAY**

AD CLOSE:
23RD AUG
PUBLICATION
DATE: 13TH SEPT



**DEC/JAN
2024
ISSUE 122**

**FESTIVE
SPECIAL**

AD CLOSE:
20TH OCTOBER
PUBLICATION
DATE: 8TH
NOVEMBER

SUPPLEMENT:
CHRISTMAS
GIFT GUIDE

