



Highlight your brand to the entire nursery industry

The definitive directory for retailers and buyers of baby products

The Baby Products Association's Handbook returns after many years due to popular demand, once again providing the nursery sector with a definitive directory of contacts; opening the door of communication between manufacturers, suppliers, retailers and buyers.

The Association's online directory remains a valuable industry tool with information about B2B service providers etc. However, retailers and buyers have expressed a preference for a 'hard' copy publication detailing manufacturers and suppliers which is easy and ready to refer to when sourcing new products.

In the past, print and postage costs have made production of the publication prohibitive; so the Association has the ideal solution; a Handbook produced in traditional print format, for people to download and use at their leisure. It can also be professionally printed

in small quantities for distribution at industry events. The Baby Products Association's Handbook will be a researched, up-to-date source of information for everyone in the nursery industry; whilst its online directory remains a source of comprehensive information.

Manufacturers and suppliers are invited to include their details in the form of a basic entry free of charge - and can actively enhance their profiles through low cost advertising options too. The Handbook will be widely promoted via trade press, social media and Association communications, giving advertisers the prime opportunity to raise the profile of their brand.

The Baby Products Association's Handbook will be officially launched at Harrogate International Nursery Fair (16th to 18th October 2022).

Advertising space is limited - so book early to ensure a prominent position!

The front cover of the Handbook will be sold by blind auction (minimum bid of £600 and open only to Association members). Association members will have their logo included free of charge with their entry and will also receive a 10% discount on advertising costs below.

Booking deadline: 12th August 2022
Artwork deadline: 26th August 2022
Publication date: October 2022

"The Baby Products Association's Handbook is a key resource for retailers, and used as an important reference tool in their buying processes. Therefore, BabyStyle is keen to ensure it has a prominent presence in the publication."

Andy Crane, BabyStyle

Advertising position in Handbook	Cost
50 word basic entry	Free
Company logo	Free for Association members
Enhanced entry (100 words plus logo)	£100
Full page inside front cover	£300
Full page inside back cover	£300
Full page advert	£200
Full page back cover	£400