



CWB:

CWB-ONLINE.CO

Media Pack 2024/25

CWB MEDIA



A FRESH LOOK AT KIDS' FASHION AND LIFESTYLE PRODUCT

Established in 1999 and owned by editor Laura Turner, CWB is the only UK trade magazine serving the entire childrenswear sector, from fashion and footwear to schoolwear, alongside complementary products such as children's accessories, gifts and toys.

Reaching all of the industry's insiders across its print and digital platforms - including department stores, independent retailers, agents, suppliers and trade shows - CWB is in front of the real decision-makers, making it the perfect way to get your brand noticed by the people that matter.

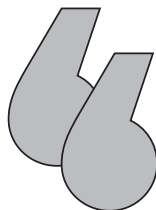
Why choose CWB?

More high-profile childrenswear brands choose to advertise with CWB than with any other UK trade publication, and the list grows longer every season. These brands know that partnering with CWB gets results and, if you choose to promote your brand through the magazine, you'll be in very good company.

KISSY KISSY

"CWB is superb, giving up-to-date, reliable information to both retailers and manufacturers. It is our number one choice!"

Michael Richfield, sales director



FRODDO

"CWB is a high quality publication consistently featuring interesting profiles and up to the minute industry news making it always a pleasure to read. We have advertised regularly in CWB for many years now and enjoy working with the team. We appreciate their continued support in promoting the FRODDO brand and in helping us to reach new and existing customers."

Pauly Tong, director, Kidsnewshoes.com Ltd, Froddo distributor in UK and Ireland

JOULES

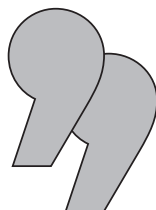
"Advertising in CWB magazine allows us to launch our new collections at the beginning of each seasonal selling period to the widest range of independent and multiple stockists in the UK. The quality of the editorial and design of CWB gives us a great platform to showcase both our products and the Joules brand."

John Oakes, head of product and multichannel marketing

WILLIAM TURNER

"As a leading manufacturer in schoolwear, we have worked with CWB for many years. Our advertising campaigns in CWB have significantly increased brand awareness among our customers, and CWB will remain an essential part of our marketing for a long time to come."

Andrew Smith, managing director



CWB: Print advertising

BRONZE

ONE FULL PAGE ADVERT

- MPU online advert for one month

£1,200

SILVER

TWO FULL PAGE ADVERTS

- Editorial online and in print
- MPU online advert for two months
- Social media coverage

£2,200

GOLD

THREE FULL PAGE ADVERTS

- Full page editorial - in issue of your choice
- Editorial online, plus news story in print
- MPU online advert for three months
- Social media coverage

£3,300

We will invoice after each issue

Front/back cover **£1,500**

Inside front/back cover **£1,400**

Full page **£1,200**

Half page **£750**

Quarter page **£500**

CLASSIFIED DIRECTORY: Lineage **£9.25** per line Recruitment **£32** per single column centimetre (boxed only)

*To discuss these opportunities contact Laura Turner
laura@cwbmedia.co.uk*

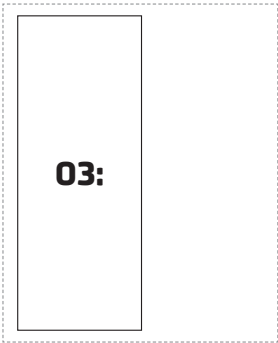
CWB: Page specifications



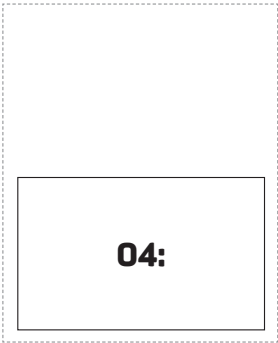
01:
Double-page spread*
Trim **420mm x 297mm**



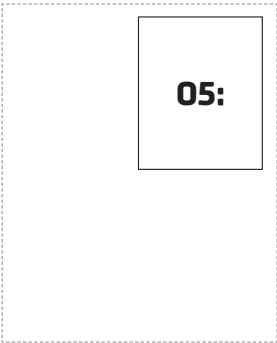
02:
Full page*
Trim **210mm x 297mm**



03:
Half-page vertical
93mm x 277mm



04:
Half-page horizontal
190mm x 136mm



05:
Quarter page
93mm x 136mm

** Bleed add 3mm all sides & keep all text and logos 10mm from edge*

CWB: Digital advertising

CWB-ONLINE.CO

Updated daily, CWB's website provides readers with news and features at the click of a mouse, including exclusive content not found in the printed magazine. It also offers a range of cost-effective marketing solutions for your brand.

Scan the QR code to visit us online.



MPU FOR HOMEPAGE

1000 PX x 1000 PX

£700 per month

£625 per month for three months

£525 per month for six months

LEADER BOARD HOME PAGE

1024 PX x 127 PX

£1,000 per month

£925 per month for three months

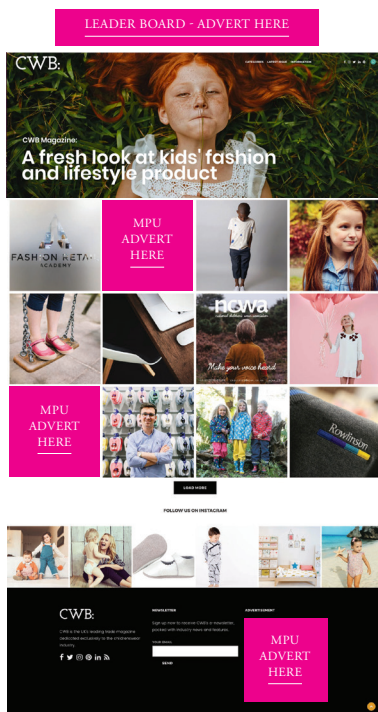
£850 per month for six months

NEWSLETTER

Please contact Laura Turner for further details on newsletter banners, sponsorship, recruitment adverts and dedicated e-shots.

To discuss these opportunities

contact Laura Turner laura@cwbbmedia.co.uk



CWB: Digital stats.

Launched in 2017, cwb-online.co is the digital arm of CWB magazine, the leading trade title for the childrenswear industry. Attracting thousands of views per month and updated daily, cwb-online.co is designed to inform and inspire independent retailers and brands, showcasing essential news, features, products, trends and interviews with key industry insiders.

cwb-online.co
10K +
VIEWS
PER MONTH

16.6K
SOCIAL
MEDIA
FOLLOWING

3K
NEWSLETTER
SUBSCRIBERS

PREVIOUS DIGITAL ADVERTISERS INCLUDE

Pitti Bimbo, INDX Kids, INDX Toy & Gift, Playtime Paris, Playtime New York & Kid's Hub, Brand Licensing Europe, Istanbul Fashion Connection, Texhibition, The Schoolwear Show, Printwear & Promotion Live!, Promperu, Mayoral, Elodie, Young Soles, Lilly + Sid, Froddo, Picture Book Fashion, Slipfree, Banner, Trutex, David Luke, Magicfit and many more.



www.cwb-online.co



Forward features 2024/25

DECEMBER/JANUARY 2023/24 ISSUE 128 Distributed at INDX Kids

Editorial deadline: 11 December 2023

Advertising deadline: 13 December 2023

Publication date: 12 January 2024

Editorial content includes: • AW24 trade show previews • AW24 collection previews
• Exhibition calendar • Q&A interviews and features • Retail profiles • Industry news
• Editor's pick of new brands • Legal advice • Schoolwear report and news

MARCH/APRIL 2024 ISSUE 129

Editorial deadline: 18 March 2024

Advertising deadline: 20 March 2024

Publication date: 8 April 2024

Editorial content includes: • Exhibition calendar • Q&A interviews and features
• Retail profiles • Industry news • Editor's pick of new brands • Legal advice
• Schoolwear report and news

JUNE/JULY 2024 ISSUE 130 Distributed at INDX Kids

Editorial deadline: 3 June 2024

Advertising deadline: 5 June 2024

Publication date: 24 June 2024

Editorial content includes: • SS25 trade show previews • SS25 collection previews
• Exhibition calendar • Q&A interviews and features • Retail profiles • Industry news
• Editor's pick of new brands • Legal advice • Schoolwear report and news

SEPTEMBER/OCTOBER 2024 ISSUE 131 Distributed at The Schoolwear Show

Editorial deadline: 4 September 2024

Advertising deadline: 6 September 2024

Publication date: 27 September 2024

Editorial content includes: • Schoolwear Show Preview • Extended schoolwear section
including features, reports, and industry news • Exhibition calendar • Q&A interviews and
features • Retail profiles • Industry news • Editor's pick of new brands • Legal advice

DECEMBER/JANUARY 2024/25 ISSUE 132 Distributed at INDX Kids

Editorial deadline: 9 December 2024

Advertising deadline: 11 December 2024

Publication date: 6 January 2025

Editorial content includes: • AW25 trade show previews • AW25 collection previews
• Exhibition calendar • Q&A interviews and features • Retail profiles • Industry news
• Editor's pick of new brands • Legal advice • Schoolwear report and news