



**CWB:**  
CWB-ONLINE.CO

Media Pack 2026/27

CHILDRENSWEAR BUYER MAGAZINE



# A FRESH LOOK AT KIDS' FASHION AND LIFESTYLE PRODUCT

Established in 1999 and owned by editor Laura Turner, Childrenswear Buyer Magazine (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.

# CWB: Print advertising

## BRONZE

### ONE FULL PAGE ADVERT

- Newsletter advertising banner for one month

**£1,200**

## SILVER

### TWO FULL PAGE ADVERTS

- Editorial online and in print
- Newsletter advertising banner for one month
- 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
- Newsletter advertising banner for one month
- Social media coverage

**£3,300**

*We will invoice after each issue*

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Front/back cover **£1,500**

Inside front/back cover **£1,400**

Full page **£1,200**

Half page **£750**

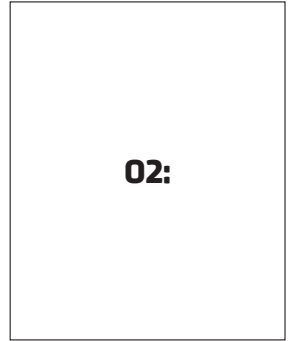
Quarter page **£500**

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

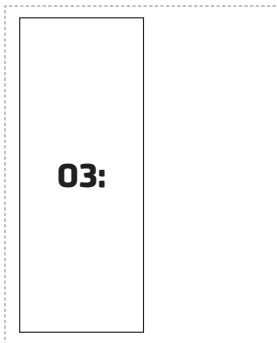
# CWB: Page specifications



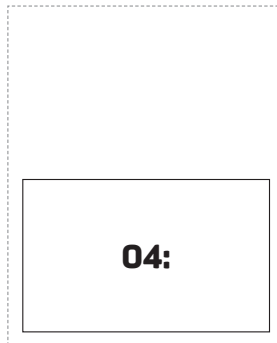
**01:**  
Double-page spread\*  
Trim **420mm x 297mm**



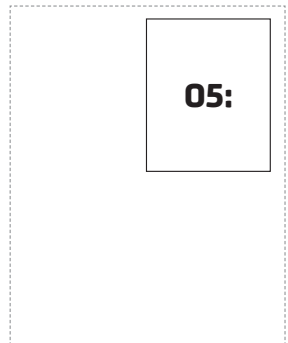
**02:**  
Full page\*  
Trim **210mm x 297mm**



**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

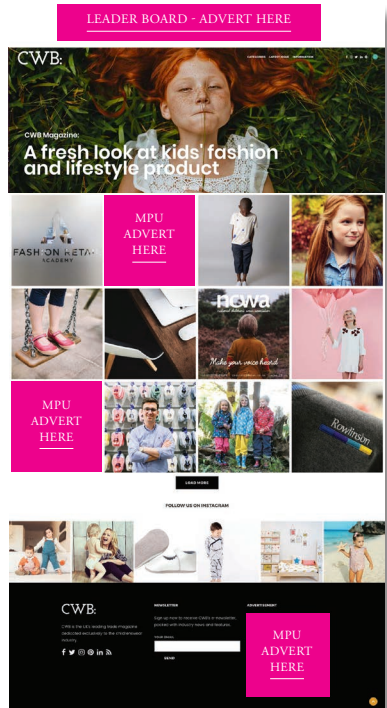
**LEADER BOARD HOME PAGE**  
1024 PX x 127 PX

**£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](mailto:laura@cwbbmedia.co.uk)**



# CWB: Digital stats.

Launched in 2017, [cwb-online.co](http://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](http://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**

**17K**  
**SOCIAL**  
**MEDIA**  
**FOLLOWING**

**3K**  
**NEWSLETTER**  
**SUBSCRIBERS**

**Companies that have taken digital advertising with CWB Magazine include:** 1880 Club, Babykid Spain + FIMI, Bibi, Brand Licensing Europe, CBME Turkey, CBME China, CHIC, Children's Show, Douglas & Grahame, Fairground, Harrogate International Nursery Fair, INDX National Kids Footwear Show, INDX National Kidswear Show, INDX Toy, Istanbul Fashion Connection, Lilly + Sid, Little Star Jewellery, May Creative Marketing, Petit Collage, Pitti Bimbo, Printwear & Promotion Live!, Promperu, Rockahula Kids, Spanish Embassy in London, Stellar Blue, Sunnylife, Texhibition Istanbul, The Schoolwear Show, Tong Global, and Turtledove London.



[www.cwb-online.co](http://www.cwb-online.co)



# Forward features 2026/27

## DECEMBER/JANUARY 2025/26 ISSUE 136

Issue distributed at INDX National Kidswear Show & INDX National Kids Footwear Show

**Editorial deadline:** 19 December 2025

**Advertising deadline:** 22 December 2025

**Publication date:** 21 January 2026

**Editorial content includes:** • AW26 trade show previews • AW26 collection previews • AW26 Colour trends forecast • 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 2026 ISSUE 137

**Editorial deadline:** 23 March 2026

**Advertising deadline:** 25 March 2026

**Publication date:** 20 April 2026

**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 2026 ISSUE 138

Issue distributed at INDX National Kidswear Show & INDX National Kids Footwear Show

**Editorial deadline:** 1 June 2026

**Advertising deadline:** 3 June 2026

**Publication date:** 26 June 2026

**Editorial content includes:** • SS27 trade show previews • SS27 collection previews • SS27 Colour trends forecast • 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 2026 ISSUE 139

Issue distributed at The Schoolwear Show

**Editorial deadline:** 7 September 2026

**Advertising deadline:** 9 September 2026

**Publication date:** 1 October 2026

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

## DECEMBER/JANUARY 2026/27 ISSUE 140

Issue distributed at INDX National Kidswear Show & INDX National Kids Footwear Show

**Editorial deadline:** 18 December 2026

**Advertising deadline:** 21 December 2026

**Publication date:** 21 January 2027

**Editorial content includes:** • AW27 trade show previews • AW27 collection previews • AW27 Colour trends forecast • Exhibition calendar • Q&A interviews and features • Retail profiles • Industry news • Editor's pick of new brands • Legal advice • Schoolwear report and news