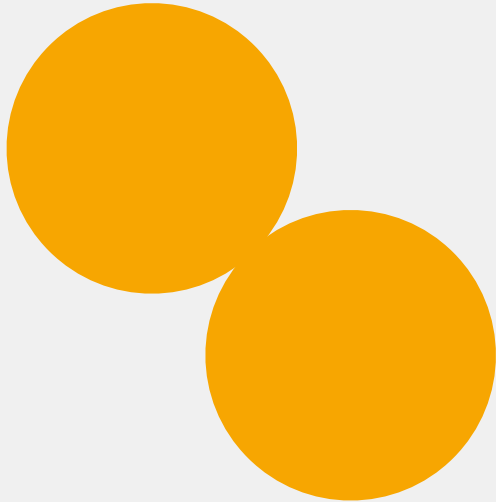


NMG
NEXUS MEDIA GROUP

NURSERY MANAGEMENT TODAY
nmt
MEDIA KIT



About us



Nursery Management Today (NMT) is the UK's leading publication for nursery managers, owners/directors and leaders.

First published over 20 years ago, the bimonthly NMT magazine goes out to 6,000+ nurseries and is a widely recognised, respected brand within the early years sector.

In addition to the print magazine, digital news and features are published on the NMT website. These are shared with 5,000+ subscribers via our weekly newsletter, as well as our 13,000+ social media followers.

Nursery Management Today is published by Nexus Media Group (NMG). Other titles from NMG include EducationInvestor, Education Property and Independent School Management.

Audience

By advertising in Nursery Management Today,
you can promote your brand to decision-makers in the early years sector.

Our loyal readership consists of nursery owners, directors and managers across the UK.

NMT's audience includes senior figures from:

Single site nurseries

Small nursery groups (2-9 settings)

Medium nursery groups (10-69 settings)

Large nursery groups (70+ settings)

Forest schools

And more

Our readers are often responsible for making purchasing decisions within their nurseries.

Opportunities

Advertising opportunities are available in NMT magazine – giving you the chance to promote your business to our loyal readership of senior decision-makers in early years.

By advertising in NMT magazine, you will:

- Reach an engaged audience of your target customers
- Inform thousands of nursery professionals about your products/services
- Boost awareness of your brand in the early years sector

In addition to advertising in the print magazine, we have digital opportunities to advertise on the NMT website.



There are also many ways you can get involved with our programme of events, including NMT Owners Club, Nursery Managers Show and the National Nursery Awards.

For more information, contact: sales@nexusgroup.co.uk

Print rates

NMT is an A4 portrait publication (210 x 297mm)

Magazine advertising rates

Per insertion	1-2	3-5	6+
Page	£1,210	£1,100	£1,040
Half page	£750	£680	£640
Quarter page	£440	£390	£370
Double page spread	£2,250	£2,030	£1,910
Centre spread	£2,420	£2,180	£2,060
Company profile	£2,990		
Whole page advertorial	£1,500		



For more information, contact: sales@nexusgroup.co.uk

Features list

Every issue of NMT magazine covers:



2024 features list:

March/April - Policy

May/June - Nursery Managers Show

July/August - Recruitment and retention

September/October - Operational excellence

November/December - Staff wellbeing

For more information, contact: sales@nexusgroup.co.uk

Digital rates

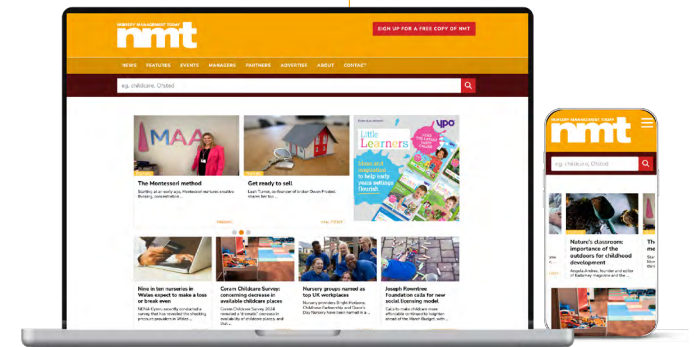
NMT website

Leaderboard	£2,000/month
2x Skyscrapers	£600/month
MPU	£800/month
Advertorial	£1,500/unit

NMT email newsletter

Leaderboard: £2,000 per month
Sponsored post: £750

In addition to the weekly NMT newsletter, we also have a Nursery Managers Show newsletter which goes out weekly to a database of nursery managers.



For more information, contact: sales@nexusgroup.co.uk

NMT events



<https://nmtownersclub.com/events/>

An exclusive community for nursery owners & directors

Multiple dates and locations throughout 2024

Opportunities: 8x match-made meetings



<https://nurserymanagersshow.co.uk/tickets>

The largest UK show dedicated to nursery managers

27-28 June 2024, NEC Birmingham

29-30 November 2024, ExCeL London

Opportunities: sponsor, exhibit, display & digital advertising



<https://nationalnurseryawards.com/tickets/>

Celebrating the very best in the early years sector

30 November 2024, Platinum Suite, London

Opportunities: sponsorship



<https://education-summit.co.uk/tickets>

Senior decision-makers in education under one roof

18 October 2024, Business Design Centre, London

Opportunities: sponsor, exhibit, display & digital advertising

For more information, contact: <https://nexusmediagroup.co.uk/events/>

Testimonials

“

“NMT covers issues and topics that are most relevant for owners, directors and managers grappling with a host of challenges in operating a nursery. They are very tuned in to the current issues and help keep you abreast of all the latest news and thinking. NMT is my go-to magazine to keep me well informed on the many different aspects of running a nursery business.”

Ruth Pimentel
Chief Executive, Kindred Education

“

“The Nursery Managers Show has been a real breath of fresh air for Famly - a great new conference with top speakers and a much more qualified audience of managers and owners who are ready to get into deep conversations with us about whether we can help them out. Would recommend for suppliers and managers alike!”

Matt Arnerich,
Senior Director of Brand & Comms, Famly

Contact us for more information

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