



THE REAL NAPPY INFORMATION SERVICE



MEDIA PACK

Go Real is a website based information service offering independent information on washable or “real” nappies.

Real nappies offer a competitive alternative to disposable nappies because they are:

- ✦ better for the environment, saving carbon and diverting waste from landfill
- ✦ cheaper, saving parents up to £500 per child in real nappies
- ✦ a stylish and desirable product for modern parents
- ✦ made without the use of absorbent chemicals

Go Real is the first point of call for all real nappy needs, from questions and answers, to video guides, blogs, podcasts and product reviews. We provide an accessible and upbeat environment for parents to discuss problems, find solutions and get advice from experienced parents.

About Us

Go Real is run on a not-for-profit basis and is completely independent. The services are run by a team of parents who have children that have been brought up in real nappies.

Previously a government run campaign, Go Real holds high awareness and trust amongst our key target audiences.

Go Real is passionately supported by our patron, Radio Two's Janey Lee Grace, author of *Imperfectly Natural Woman* and founder of www.imperfectlynatural.com.



"I'm really excited to be the first Patron of Go Real...it's got huge potential to change the way we think about bringing up our children. There's something for everyone here, whether you are environmentally committed, cost conscious or a fashion guru. Please support us; small changes make a big difference!"

Our Audience

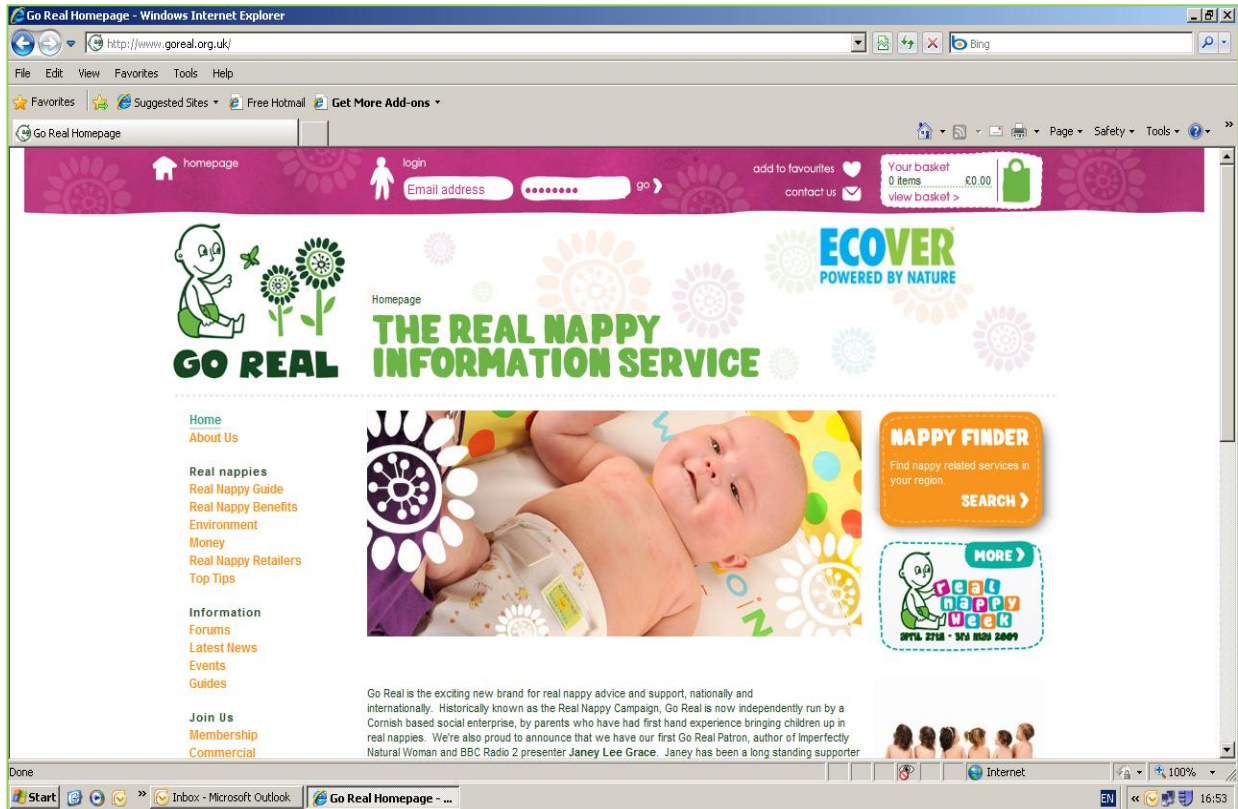
- ✦ Environmentally conscious **parents** who are actively looking for ways to make sustainable purchases for both themselves and their children.
- ✦ **Healthcare Professionals** who recognise the benefits of real nappies on both the health and wellbeing of children and the environment.
- ✦ **Local Authorities** who independently promote our website, increasing exposure to thousands of parents across the country.
- ✦ **Internationally** we are affiliated with projects from all over the world that benefit from our information. France, New Zealand and the U.S are all looking to us as world leaders in real nappy promotion. We intend to increase this level of worldwide exposure in the coming months.

"People in the UK are willing to pay more money in order to be more environmentally-friendly. Around 40 per cent of Britons are prepared to pay up to ten per cent more for products which are better for the environment."



Key Stats

- ✦ On average 6,000 monthly visits and rising
- ✦ Over 70% of monthly visitors are unique
- ✦ Over 30,000 Monthly Page Visits
- ✦ Average Time Spent on the site 4:05 minutes and rising
- ✦ 'Real Nappy Week' sees an increase of up to 91% in visitor numbers to the website compared to a normal month.



Advertising and Promotional Opportunities

- ✦ Sample products, discounts or promotional offers distributed or publicised to our public membership base.
- ✦ Competition prizes advertised across the website and linked to from many external websites
- ✦ Banner and button adverts on specific web pages
- ✦ Sponsorship

We are providing exposure to a rapidly expanding international audience that is prepared to invest in environmentally friendly, quality products.



Coming Soon

- ✦ Newsletter adverts
- ✦ Feature Newsletter articles
- ✦ Online Product Reviews
- ✦ Real Nappy Week opportunities

RATE CARD

Special Offers

- ✦ Place **sample products** in the packs we send out to new public members. A unique opportunity to target our most responsive and engaged audience members - **Free of Charge**.
- ✦ Offer an ongoing discount to our committed public membership, encouraging customer loyalty and repeat purchases - **Free of Charge**
- ✦ Receive a month's free exposure on the Go Real website, including the home page, by donating a competition prize – **Free of Charge**.
- ✦ Be in with a chance to **win a year's free advertising** on the Go Real website simply by adding a Go Real banner or button on your own website.
- ✦ Banners and buttons on key website pages, including the home page, currently available at the same cost as standard website pages, for a **limited time only** (standard page costs listed below).

Website Advertising

Advert Type	Size of Advert	Price (per 1000 impressions) excl VAT
Leading Banner	468x60	£15/£10 ¹
Buttons	125x125	£10/£7
Closing Banner	468x60	£7/£5

To discuss these exciting opportunities contact Rebecca on: 01208 265935, or email: rebecca@goreal.org.uk

Sponsorship

Sponsorship opportunities with Go Real allow organisations to associate with a national and international campaign with a growing audience. As well as offering impressive brand exposure this may also benefit your environmental or corporate social responsibility strategy and will certainly enhance your social and environmental credentials.

For more information contact Jon Rolls, Chief Executive, on 01208 265945 or email jon@goreal.org.uk



¹ Key page/standard page