



THE REAL NAPPY INFORMATION SERVICE



About Us

Go Real is an information service offering independent information, advice and guidance 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.

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. We run a suite of membership services for Real Nappy manufacturers, distributors and retailers as well as Local Authorities across the UK.

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.

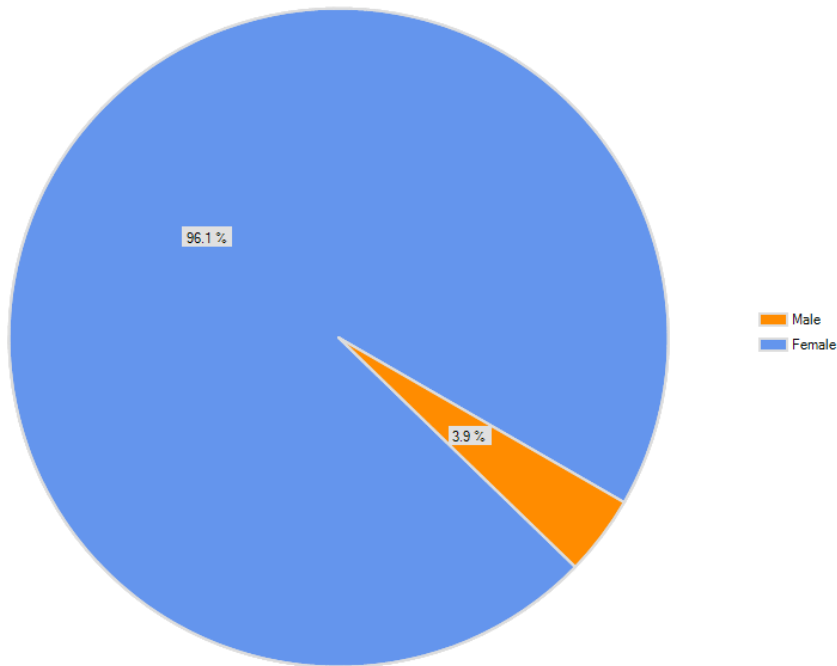
"People in the UK are willing to pay more money in order to be more environmentally-friendly. Around 40 per cent of Britons are prepared to pay up to ten per cent more for products which are better for the environment."



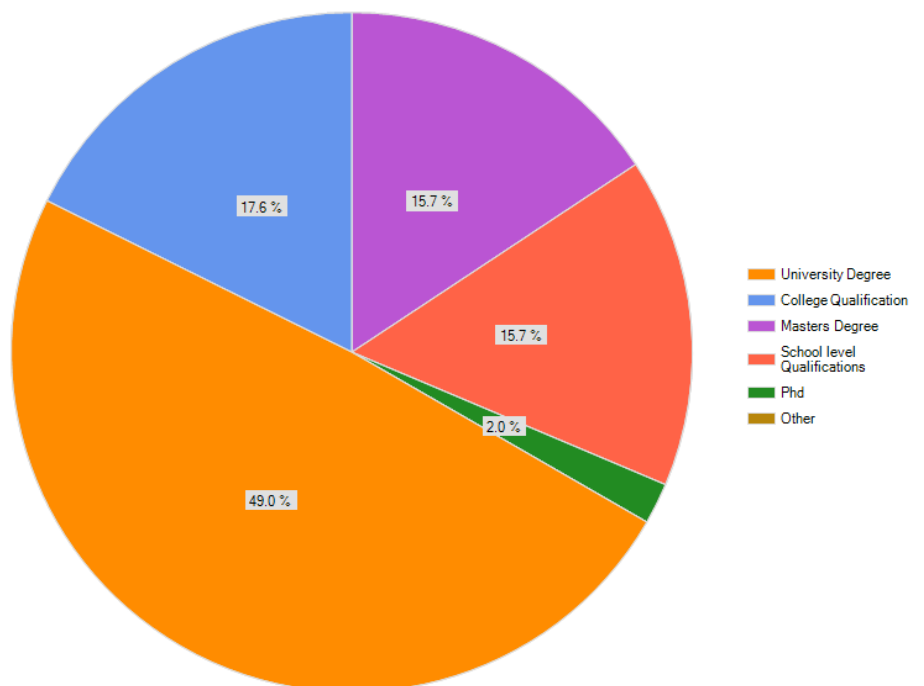
Website Audience

- 70% aged 26 – 35
- 88% abc1
- 70% buy non essential items for themselves on a monthly or more frequent basis
- 97% shop online
- 91.5% advised that the environment was an important factor when making purchasing decisions
- 84% regularly make an ethical shopping purchase

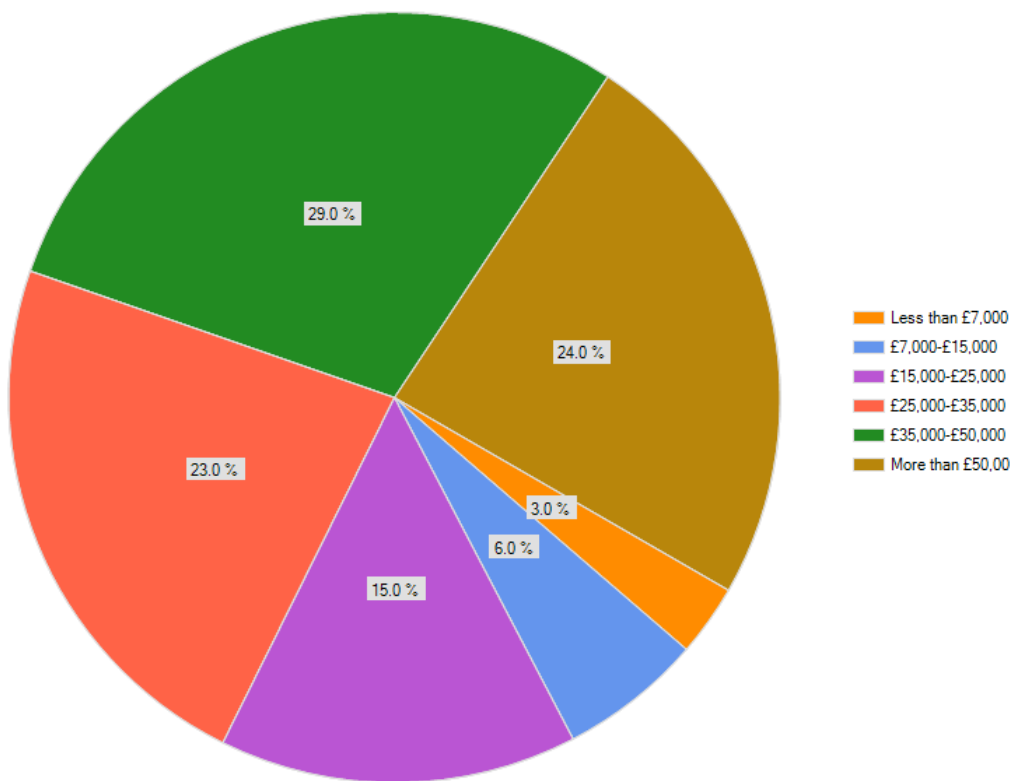
Gender



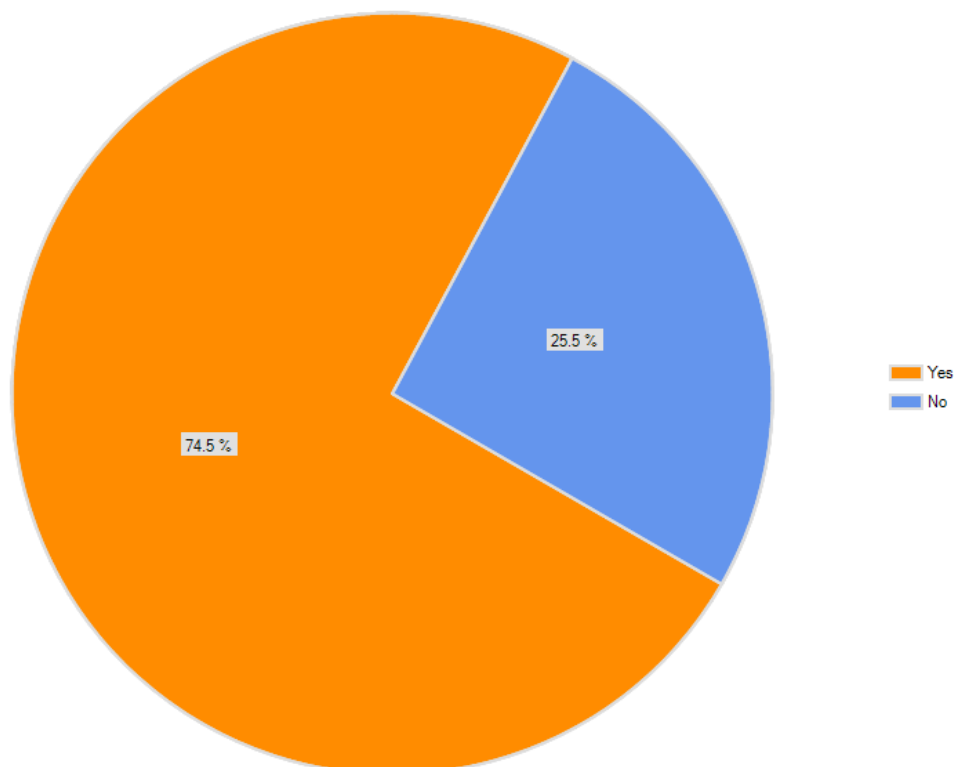
Education



Household Income

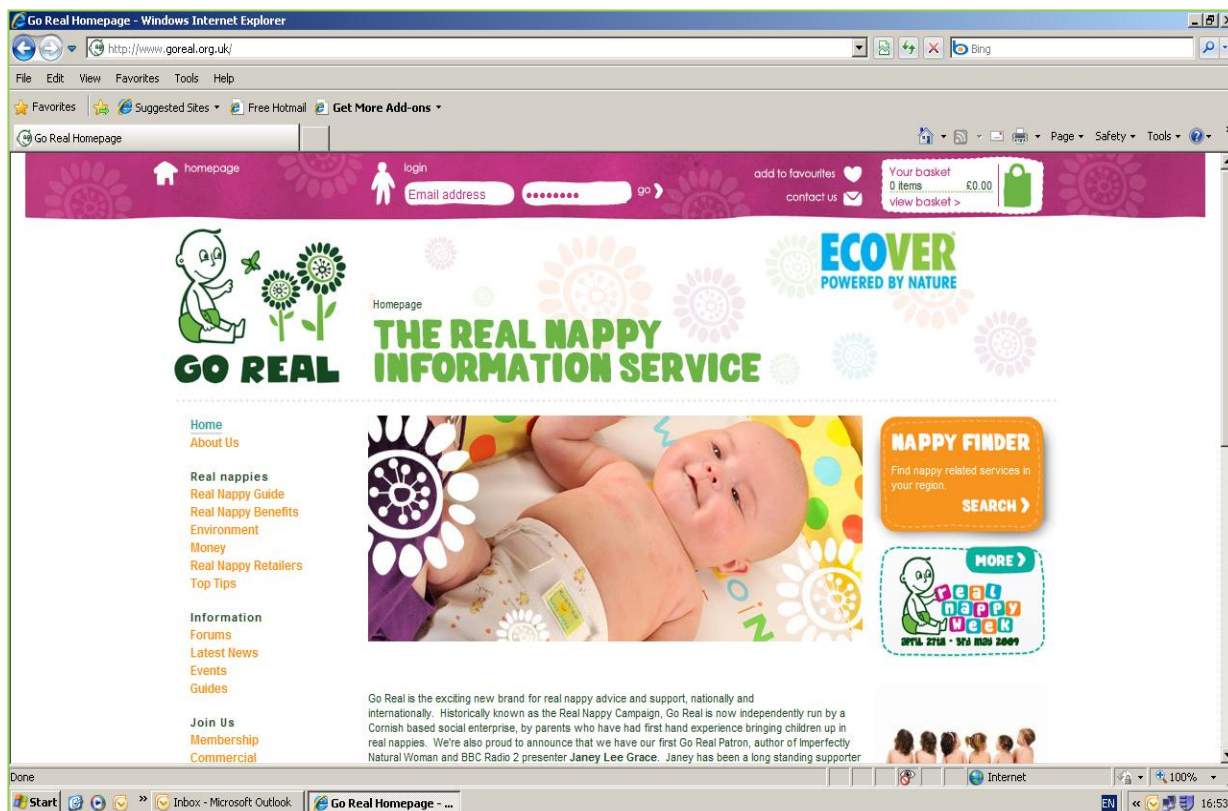


Are you Currently Pregnant or Trying for a Baby?



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.
- ✦ Over 70 members
- ✦ By encouraging just 1% of parents to use Real Nappies Go Real helps to divert 6,194 tonnes of waste and 11,831 tonnes of CO₂e



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

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