



NURSERY MANAGEMENT TODAY

**nmt**

**MEDIA KIT 2026**



# ABOUT US

**Nursery Management Today (NMT) is the UK's leading publication for owners, directors, senior management and managers. The magazine is a widely recognised and respected brand within the early years sector.**

First published over 20 years ago, the bi-monthly print magazine goes out to 6000+ nurseries and is also available online.

In addition, digital news and features are published on the NMT website and shared with our 6000+ subscribers, together with our 13,000 social media followers.

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



# AUDIENCE

Our loyal readership consists of decision-makers and budget holders including owners, directors and senior management.

## BY ADVERTISING IN NMT MAGAZINE YOU WILL

- Boost awareness of your brand in the early years sector
- Reach an engaged audience of your target customers
- Have access to a community of thousands

## NMT'S AUDIENCE INCLUDES SENIOR FIGURES FROM

- Large nursery groups (70+ settings)
- Medium nursery groups (10 – 69 settings)
- Small nursery groups (2 – 9 settings)
- Single site nurseries



# 1,000

Unique users/month



# 5,000

Page views/month



# 16,820

Newsletter recipients



# 15%

Average weekly open rate



# 11,128

Total social media followers

# EACH EDITION COVERS

## IN EACH EDITION OF NURSERY MANAGEMENT TODAY (NMT), WE COVER THE FOLLOWING TOPICS

### **MEET THE MANAGER MEET THE CEO:**

Chunky, in-depth interviews with the leaders in the sector, telling their stories, and showcasing the wide range of approaches to early years education.

**POLITICS AND POLICY:** Childcare policy is in the new government's sights. NMT keeps you informed about the policy developments and political trends you need to know to compete.

**PROPERTY:** From the key considerations when buying a nursery to advice on facilities and location, NMT grills and shares the advice of experts in the early years property sector.

**FINANCE AND FUNDING:** Always in the spotlight, how to fund your venture, and be paid when it is up and running is a constant theme in NMT.

**BUSINESS GROWTH:** NMT highlights winning strategies from successful businesses – and talks to the people at the helm making them work.

**MARKET ANALYSIS:** Drivers, growth, prices, multiples and more – everything you need to know about the state of the market, and where it is going.

**LEGAL AND HR ISSUES:** Essential guides on protecting your business – and you – from being sued and staying the right side of the law in an ever changing environment.

**REGULATION AND INSPECTION:** Everything you need to know about dealing with the regulator, how to prepare for inspection day, and what to do when things go wrong.

**INSURANCE:** Research and insight into the complex but necessary requirement of insurance – from the best options, to making a claim.

**OUTDOOR LEARNING:** Examples, ideas and activities to maximise the outdoor learning experience for early years children.

**RESOURCES:** The essential guide to finding the resources you need to run your business.

**SUSTAINABILITY:** How to run your business while supporting ecological, human, and economic health and vitality.

**TECHNOLOGY:** Reviews and views on the latest developments in the tech world to improve the early years experience, free staff time and improve children's wellbeing.

**TRAINING:** With the current challenges facing recruitment, training has never been more in the spotlight and nurseries are increasingly looking to support staff. NMT spotlights best practice, and options.

**RETENTION AND RECRUITMENT:** Key topics, in this order. Retention strategies which work – and recruitment solutions for when they fail.

**MANAGERS' ROUND-UP:** A picture led diary piece on what nursery managers have been achieving to in the last two months, from fundraising to introducing new initiatives in their setting.

**NEWS ROUNDUP:** A summary of all the key news in the sector in brief.



# FORWARD FEATURES

## UPCOMING FEATURES INCLUDE

### MAY/JUNE

- **Nursery management software/tech/AI** – Software, digital tools, apps, and digital transformation strategies to simplify, improve, manage, and reduce cost.

### JULY/AUGUST

- **Nutrition** – The importance of nutrition for health and development, and how and where to source the best options.

### SEPTEMBER/OCTOBER

- **SEND** – How to meet the soaring demand for children with SEND.

### NOVEMBER/DECEMBER

- **Marketing/revenue funding** – Marketing strategies that work, funding options.





# PRINT RATES

Nursery Management Today is an A4 portrait publication (210 x 297mm)

## MAGAZINE ADVERTISING RATES

PER INSERTION	1-2	3-5	6+
Full Page	£1,220	£1,100	£1,040
Half page	£750	£680	£640
Quarter page	£440	£390	£370
Double page	£2,250	£2,030	£1,920
Centre spread	£2,420	£2,180	£2,060

---

Company profile	£2990
Full Page Advertorial	£1500

## EVERY ISSUE OF NMT MAGAZINE INCLUDES:

- Nursery news
- Opinion pieces on hot topics
- Politics & policy updates
- Leadership & management tips
- Interviews with leading figures



# DIGITAL RATES

## NURSERY MANAGEMENT TODAY WEBSITE

Leaderboard	£2,000/month
2x Skyscrapers (left + right)	£600/month
MPU	£800/month
Advertorial	£1500/unit

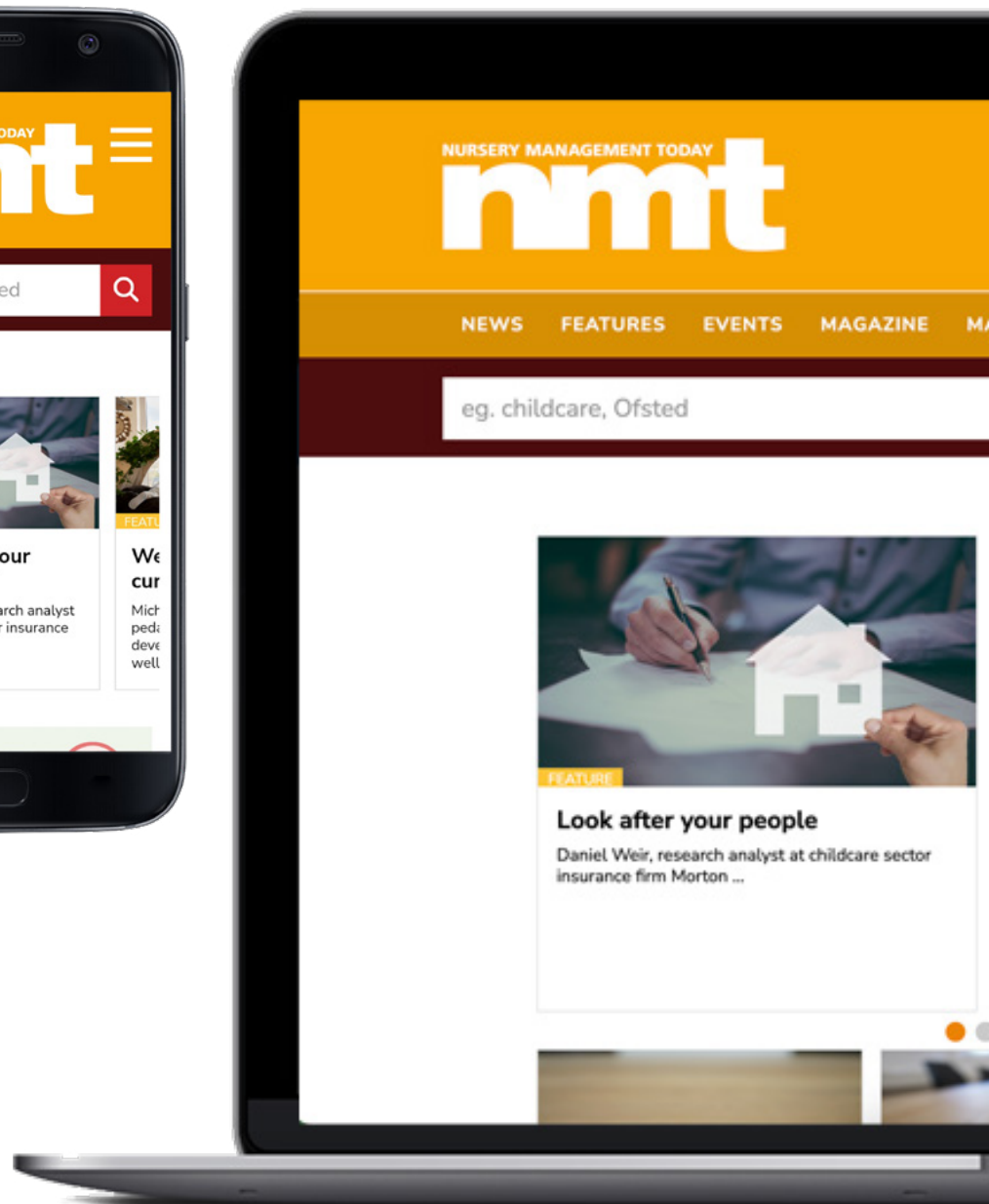
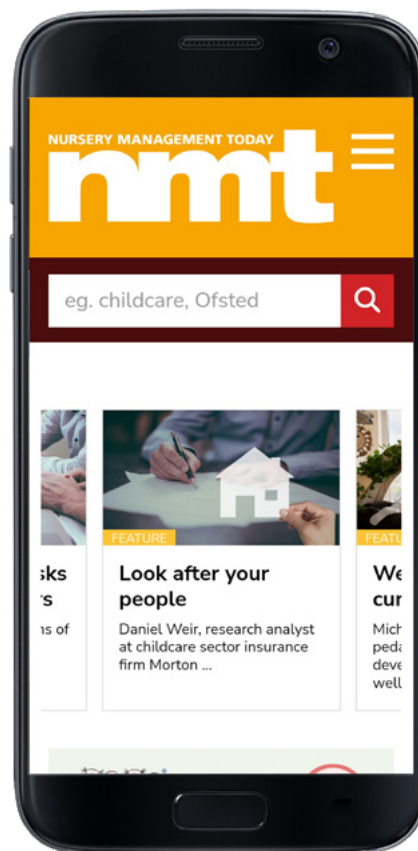
## NURSERY MANAGEMENT TODAY EMAIL NEWSLETTER

Leaderboard	£2000 per month
Sponsored post	£750 per month

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

## NURSERY MANAGEMENT SHOW EMAIL NEWSLETTER

Leaderboard	£2000 per month
Sponsored post	£750 per month





# FEEDBACK



The Owners Club is a place where advice can be shared and accepted without fear of judgement. A big thumbs up for me.



**JOHN WARREN**

Toddletown Nurseries



NMT has always been a great source of advice and support in all matters relating to operating a nursery. Thanks for providing such great events that provide lots of opportunities to help build a better business.



**RUTH PIMENTEL**

Kindred Nurseries





# OUR 2026 EVENTS

## AWARDS

### FEBRUARY



- The UK awards for all those involved in education property.
- 350+ attendees.

### JUNE



- The UK Awards for investors and advisors in education.
- 500+ attendees.

### NOVEMBER



- The longest running and largest Nursery Awards in the UK.
- 1000+ attendees.

## CONFERENCES/ EXPOS

### JUNE & NOVEMBER



- The largest show dedicated to nursery management.
- 3000+ attendees.

## FORUMS

### JANUARY, MARCH, APRIL, JUNE, SEPTEMBER, NOVEMBER



- An exclusive community for nursery owners and directors.

### MARCH, JUNE, SEPTEMBER



- For leaders in education property. A day of essential content, networking and matched 1:1 meetings.

### MARCH, JUNE, OCTOBER



- For independent school leaders. A day of essential content, networking and matched 1:1 meetings.

### SEPTEMBER



- The largest event for education investors and advisors in the UK.
- 1000+ attendees.

# CONTACT US TO DISCUSS WHAT WE CAN DO FOR YOUR BUSINESS

**NATASHA DWYER**

Group Sales Director

07830 358433

[natasha.dwyer@nexusgroup.co.uk](mailto:natasha.dwyer@nexusgroup.co.uk)

**CAROLINE BOWERN**

Group Sales Director

0797 4643292

[caroline.bowern@nexusgroup.co.uk](mailto:caroline.bowern@nexusgroup.co.uk)

**KIRSTY PARKS**

Business Development Manager

07578047062

[kirsty.parks@nexusgroup.co.uk](mailto:kirsty.parks@nexusgroup.co.uk)

**GEORGINA HELBIG**

Business Development Executive

0736 027 2347

[georgina.helbig@nexusgroup.co.uk](mailto:georgina.helbig@nexusgroup.co.uk)



[sales@nexusgroup.co.uk](mailto:sales@nexusgroup.co.uk)



+44 (0) 20 7104 2000



[nexusmediagroup.co.uk](http://nexusmediagroup.co.uk)