



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

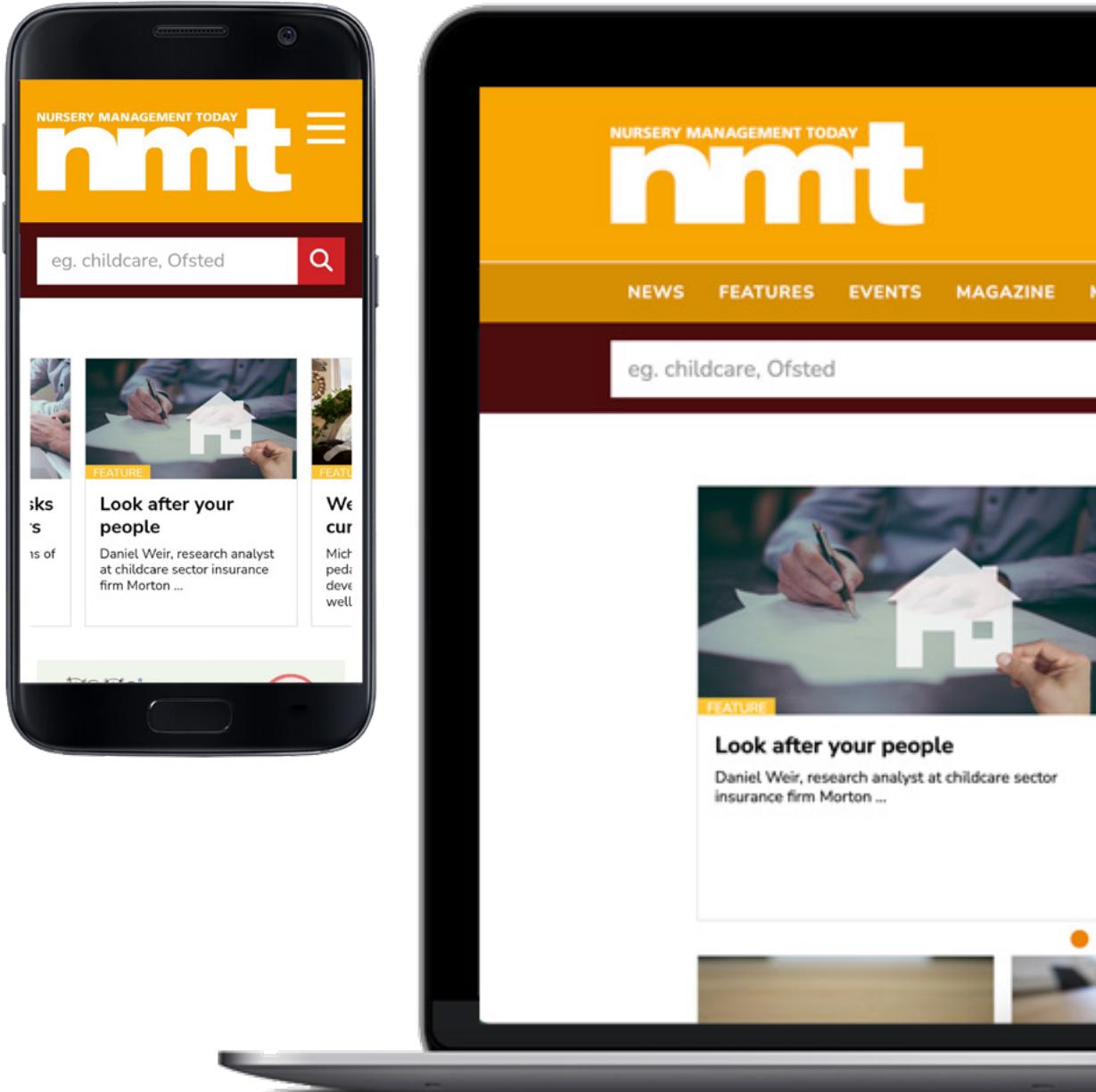
NURSERY MANAGEMENT TODAY EMAIL NEWSLETTER

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

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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

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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

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