



Reaching expectant and young families through midwives, hospitals, maternity care and pediatrician locations

Pin Point Parents and Oei, ik groei! (the Wonder Weeks)

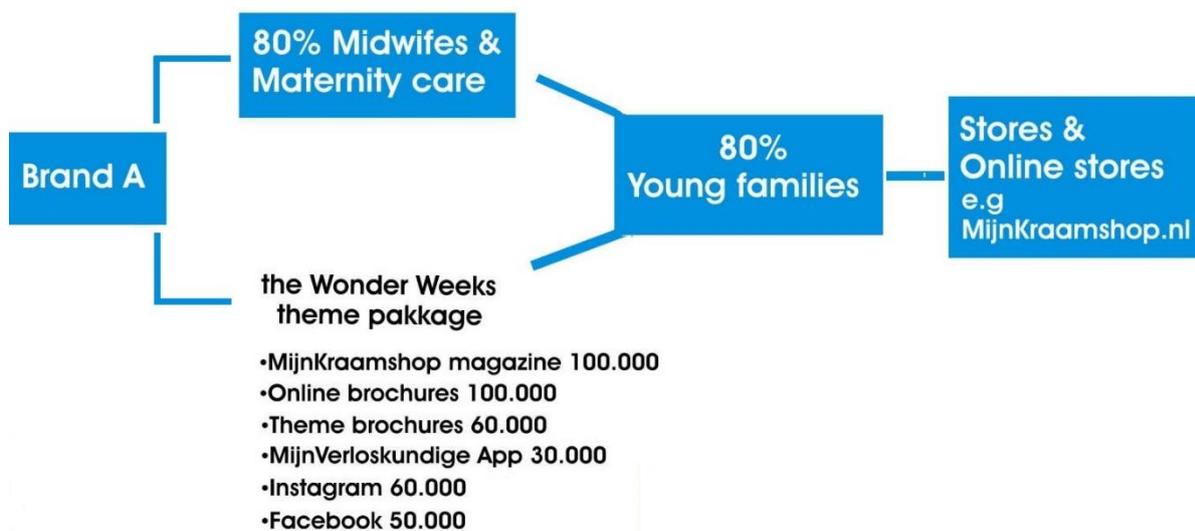
Oei, ik groei! (the Wonder Weeks) has been a household name with young parents for twentyfive years. The book that describes the development of the baby and the interaction with its parents in ten mental "jumps" is a worldwide success and appears in twenty languages. Since 2019, Pin Point Parents has an intensive alliance with Oei, ik groei! (the Wonder Weeks). Together we reach a significant number of young parents with our apps, websites and social media.

MijnKraamShop.nl

MijnKraamShop.nl, a consumer webshop, is also a novelty. This online shop contains all the necessary products for the maternity period and is pushed by midwives, hospitals and maternity caregivers. We facilitate the promotion by publishing MijnKraamShop magazine that finds its way to the target group through our counters.

What can we do?

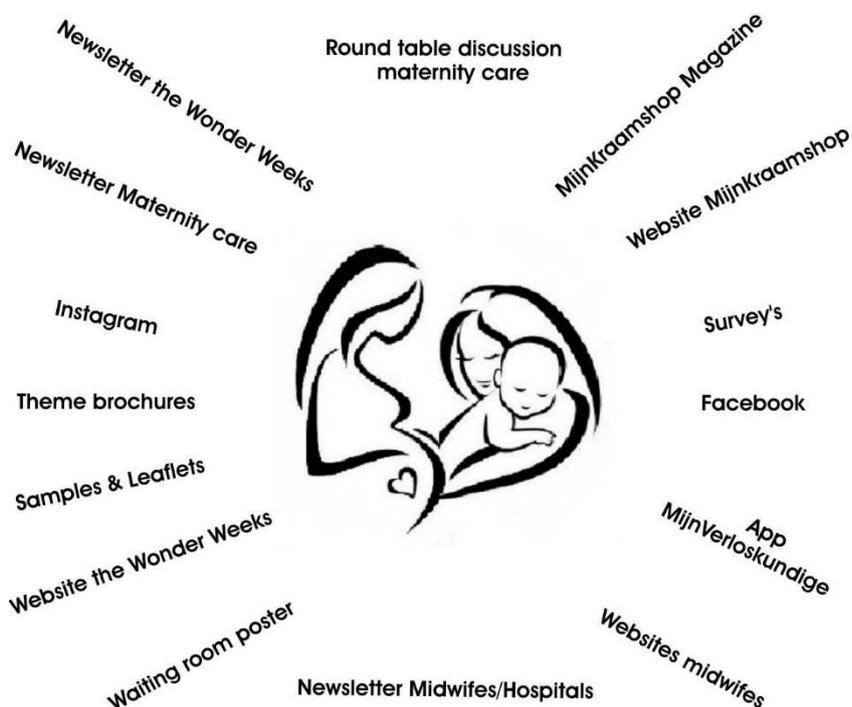
As an advertiser you can instantly bring your brand to the attention of 80% of the target group by utilizing one or more of our services. This is done directly or through the intervention of a collaborating care professional.





The healthcare professional as an ambassador for your brand

Pin Point Parents has been in business with the following professional groups for twentyfive years: midwives, hospitals, maternity caregivers and pediatrics locations. We offer these professionals client information and materials, that they in their turn can give to clients. Our key to success is that we include them in the development of the client information, and first an foremost we give them freedom of choice in what they will present to their clients.



85% of the professionals mentioned above use the Midwifery Counter and/or the Maternity Care Counter for ordering client information and materials from nearly all major suppliers and brands.

The Pin Point Parents brochures are one of the most ordered items in the counters. Almost one million brochures are ordered and distributed to clients every year. The brochures (previously made in collaboration with the editors of Ouders van Nu magazine) are getting a more modern look and will be published as of 2020 in collaboration with Oei, I grow! (the Wonder Weeks). Midwives, maternity care professionals and pediatric health care participated in the development of the new brochures with regard to the choice of them and the content.

The brochures will also be published online at oeiikgroei.nl and mijnkraamshop.nl, as well as at midwifery practices and maternity care institutions websites. Partaking as a brand in a theme brochure therefore guarantees your brand a lot of online exposure.



Our partners





Proposition and tariffs 2020

A. Reaching expectant and young parents via midwives and maternity care			
Platform	Activity	Amount/Reach	Tariff
Verloskundigenloket.nl <i>(online platform for midwives)</i>	Distribution of productsamples, vouchers, leaflets	75.000	€ 9.375,00
	Basic participation costs (per year)		€ 950,00
	Newsletter to midwives 1x	640	€ -
	Survey midwives*		€ 650,00
Kraamzorgloket <i>(online platform for maternity care)</i>	Distribution of productsamples, vouchers, leaflets	75.000	€ 9.375,00
	Basic participation costs (per year)		€ 950,00
	Newsletter to maternity care 1x	4.000	
	Survey ,maternity care*		€ 650,00
	Acquisition meeting maternity care*		€ 750,00
Total (by given amounts)			€ 20.650,00

*Only by participating in package B (free of charge)

B. Reaching expectant and young parents via Wonder Weeks themepackage			
Activity	Specification	Amount/reach	Tariff
Themebrochure	Advertisement on backside brochure (theme of brochure corresponds with the brand); ditribution via midwives, pediatrician centers and maternity care. Brochures are edited and designed by Wonder Weeks in cooperation with healthcare professionals.	60.000	
Themeposter	Themeposter in waitingroom midwives and pediatrician-centers (poster is designed by Wonder Weeks)	350/80.000	
Brand awareness online	The content of the themebrochure is used for online publication at oeiikgroei.nl (Wonder Weeks), mijnkraamshop.nl, Verloskundigenloket and Kraamzorgloket.nl and websites from midwives.	100.000	
Instagram	Post on Oei, ik groei! Instagram	36.000	
Facebook	Post on Oei, ik groei! Facebook page	61.000	
Newsletter	Participation in Oei, ik groei! Newsletter	35.000	
Totaal pakkettarief			€ 19.500,00

C. Sales and salespromotion			
Online platform	Activity	Amount/reach	Tariff
MijnKraamShop.nl	Brand is part of assortment shop		n/a
Kraamzorgloket.nl	Brand is part of assortment shop		n/a
MijnKraamShop Magazine	Advertisement 1/1 page	100.000	€ 1.950,00
	Advertisement 1/2 page	100.000	€ 1.150,00
	Advertisement 1/6 page	100.000	€ 475,00
Online presence	Url link in the online content of the themebrochures to the product(s) of the brand in MijnKraamShop.nl	100.000	

Package A+B+C (PPP partner package) € 40.150,00

Includes 3 extra newsletters to midwives and maternity care
 One free survey and free acquisition of maternity care nurses to attend a meeting
 One free advertisement (1/1) in MijnKraamShop Magazine
 Url link to products in MijnKraamShop.nl in online publications
 Productexclusivity in package B