



## Small Talk magazine

Aimed at the membership of Brussels Childbirth Trust asbl: cosmopolitan families many with young children or expectant parents looking for practical information, experiences and stories about family life in Brussels and Belgium

### Content:

Directory of BCT pre- and postnatal services and support groups, BCT family events, courses and classes, BCT group news, Family events in Belgium, information on families, babies and children, pregnancy, health, parenting, life style, living in Belgium, features also essays and personal stories of members

### Brussels Childbirth Trust asbl:

We are a member-based not-for-profit social and support network for families and parents-to-be offering pre- and postnatal services and a wide variety of parenting resources in English. With currently 700 member families from 70 nationalities the BCT is one of the largest international family communities in Belgium.

Services provided range from Pregnancy in Belgium information evenings and birth and parenting courses to hypnobirthing and baby massage, from First Aid for Parents classes to postnatal peer-to-peer support, from weekly playgroups in our Clubhouse in Ixelles, mum-and-baby meet-ups to coffee mornings and family events. Our 30 active groups are communities for families in all stages of life, whether pregnant, with a new baby or toddler or already school children. Twice a year a big second-hand sale for maternity and children items is being organised and our quarterly membership magazine features personal stories and a range of parenting and life in Belgium related news and articles. For over 40 years we have been run by volunteers! We welcome new families throughout the year.





## Reader profile:

700 member families  
From over 70 nationalities  
Most multilingual (native English speakers or English as second/third language)  
Active members are mainly mothers (90%), age 25 – 45, with babies and/or small children, or pregnant with first or consequent child.  
Often expatriate remuneration packages / or employees of the European Institutions  
Frequent travelers both on business and for leisure  
Open-minded and interested in all family related aspects

## Publication profile:

4 issues per year  
40 pages, B&W/color with color cover  
A4 format  
Max. 9 pages of advertising per issue  
Advertising opportunities: display ads  
Circulation: 1000/4 times per year (Spring (March), Summer (June), Autumn (September), Winter (December))  
Distribution: direct mailing to BCT members plus selected contacts/businesses/schools plus distribution for publicity purpose (at fairs, BCT events and classes and to individuals on demand)



**Rates and formats:** See separate file 'Small Talk Advertising Guidelines'

**Contact:** [displayads@bctbelgium.org](mailto:displayads@bctbelgium.org)