



Small Talk Media kit

Small Talk is the digital membership magazine of the Brussels Childbirth Trust (BCT), a trusted and longstanding organisation supporting English-speaking expectant parents and families with babies and young children in Brussels and Belgium.

We provide information, insights, resources, and a sense of community to a dedicated audience who are actively engaged with the magazine.

Small Talk is produced by members for members.

Our members, our audience

- Almost 800 member families (about 1600 parents)
- Most multicultural and multilingual (native English speakers or English as second/third language)
- Active members are mainly mothers (89%), age 25–45, with babies and/or small children or pregnant with first or consequent child
- Often on expatriate remuneration packages or employees of the European Institutions
- Interests: parenting, local services, family-friendly activities, childcare, education, health, traveling (business and leisure)



Small Talk reaches BCT members and families, primarily based in Brussels and surroundings, who are often new to Brussels and Belgium, many of whom are expats looking for trusted, family-oriented products and services.

BCT members are highly active in their community, seeking out resources to support their transition to family life in a new city that they then happily share within their networks.



Publication profile

- 4 digital issues per year
- 30 - 40 pages
- A4 portrait format, full colour
- Advertising opportunities: display ads
- Schedule: Spring (March), Summer (June), Autumn (September), Winter (December)
- Distribution: E-newsletter to BCT members and selected contacts.



Content

Directory of pre- and postnatal BCT services and support groups, BCT events/workshops/courses (listing and reports), Events in Belgium, Clubhouse and group news, crafts, articles and information related to families, babies and children, pregnancy, health, parenting, lifestyle, living in Belgium, essays and personal stories of members.

Display Ad Formats & Prices (excl VAT)

Ad Format	Dimensions mm	Rate 1 issue EUR	Rate 2 issues EUR	Rate 4 issues EUR
Full page: no margins with margins	210 x 297 180 x 264	210,00	370,00	660,00
2/3 page	180 x 174 mm	130,00	230,00	400,00
1/2 page	180 x 129 mm	100,00	180,00	320,00
1/3 page horizontal	180 x 84 mm	65,00	110,00	190,00
1/4 page vertical	87 x 129 mm	45,00	80,00	130,00

For preferential placements: ad price +10% / Bulk bookings in consecutive issues / Ad files in pdf

The digital format allows for interactive ads with links directly driving traffic to businesses' websites or social media profiles.



About the BCT

We are a volunteer-run, member-based not-for-profit social and support network for English-speaking families and parents-to-be in Belgium. We have been around for over 45 years offering pre- and postnatal services, socialising opportunities and parenting resources in English.

From pregnancy information to prenatal courses, from information talks to specialised member courses, from babywearing workshops to first aid classes, from playgroups at our Clubhouse in Ixelles to park playdates in local neighbourhoods, from family events to a second-hand-sale, from mum-and-baby meet-ups to toddler yoga, our activities cater for all stages of life whether pregnant, with a new baby or toddler or already school children. We welcome new families throughout the year!

Brussels Childbirth Trust asbl/vzw 466669572

Chaussée de Waterloo 620, 1050 Ixelles (Brussels)

Display ad service: displayads@bctbelgium.org

www.bctbelgium.org • [#bctbelgium](https://www.instagram.com/bctbelgium) (Instagram/Facebook)

