



Baby & Pre-School Awards

ENTRY FORM



The UKMums.TV Baby & Pre-School Awards are designed to give new parents (and gift buyers) a clear insight into what products on the market are favoured by their peers. Organised and published by the leading parental website, UKMums.TV, our Baby and Pre-School Awards are separated into 13 categories, as outlined on the next page.

Why Enter?

Word of mouth and peer to peer recommendation is essential in today's world. Our category winners and runners-up will benefit greatly from this. All results will be published on UKMums.TV for 30 days from Monday 19 June 2023. Each main category will have its own dedicated page with a newsletter and concentrated social media push. We can guarantee that each day over 125,000 page impressions will be gained for the category, plus many more times over the awards announcement month.

Every winning product will have a click-to-buy link and a bespoke UKMums.TV Awards logo for Gold, Silver and Bronze winners FREE of charge, with no licensing fees. **PLUS** new for this year, a full edition of award winners will feature in our online brochure!

The Judging Process

Depending on the category, judging will take place in one of two ways. The first way will be individual testing by the UKMums.TV team, and for the second way, entries will be distributed to our testers who will submit their thoughts via a virtual testing panel.

Each category will have a gold award winner, a silver award winner, and a bronze winner. Stand-out items will be recognised within each category. If we have a particularly high volume of entries, we will compartmentalise the most popular categories, ensuring that the best products receive the recognition that they deserve.

Entrant Information

Please note we will use the information below to create the invoice for this entry*

Contact Name: _____

Company Name: _____

Company Address: _____

Contact's email address: _____

*** All entries need to be received no later than 7 April 2023**

Please email a copy of your completed forms to viv@ukmums.tv

If you are having difficulty meeting the closing date, please contact Viv at UKMums.TV by emailing viv@ukmums.tv or calling 01327 277010, as we may be able to offer some flexibility.

Samples for review

To enter these awards, we require two non-returnable samples of each product submitted. However, for larger pieces of equipment, please speak to the UKMums.TV team, as one sample may be sufficient if hygiene is not an issue. Please ensure all samples reach us by 25th April.

Payment details for your entry

The fee to enter the awards is £90 (plus VAT) per entry. This can be paid by cheque or BACS. Once your entry form has been received an invoice will be issued.

All invoices must be paid by 15 June. If payment is not received by this date, the product will not be reviewed as part of this year's awards programme.

For more information contact Viv or Georgie at UKMums.TV by emailing viv@ukmums.tv or editor@ukmums.tv or by calling 01327 277010



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Please complete a separate form for each product entered.

Categories (please select the ONE category where your submitted product fits best):

Best Gifts & Must-Have Items for New & Expecting Parents

Best Prenatal & Postnatal Products

Maternity Clothing; Nursing Bras; Support Belts; Skincare Products; Healthcare Products; Sleeping Products; Services

Best Feeding Products

Breast Pumps; Breastfeeding Products; Bottle-Feeding Products; Sterilising Products; Formula Products; Weaning Products; Baby Food Brands; Toddler Food Brands; Toddler Feeding Products; Highchairs

Best Baby On-the-Go

Baby Carriers & Slings; Changing Bags; Pushchairs & Prams; Car Seats; Travel Essentials

Best Sleep & Soothing Products

Bedside Cribs; Portable Sleepers; Baby Bouncers, Rockers & Swings; Early Years Bedding Products; Baby Monitors; Soothers & Dummies; Mobiles; Night Lights; Sleep Aids

Best Early Years Health & Care Essentials

Bathing & Skincare Products; Bath Time Accessories; Grooming Products; Healthcare Products; Teething Products and Remedies; Disposable Nappy Ranges; Changing Station Essentials; Changing Mats; Nappy Pants Ranges; Potty-Training Products; Swim & Sun

Best Safety Products

Stair Gates; Bed Rails; Guards & Locks; Baby Monitors; Playpens; Other Safety Products

Best Furniture & Decorations

Nursery Furniture Ranges/Products; Decorative Products for the Nursery; Other Nursery Must-Haves

Best Apparel Products

Baby Apparel Items/Ranges; Children's Apparel Items/Ranges; Baby Winter Warmers; Sleepsuits; Dress-Up Items/Ranges

Best Early Years Toys

Baby Toys; Pre-School Toys; Outdoor Toys; Bath Toys

Best Early Years Entertainment Products

Multimedia Entertainment Products for Toddlers; Play Mats

Best Early Years Books, Magazines & Printed Goods (e.g. Calendars)

Best Eco Products for Babies, Toddlers & Expecting/New Parents

Babywear; Maternity Clothing, Skincare; Changing Products; Feeding Products; Baby/Pre-School Toys; Comforters; Other Environmentally Friendly & Sustainable products

Product Name: _____

Suggested Retail Price: _____

Preferred link to retail: _____

Brief product description
including value for money
(maximum 75 words) _____

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