

**das spielzeug**  
dasspielzeug.de

# MEDIAKIT 2024

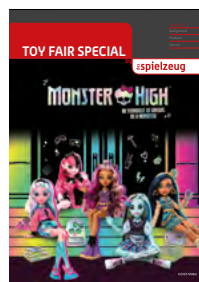
Ad rates no. 52, valid from 1 October 2023, as per: 1 May 2024

Menschen. Märkte. Meisenbach.





The trade magazine for the toy industry



Special publication in advance of the Spielwarenmesse



Up-to-date from the Spielwarenmesse

### Target group:

Buyers/decision-makers from the brick-and-mortar retail trade and online stores, trading in toys, games, books, arts & handicrafts and related areas. Furniture and interior design stores, department stores, pharmacies, health and beauty stores, trading companies, sports shops, buying groups, wholesalers and agencies.

### Print run:

6,302 copies\*

### Qualified circulation:

6,201 copies\*

### Frequency:

9 issues per year

### Jahrgang:

115<sup>th</sup> volume

### Membership/Participation:

IWW (Information Community for the Assessment of the Circulation of Media)  
ITMA (International Toy Magazines Association)

\*Source, IWW 1<sup>st</sup> Quarter 2023

# Brief Description

Since 1909, the trade magazine "das spielzeug" has been offering its readers trade and industry know-how - including trade store reports, company portraits and product presentations, which are divided into different subject areas such as licenses, wood, construction, games + puzzles, creative and summer + outdoor. The nine issues are rounded off by up-to-date and reader-friendly interviews, reports on trade fairs and tests from the editorial team.

With our high-circulation, bilingual "Toy Fair Special by das spielzeug," we prepare readers for the upcoming International Toy Fair in Nuremberg.

During the world's leading fair, we also publish

our bilingual "Toy Fair News by das spielzeug and baby&junior" on the first three days - packed with the latest news and trends from Toy City. The distribution is directly on the fair with promoter and in Nuremberg hotels.

The website [www.dasspielzeug.de](http://www.dasspielzeug.de) complements the print editions with daily news and reports from the industry as well as product information and prize games. Our online portfolio also includes the "das spielzeug" weekly newsletter and social media presences on Facebook, Instagram and LinkedIn.



**Kerstin Barthel**

Responsible Editor

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E-Mail: [kerstin.barthel@dasspielzeug.de](mailto:kerstin.barthel@dasspielzeug.de)

# Topics and Dates

## das spielzeug 1/2024

**Editorial deadline**  
01.12.2023

**Advertising deadline**  
07.12.2023

**Publication date**  
03.01.2024

### Novelty highlights for the toy year 2024

#### More focal themes:

- Wood
- Games and puzzles
  - Licenses
  - Creative
- 65 years Barbie

### Trade fairs

Spielwarenmesse, Nuremberg  
Nordstil, Hamburg  
Ambiente, Creativeworld, Christmasworld, Frankfurt/a.M.

## das spielzeug 2/2024

**Editorial deadline**  
20.12.2023

**Advertising deadline**  
21.12.2023

**Publication date**  
23.01.2024

### Novelty highlights for the toy year 2024

#### More focal themes:

- Sustainability
- Large Easter special (print/online special page 26)
  - Baby and toddler
- Collect and trade/unboxing
  - Off into space!
  - Minions special

### Trade fairs

Spielwarenmesse, Nuremberg  
Ambiente, Creativeworld, Christmasworld, Frankfurt/a.M.  
Kids' Time, Kielce/Poland

## das spielzeug Toy Fair News

**Editorial deadline**  
12.01.2024

**Advertising deadline**  
23.01.2024

**Publication date**  
30.01.2024 (1/2024)  
31.01.2024 (2/2024)  
01.02.2024 (3/2024)

three daily issues in English and German with  
current reports from the international  
Spielwarenmesse Nürnberg

### Distribution

distributed with promoters at the fair  
display at the Toy Fair Nuremberg (our press booth  
foyer 12.0)  
hotels in Nuremberg and surroundings  
distributed to subscribers from das spielzeug and  
baby&junior

# Topics and Dates

## das spielzeug 3/2024

**Editorial deadline**  
09.02.2024

**Advertising deadline**  
16.02.2024

**Publication date**  
11.03.2024

### Focal themes

- Summer & Outdoor/Sport
- Construct and experiment
- Licenses including Hello Kitty special (50 years)
  - games
- Multimedia (books, audio books, etc.)

**Trade fairs**  
EK Fun, Bielefeld

## das spielzeug 4/2024

**Editorial deadline**  
20.03.2024

**Advertising deadline**  
27.03.2024

**Publication date**  
22.04.2024

### Focal themes

- Advent calendar special (print/online special page 26)
  - RC/Technology
    - Wood
- Play figures/cars and vehicles/children's vehicles
  - Off to the farm!

**Trade fairs**  
Tag der Lizenzen, Cologne

## das spielzeug 5/2024

**Editorial deadline**  
30.04.2024

**Advertising deadline**  
07.05.2024

**Publication date**  
03.06.2024

### Focal themes

- Licenses
- Card Games
- trend articles
- Sustainability
- Back to the prehistoric times!

**Trade fairs**  
BrandMate, Offenbach



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# Topics and Dates

## das spielzeug 6/2023

**Editorial deadline**  
26.06.2024

**Advertising deadline**  
03.07.2024

**Publication date**  
25.07.2024

### Focal themes

- Autumn novelties
- Quality and safety
  - Wood
- Action/Adventure/Robots
- School + Learning/Experiment

**Trade fairs**  
Nordstil, Frankfurt/a.M.

## das spielzeug 7/2023

**Editorial deadline**  
29.07.2024

**Advertising deadline**  
05.08.2024

**Publication date**  
29.08.2024

### Focal themes

- Sustainability
- Baby & Toddler
- Dolls and plush
- Party, Celebration, Carnival

**Trade fairs**  
Kind + Jugend, Cologne

## das spielzeug 8/2023

**Editorial deadline**  
02.09.2024

**Advertising deadline**  
09.09.2024

**Publication date**  
02.10.2024

### Focal themes

- Christmas (print/online special page 26)
  - Games & Puzzles
- PBS, Creative, School & Learning
  - Books
- Construction

**Trade fairs**  
Insights-X, Nuremberg  
Spiel, Essen



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# Topics and Dates (Toy Fair News)

## Wünsch Dir Was 1/2023

### Editorial deadline

10.10.2024

### Advertising deadline

17.10.2024

### Publication date

11.11.2024

### B2C christmas magazine

Christmas inspiration for parents and children including top-sellers, puzzles, handcraft tips, recipe ideas, jokes and lots more.

### Distribution

Free in toy stores and as E-Paper

## das spielzeug 9/2023

### Editorial deadline

28.10.2024

### Advertising deadline

04.11.2024

### Publication date

25.11.2024

### Focal themes

- Spring News 2025
  - Sustainability
  - Licenses
- Model Railroad/Model Making
- Children's TV/Online

## Toy Fair Special 1/2024 and 1/2025

### Editorial deadline

13.11.2023 | 12.11.2024

### Advertising deadline

24.11.2023 | 22.11.2024

### Publication date

15.12.2023 | 16.12.2024

Readers get provided with all the information they need to prepare their trip to the Spielwarenmesse in Nuremberg. (bilingual: English and German)

### Distribution

display at the Toy Fair Nuremberg and hotels in Nuremberg and surroundings  
subscribers from das spielzeug and baby&junior  
Supplement of issue 1-2024 and issue 1-2025





# Toy Fair Special by das spielzeug 2025



This is complemented with interviews with and statements from leading personalities in the toy industry. Our editorial team is supported by its colleagues from the International Toy Magazines Association (ITMA).

## Benefit from the added value:

The print issue is also available as e-papers at [www.dasspielzeug.de](http://www.dasspielzeug.de). In addition we push the coverage of the e-papers with promotions in our newsletters before and during the Spielwarenmesse. Further channels for distributing the e-paper are planned.

## Target group:

Buyers and decision-makers from the brick-and-mortar retail trade and online stores, owners and agencies and manufacturers involved in the national and international toy industry

**Publication date:** 16.12.2024

**Editorial deadline:** 12.11.2024

**Advertising deadline:** 22.11.2024

**Print-run:** 9,000 copies

**Qualified print run:** 8,900 copies

**Language:** German/English

## Distribution:

Mid December international distribution and loose insert in the 1/2025 issue of das spielzeug.

During Spielwarenmesse distribution at hotels in Nuremberg.

Display at the fair.

**Format:** 170 mm x 240 mm

## Advertising rates

(ad sizes width x height in mm):

1/1 page 4c (170 x 240)	2,490.- €
1/2 page 4c (170 x 120 o. 82,5 x 240)	1,290.- €
1/3 page 4c (170 x 80 oder 56 x 240)	990.- €
1/4 page 4c (170 x 60 oder 70,5 x 99)	750.- €
1/8 page across 4c (70,5 x 49)	450.- €
1/4-1/1 advertorial bookable at advertising rate	

front cover page: 3,100.- €

2nd cover page: 2,870.- €

4th cover page: 2,870.- €

Correction and release details: see p.12





# Toy Fair News by das spielzeug and baby&tjunior 2025



The magazine «Toy Fair News by das spielzeug and baby&tjunior» appears on the first three days of the Spielwarenmesse toy fair in Nuremberg. The publication is presented in an i-pad format for improved navigation around the fair, providing visitors with everything they need to know about the Spielwarenmesse.

Each issue comprises an exhibition guide, featuring tips on what is really relevant and which stands are not to be missed.

**das spielzeug**

As part of our communications mix, the print issues are complemented by our online concept. Newsletters before and during the fair and das spielzeug's online presence guarantee you all-round brand exposure!

## Benefit from the added value:

All three daily editions will be pushed about our newsletter and are available on [www.dasspielzeug.de](http://www.dasspielzeug.de).

## Target group:

All visitors to the Spielwarenmesse and specialist retailers/manufacturers in the toy and baby & infant segments as well as their agencies and associations.

**Frequency:** 28.01.- 30.01.2025

**Editorial deadline:** 10.01.2025

**Advertising deadline:** 20.01.2025

**Print-run/daily:** 5,000 copies

**Qualified print-run:/daily:** 4,900 copies

## Qualified print-run:

Distribution with promoters at the fair  
Display at the fair on our press booth in foyer 12.0

The issues are distributed at the hotels in and around Nuremberg and to subscribers and readers of das spielzeug and baby&tjunior via postal-distribution.

**Format:** Width 170 mm x Height 240 mm

## Languages:

bilingual – English/German

## Advertising rates/per day /per issue:

(advertisement size width x height in mm)

1/1 page 4c (170 x 240): 3,520.- €

1/2 page 4c (170 x 120 o. 82,5 x 240): 1,970.- €

1/3 page 4c (170 x 80 o. 56 x 240): 1,380.- €

1/4 page 4c (170 x 60 oder 70,5 x 99): 990.- €

1/8 page 4c (70,5 x 49): 480.- €

1/4-1/1 advertorial bookable at advertising rate

front cover page: 4,600.- €

2nd cover page: 4,120.- €

4th cover page: 4,280.- €

4-page bound insert: 3,150.- €

Rates do not include VAT

Quantity discount: 2x=3%, 3x=5%, 4x=10%

Correction and release details: see p.12



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# WÜNSCH DIR WAS! 2024

## Content:

The theme of Christmas runs as a thread throughout the magazine, which is as B2C magazine aimed at children and adults. As well as focusing on Christmas top-sellers – for all age groups – it has a range of content on aspects such as handcraft tips, ideas for decorations, puzzles, jokes, recipes, advent calendars and competitions. Its age-appropriate language and colourful, dynamic layout appeals directly to kids.

## Target group:

Parents and children (up to 14 years)

**Print run:** 20.000 copies

**Publication date:** 11.11.24

**Format:** 170x240mm

**Distribution:** Free in toy stores and as epaper

Push via newsletter, publication on [www.dasspielzeug.de](http://www.dasspielzeug.de)  
plus Facebook and Instagram!



LAST DATE FOR ADVERTISING AND PRINT DATA:  
17.10.2024

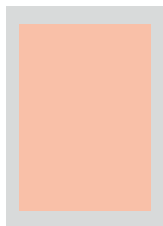
## AD- / ADVERTORIAL RATES\*

1/1 page	EUR 3.550.-
1/2 page	EUR 1.750.-
1/3 page	EUR 1.175.-
1/4 page	EUR 900.-
Advent calendar illustration	EUR 900.-
2nd cover page	EUR 4.150.-
4th cover page (inclusive dealer stamp)	EUR 4.150.-

\*Correction and release details: see p.12



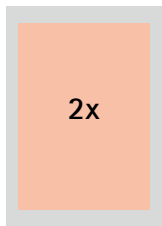
# Ad Rates and Ad Formats\* das spielzeug



**1/1 page**

B: 210 mm x 297 mm

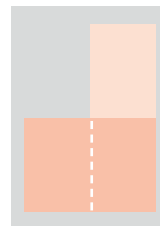
**5,120.- €**



**2/1 page**

PS: 420 mm x 297 mm

**8,160.- €**

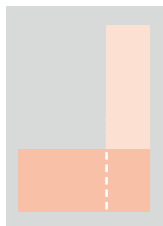


**1/2 page**

B: 210 mm x 151 mm

B: 100 mm x 297 mm

**2,850.- €**

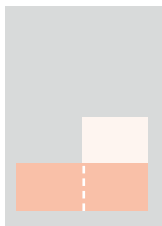


**1/3 page**

B: 210 mm x 106 mm

B: 78 mm x 297 mm

**2,040.- €**

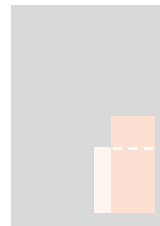


**1/4 page**

B: 210 mm x 75 mm

PS: 94 mm x 131 mm

**1,500.- €**

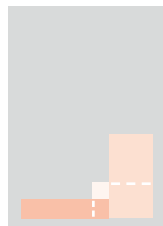


**1/6 page**

PS: 94 mm x 86 mm

PS: 62 mm x 131 mm

**1,070.- €**



**1/8 page**

PS: 192 mm x 33 mm

PS: 94 mm x 66 mm

PS: 62 mm x 99 mm

**790.- €**

**Best Placement:**

Front cover page

2nd cover page

3rd cover page

Back cover page

Front + Back cover page

**10,200.- €**

Eye-catcher

**3,880.- €**

Lead page

**2,400.- €**

**6,750.- €**

**5,680.- €**

**5,430.- €**

**6,070.- €**

\* Special formats on request

PS: Print Space B: Bleed

Formats = width x height

Ad formats bleed off:

Bleed ad format plus 3 mm allowance on all sides



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# Ad Rates and Ad Formats

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

## Colour:

Colours from the Euro Colour Scale CEI 12-66  
DIN 16539 included in price /  
special colours  
(no discount available) **each 1,250.- €**

## Magazine format:

DIN A 4, 210 mm wide x 297 mm high

## Discounts:

Ads within 12 months (insertion year):

Frequency discount

3 Ads	5 %
6 Ads	10 %
10 Ads	15 %
12 Ads	20 %

## Correction and release details:

A release cycle is included in the excellent price for the following products:

Advertorial Print, Eye-catcher, Lead story, Advertorial

Online, Special Newsletter.

Each additional cycle is charged at a flat rate of 150.- €.

## Ad rate for job offers (ad rate in b/w):

1/4 page	740.- €
1/2 page	1,430.- €
1/1 page	2,700.- €
coloured logo surcharge:	100.- €

## Ad specials:

Inserts/price per thousand	
up to 25g:	510.- €
up to 50g:	600.- €

Maximum format available for loose inserts:  
205 x 297 mm

Prices for bound inserts and other special forms of advertising (gatefolder, post-its, island ads etc.) on request.



**Iris Lepach**

Media Consultant:

Tel.: +49 951 861-123

E-Mail: [iris.lepach@dasspielzeug.de](mailto:iris.lepach@dasspielzeug.de)



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# Advertorial Print

An increasingly popular advertising medium, the Advertorial offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary – the text and images are embedded in the editorial section both in terms of look and feel.

## ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact – creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

### 1 page Advertorial: 4,600.– €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
3-4 images | Company logo | Main text minimum: 1,600 characters | Maximum: 3,500 characters (incl. spaces, headings and captions).

### Plus 700.– € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the dasspielzeug layout.\*

### 1/2 page Advertorial: 2,550.– €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
2 images | Company logo | Main text minimum: 600 characters | Maximum: 1,200 characters (incl. spaces, headings and captions).

### Plus 350.– € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the dasspielzeug layout.\*

\*Any net travel expenses will be billed to the customer.

Our correction and release details can be found on p. 13.

**We will also be glad to publish your advertorial online as an option.  
You will find the prices for this on page 21.**



# Eye-catcher

The EYE-CATCHER is our creative double-sided format 2/1. If you have a particularly beautiful picture of one of your products or of your company, it gets a very special appearance with our eye-catcher.

## Double-sided eye-catcher:

**3.880,- €**

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (\*.jpg, 300 dpi or 3,508x4,961 pixels)
- a short descriptive text (\*.txt, \*.docx) with max. 1,000 characters (excluding spaces)
- Your desired web address (URL)
- QR code

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.



Our correction and release details can be found on p. 12.



# Lead page

With our LEAD PAGE, you can skilfully showcase your image as an eye-catcher on an entire print page. The lead page opens up a new subject area or a specific focus topic in the magazine.

## One-sided lead page:

2.400,- €

We need the following data from you:

- a picture, ideally based on the focus topic, in portrait format and in printable quality (\*.jpg, 300 dpi or at least 3,000 pixels)
- a short descriptive text (\*.txt, \*.docx) with max. 450 characters (including spaces)
- your desired web address (URL)
- the placement of a QR code is also possible

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.



Our correction and release details can be found on p. 12.





# Specifications

**Magazine format:** 210 mm wide x 297 mm high

**Print space:** 185 mm wide x 264 mm high

**Printing and binding methods:** 4c offset printing (80 lpc-screen, PS0coated\_v3.icc) on double-sided multi-coated paper. Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.

**Data creation and delivery:** Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PS0coated\_v3.icc) with 3 mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 115.- €/hour.

Your data can be processed by us with the following programs:

- Adobe Acrobat Pro DC

- Adobe InDesign (Version CC)
- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

**Colours:** Bio-Printing inks (CMYK, special colours available on request.

**Proof:** When making the proof please consider that our printer works with standard PS0-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PS0coated\_v3.icc If you are interested, please contact Oline Gränke ([odine.graenke@meisenbach.de](mailto:odine.graenke@meisenbach.de), tel +49 951 861-195), who will also tell you the costs.

**Data storage:** Data will be archived. Unchanged rerun is generally possible. A data guarantee is,

however, not assumed.

**Guarantee:** By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

## Contact:

Oline Gränke, Order Management  
[odine.graenke@meisenbach.de](mailto:odine.graenke@meisenbach.de)  
tel +49 951 861-195

## Delivery address:

Schleunungdruck GmbH  
Inserts: for attention of Thomas Gesell  
Eltertstraße 27  
97828 Markttheidenfeld  
tel +49 9391 6005-9133



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# Distribution

## 1 Subscription prices 2024

### Subscription prices print 2024\*

Issues per year	9
Domestic incl. postage and 7% VAT	108.- €
Abroad europe	120.- €
Abroad world	170.- €

### Subscription prices digital 2024

Digital	98.- €
Premium (print + digital) domestic	123.- €
Premium (print + digital) europe	135.- €
Premium (print + digital) world	185.- €

\*Prices valid from 01.01.2023. All prices incl. delivery charges.

**Terms of payment:** After invoicing by bank transfer, credit card or PayPal.

**European Union (EU):** If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.

**Other foreign countries:** VAT-free

## 2 Circulation auditing: [www.ivw.de](http://www.ivw.de)

The IVW (Information Community for the Assessment of the Circulation of Media) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.



## 3 Circulation analysis:

### Print run analysis

From the IVW-circulation analysis 1/2023\*\* thereof abroad:

Actual circulation:	6,201 (**597)
Paid circulation:	1,128 (**77)
Subscribed copies:	377 (**71)
Other sales:	751 (**6)
Free copies:	5,073 (**520)
Print run:	6,302

## 4 Geographical distribution analysis:\*\*\*

### Geographical distribution analysis

(Percentage of print run actually distributed)

Germany	90.37 %
Abroad	9.63 %
Print run actually distributed	100.00 %

\*\*\*Average in percent- Issues July 2022 – June 2023

## 5 Classified potential of recipients:

**Distribution Germany, Austria, Switzerland**  
(Multiple answers possible)

Trade	Number
Specialised retail trade	30,868
Toy products	4,776
Toys and sports shops	232
Hobby, handicraft, stationery	1,190
Model railway/-construction	391
Multimedia	655
Department stores	1,002
Book trade	1,211
Furniture	4,455
Baby products	2,754
Gift articles	8,295
Bags and leather goods	182
Other general retail	4,998
Mail order / Online	727
<b>Wholesale, agencies</b>	<b>2,381</b>
<b>Manufacturers</b>	<b>2,209</b>
<b>Total of potential of recipients</b>	<b>35,458</b>

# Cross-media Opportunities

## coverage (print + online)

das spielzeug	6,300 copies
Newsletter	4,200 recipients
Website	159,597 page impressions 22,489 visits

## Fans Social Media

Facebook	2,302 follower
LinkedIn	680 follower
Instagram	1,858 subscribers

status: July 2023





# PODCAST – **das spielzeug** WITH ADVERTISING

Give your target group something to listen to!



## Expand your marketing mix!

### Options in the das spielzeug podcast:

Advertising spot created by you  
as a pre, mid or post ad

Advertising spot created by us as a native ad  
(can also be booked as a package)

### Top distribution:

[www.dasspielzeug.de](http://www.dasspielzeug.de)\*

<https://podcast.dasspielzeug.de>

Spotify, Apple, Amazon, Google Podcasts

Push via our newsletter  
which goes out to 4,200 recipients

Menschen. Märkte. Meisenbach.

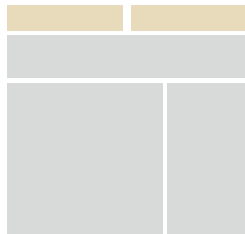


Your contact:  
Iris Lepach / Media Consultant  
[iris.lepach@dasspielzeug.de](mailto:iris.lepach@dasspielzeug.de)  
Tel. +49 951 861-123



# Ad Banner on [www.dasspielzeug.de](http://www.dasspielzeug.de)

## 1 Full Banner



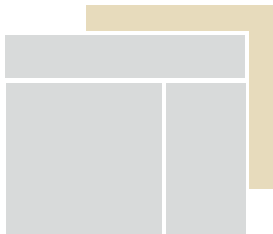
Size: 560 x 110 pixels  
Price\*: 1,575.- €

## 2 Superbanner



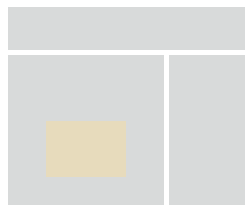
Size: 1,170 x 110 pixels  
Price\*: 2,365.- €

## 3 Hockeystick



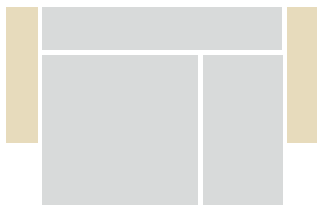
Size: 735 x 110 pixels +  
160 x 600 pixels  
Price\*: 2,100.- €

## 4 Content Ad\*\*



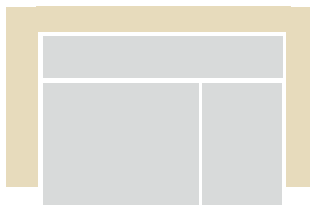
Size: 300 x 250 pixels  
Price\*: 1,215.- €

## 5 Skyscraper



Size: 160 x 600 pixels  
Price\*: 1,855.- €

## 6 Webskin



Size: (2x) 160 x 600 pixels +  
1,200 x 110 pixels  
Price\*: 2,485.- €

\*\*This banner is also visible in the mobile version and always remains in the field of view of the reader.

## Discounts:

Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

## \*Price for 4 weeks duration

## Formats valid from 1 April 2023.

Delivery of the banner data incl. linking by e-mail stating the customer name to Odine Gränke ([odine.graenke@meisenbach.de](mailto:odine.graenke@meisenbach.de)).



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# Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.

## Advertorial guidelines:

- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 915.- €

Bookable in combination with print adverts – we will be happy to make you an individual offer.

**Optional: Book our social media package!** Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook and LinkedIn.



Surcharge: 205.- € per portal



In the slider on our home page, your advertorial is always visible for 10 seconds.



Click here or take a picture – here you get to the Advertorial Online example



# Ad Opportunities Newsletter

## Banner



General information: The „das spielzeug“-Newsletter informs late-breaking on all important news of the trade industry. The Newsletter is sent in HTML-format. Banner can be run between articles and columns.

Data formats: JPG, 700 x 120 pixels, max. size 100K  
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer's name, to Odine Gränke (odine.graenke@meisenbach.de).

**Rates per Ad (Banner): 510.– €**

## Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

### 1-2 Advertorial(s):

- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

### Banner:

- 700 x 120 pixels, max. 100K

**Price: 2,050.– €**



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# Instagram-Package

A picture is worth a thousand words! This is one of the reasons why more and more retailers in our industry are using Instagram – to reach their customers but also to inform themselves about new products.

## Package prices:

5 posts (per calendar year): 945.- €

10 posts (per calendar year): 1,760.- €

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram you can integrate up to 18 hashtags in addition to your text.

Via Instagram we have built up an extensive retailer-network from which you can also benefit: Use our **Instagram package** to present your products and innovations or to publish an image campaign.

<https://www.instagram.com/dasspielzeug/>



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# LinkedIn-Package

Via LinkedIn we have built up an extensive retailer-network from which you can also benefit: Use our **LinkedIn package** to present your products and innovations or to publish an image campaign.

## Package prices:

5 posts (per calendar year): **945.- €**  
10 posts (per calendar year): **1,760.- €**  
Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 3,000 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on LinkedIn you can integrate up to 10 hashtags in addition to your text.

LinkedIn  
Connect to Opportunity™

Join now

Join with Google

Sign in

<https://de.linkedin.com/showcase/fachmagazin-das-spielzeug/>



Fachmagazin das spielzeug

Fachmagazin für Gestaltung, Spiele, Spielzeug, Figuren, Bücher, Hobby und Basteln!  
Fachverlagsgesellschaft, Gießen, 1988, 1990, 1992, 1994, 1996, 1998, 2000, 2002, 2004, 2006, 2008, 2010, 2012, 2014, 2016, 2018, 2020

das spielzeug



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# Online-Print-Specials

With these extravagant advertising formats, we offer you the opportunity to place yourself in a thematically appropriate environment.

## Easter special:

- Advertorial of 01.03.24 on [www.dasspielzeug.de](http://www.dasspielzeug.de) online
- 1/4 Advertorial (other sizes on request) in print magazine 2/24 on 23.01.24

## Advent calendar special:

- Advertorial of 01.06.24 on [www.dasspielzeug.de](http://www.dasspielzeug.de) online
- 1/4 Advertorial (other sizes on request) in print magazine 4/24 on 22.04.24

## Christmas special:

- Advertorial of 01.10.24 on [www.dasspielzeug.de](http://www.dasspielzeug.de) online
- 1/4 Advertorial (other sizes on request) in print magazine 8/24 on 02.10.24

## Booking options per special:

- Advertorial Website: 510,- €
- 1/4 Advertorial print: 1,250,- €

## Combis:

- Advertorial website incl. newsletter-push: 915,- €
- Advertorial website incl. 1/4 advertorial print magazine: 1,500,- €

## Guidelines:

Online-Advertorials: details on p. 22  
(delivery of data approx. 10 working days in advance)

1/4 Advertorial print: 1 picture and 300-600 characters text

- Closing dates for print issues: details on p. 4-7
- Prices plus VAT.



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2% discount on payment within 8 days from  
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Place of fulfilment and court of jurisdiction  
is Bamberg. (Unless otherwise determined by law)

All prices exclude VAT, which is charged at the currently  
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