# 1st Steps DAS FACHMAGAZIN DER BABYBRANCHE

# Media 2026



1st Steps & TOYS Reduktion









# Brief description

Ambitious, trend-oriented, quality-conscious. That is 1st Steps. The magazine has been on the market for more than ten years and is aimed at industry and trade in the B2B sector. End consumers, such as parents and families are reached via distribution and display in doctor's and midwives' practices, daycare centers and gynecologists. As a trend barometer for the baby and toddler industry, 1st Steps reflects important topics and content from industry and trade across all channels and reader / target groups. As a platform 1st Steps stimulates discussions and the exchange of ideas between a variety of industry participants.

### 1ST STEPS FOR TRADE PARTNERS

1st Steps informs a professional readership with targeted information - whether about trends, with company and background reports, new product launches, sales and marketing measures or PoS presentations in every issue.

### 1ST STEPS FOR MULTIPLIERS

1st Steps is available at multipliers – gynecologists, midwives and pediatricians and daycare centers – and thus addresses the target group of young parents and families directly. Feature articles, best-practice stories, product innovations and company portraits provide young and expectant parents, educators and people searching for gifts with first-hand knowledge and information.

### **DUAL SALES STRATEGY**

1st Steps enables a target group oriented and trade relevant dual strategy. Information and advertising messages are directed in a targeted manner:

- into all relevant distribution channels from specialty stores for baby articles and toddler equipment, specialised toy retailers to shopping centers of chain stores and online trading
- into the area of multipliers and end customers

### Sales concept

1st Steps transports your message to 3,000 retailers for baby and toddler needs as well as toys and reaches the top decision makers in the retail sector.

Another 4,500 copies are distributed via multipliers.

1st Steps letter is published monthly and reaches around 10,000 industry-relevant recipients.



approx. 45,000 readers in total / per issue

# Prelimary publication schedule 2026\*

**Print** issue

1st Steps Spring 2026

Deadlines

Print issue

1st Steps

 Publication
 03.09.2026

 Deadline advert
 13.08.2026

 Deadline editorial
 30.07.2026

Autumn 2026

Deadlines

 Publication
 16.04.2026

 Deadline advert
 26.03.2026

 Deadline editorial
 12.03.2026

**Main Topics** 

Come rain or shine: Products for all seasons

Vacation time: Everything for families at

home and on the go

**Main Topics** 

Bilingual trade show issue (DE/EN)

Kind + Jugend 15.-17.09.2026

Focus on retail Trends 2027/28

Permanent categories: industry news, sustainability, trade portraits, licensed baby products





### **Publication**

**KW 5** 

KW 9

**KW 13** 

KW 17

KW 21

KW 25

KW 29

**KW 33** 

KW 37 (Kind+Jugend)

KW 41

KW 45

KW 49

Deadline advert/editorial 2 weeks before publication





# Rates and conditions

Pricelist No. 6 (valid from 01.10.2023)

### Rates/Sizes 1/1 page 1/2 page cross size 1/2 page high size 1/3 page cross size 175 x 251 mm 180 x 120 mm 86 x 245 mm 180 x 80 mm 210 x 149 mm\* 105 x 297 mm\* 210 x 100 mm\* 210 x 297 mm\* EUR 2.910,-EUR 1.570,-EUR 1.570,-EUR 1.070,-1/3 page high size 1/4 page cross size 1/4 page high size 1/4 page 60 x 245 mm 180 x 60 mm 45 x 245 mm 86 x 120 mm 70 x 297 mm\* 210 x 74 mm\* 53 x 297 mm\* EUR 1.070.-EUR 830,-EUR 830,-EUR 830,-

\*For all edge trimmed formats, a bleed of 3 mm is required on the respective outer edges of the booklet.

### **Special placement**

### Cover page

incl. cover story

Price on request

2nd cover page

EUR 3.250,
3rd cover page

EUR 3.250,-

EUR 3.250.-

### **Bound inserts**

4th cover page

2 pages EUR 2.550,-4 pages EUR 3.090,-

Format DIN A4 plus bleed (3 mm on the outer edges of the booklet,

head trimming 3 mm).

### Inserts

up to 25 g EUR 2.750,up to 100 g EUR 3.450,-

Bound inserts and inserts may not contain advertising from third parties.

### **Printing method**

offset (Euroskala)

powered by **TOYS** Terms and conditions can be found at toys-kids.de

VAT will be charged additionally.

# Prices - advertorial print

Pricelist No. 6 (valid from 01.10.2023)

### **Prices**

### product placement

1-2 photos | website | text approx. 450 characters, Final version will be sent for approval before printing.

print and online

### 1/2 page product placement

Please send us your text and photos, our editor will do the layout and embedd it in the editorial environment.

required are: 2-3 photos | website | text approx. 600 characters, Final version will be sent for approval before printing.

1/1 page PR EUR 2.450,-

Please send us your text and photos, our editor will do the layout and embedd it in the editorial environment

required are: 3-4 photos | website | text approx. 1.500 characters, Final version will be sent for approval before printing.

### Material needed by editorial deadline!

### **Product Placement PLUS**

### Combi PLUS:

Print + 1st Steps letter: EUR 910,-

### **Premium Plus:**

Additional integration

of a video clip:: + EUR 190,-

### Focus story / inside cover

### 3/1 pages in the magazine:

1/1 page as teaser +

2/1 page editorial coverage

Price on request

powered by **TOYS** Terms and conditions can be found at toys-kids.de

VAT will be charged additionally.

EUR

EUR

EUR 1.250.-

550.-

650.-

# Distribution analysis



### Distribution

Total circulation 7,500 copies

### **Distribution sales partners**

Retailers dealing in baby & toddlers products
Retailers dealing in toys
Retailers dealing in furniture, furniture stores
Department stores and online trade
Manufacturers
Whole sale and trade agents
Further recipients

### Distribution multiplier

Multiple answers possible

Kitas (day nursery)
Paediatrician
Midwifery, midwives
Kindergarten
Family hotel - GAS region
Multiple answers possible

Approx. 45,000 readers in total!

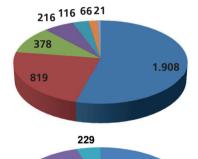
### 7,000 copies

3,000 copies
1,908 copies
819 copies
378 copies
216 copies
116 copies
66 copies
21 copies

### **4,500** copies

1.326 copies 1.123 copies 1.016 copies 806 copies 229 copies

.



Retailers dealing in baby & toddlers products

Retailers dealing in toys
 Retailers dealing in furniture,
 furniture stores

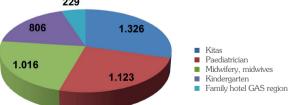
furniture stores

Department stores and online trade

Manufacturers

Whole sale and trade agents

Further recipients



### Circulation/Distribution

Circulation/Distribution 2x per year circulation 7,500 copies

# 1st Steps letter



### Trends als Wegweise für Innovation und Markterfold

Trends sind mehr als kurzfristige Phänomene. Sie liefern wertvolle rennes sind menr aus kurzmsige Hnanomene, sie lierern wertvolle Orientierung und Impulse für Innovation in einer sich wandelnden Welt. Sie Orientierung und Impuse tur innovation in einer sich wangeriden Welt-zeigen, wohin sich Märkte und Bedürfnisse entwickeln und sind damit zeigen, wohin sich Markte und Beduffnisse entwickein und sind dartit unverzichtbar für eine zukunftsfähige Produktentwicklung\*, erklärt Jörg Schmale, Director der Kind + Jugend und fährt fort ... weiterlesen



## Liebe Leserinnen und Leser,

mit der heutigen Ausgabe unseres 1st Steps letters bilden wir wieder die Vielfalt der mit oer rieungen Ausgabe unseres 1st overs switten unbert vir weder die verent der Branche ab: von richtungsweisenden Trends über inspirierende Insights bis hin zu unervore du. von Honoungswinserhort i frents butet insprieutende insignie bri praktischen Produkthighlights für den Familienalitag. Wir starten mit einem praktischen Produktrignignis zur den Panniertalting. Per suchten ins. einen: Brandbriefing zu den aktuellen Trends wie sie beispielsweise auf der kommenden Kind brandbriening zu den aktuelten 1 rends wie sie beispiessweise auf der kommenden Kir + Jugend oder der Hong Kong Baby Products Fair Mitte Januar 2026 zu finden sein uugend oder oer nong Kong dauly Products heir mitte Jarnutz zuze zu erden setri werden. Darüber hinaus beleuchten wir, weshalb die Kategorien Puppen und Prüsch werden. Darüber ninaus bekeuchten wir, weshalb die Kategorien Puppen und Flusch echte Everygreens sind und bleiben werden. Wir stellen den innovativen Swaddle Up eune Everygreens sins und besiden werden. Wir stellen den minovauren owedden Up Pucksack vom australischen Unternehmen Love to Dream vor und wir geben mit dem Pucksack vom australischen Unternermen Love to ürleant vor und wir geben mit out. Warmies Labrador Weitjen und dem Oeinger Mitmachbuch mit der Ueinen Eule ein bisschen Inspiration für ein entspannt-fröhliches Zubetigehrlitust mit den Kleinsten.

Wenn Sie noch mehr über die Branche erfahren möchten, dann blättern Sie hier online Wenn Sie noch mehr uber die Branche erfahren mochten, damin usetern Sie der durch unsere aktuelle 1st Steps Ausgabe – wie immer kostenfrei und ungekürzt – oder durch unsere aktuelle 1st Steps Ausgabe – wie immer kostenfrei und ungekürzt – oder stöbern Sie in unsere Nows rein. Viel Spaß dabeil

1st Steps & TOYS Redaktion



### Advertising option in 1st Steps letter

### 1st Steps letter as a broad-reach medium is ideal for your advertising message

Lead story - Be in first place!

1 image, headline and teaser text linking to your story. File format: jpg, 1,200 x 600 pixels, max. size 300kb, resolution: 72 dpi

Detailed questions about the offer by e-mail to: a.specht@goeller-verlag.de

EUR 1.990.-

490,-

### Teaser PR

Headline: max. 35 characters, teaser text: max.300 characters, 1 image, resolution 72 dpi EUR 620.-

### Banner

File format: jpg, 700 x 120 pixels, max. size 100 kb, Email stating the customer name to: a.specht@goeller-verlag.de **EUR** 

### **Teaser Product Placement**

1 image, website, text approx. 450 characters **EUR** 450.-

### Special newsletter

Banner + 6 to 8 themed blocks + pictures on request

### 1st Steps letter

10.000 recipients trade (buyers, toys, stationary retail, baby & infants, furniture retail, online trade, nonfood in food retail trade, garden centres, DIY stores, book trade, airports, petrol stations and souvenir/gift shops)

12x 1st Steps letter per year

### publication dates:

please have a look at our publication schedule on page 4

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# Crossmedial

# toys-kids.de

### Website



size: 468 x 60 Pixel **EUR 490.-\*** 

# super banner



728 x 90 Pixel **EUR 650,-\*** 

# permanent banner (fixed at the bottom)



size: 728 x 90 Pixel **EUR 860,-\*** 

# 1st Steps letter

approx. 10,000 personalized recipients trade



\*uptime 4 weeks

### Innovative ways to reach the target group!

### 1st Steps

(circulation: 7,500 copies) target group: all relevant outlets baby&infant **plus** multipliers



### TOYS

(circulation: 6,500 copies) target group: trade/industry toys, hobby & DIY



### TOYSUP

(circulation: 30,000 copies) target group: international



# Imprint/Contact

### **Editorial Team**

Astrid Specht
Editor in Chief
Phone +49 7221 502-246
a.specht@goeller-verlag.de



Janina Hamhaber Phone +49 7221 502-217 j.hamhaber@goeller-verlaq.de



Marlene Witke Telefon +49 7221 502-227 m.witke@goeller-verlag.de



### **Media international**

Elvira Ulrich Phone +49 7225 987-648 e.ulrich@goeller-verlag.de



Jolante Oesterle Media Management Phone +49 7221 502-216 j.oesterle@goeller-verlag.de

Elena Schmidt Media consultant Phone +49 7221 502-247 e.schmidt@goeller-verlag.de



# Advertising Admin./ Subscriptions

Petra Blank Phone +49 7221 502-242 Fax +49 7221 502-222 p.blank@goeller-verlag.de









### Postal address

Göller Verlag GmbH Aschmattstr. 8 • 76532 Baden-Baden Phone +49 7221 502-200 Fax +49 7221 502-222 info@goeller-verlag.de opeller-verlag.de

**Year & Frequency of Publication** 16. Year of Publication / 2x annual

Purchase price Annual subscription: 27,00 Euro (plus shipping costs and 7 % VAT international postage extra) single copy: 14,00 Euro

### Bank account:

Sparkasse Baden-Baden Gaggenau BLZ 662 500 30 / Konto-Nr. 70 771 IBAN: DE22 6625 0030 0000 0707 71 BIC: SOI ADESTBAD

powered by **TOYS** Die AGB finden Sie unter toys-kids.de