

DAS FACHMAGAZIN DER BABYBRANCHE

powered by **TOYS**
toys-kids.de



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:

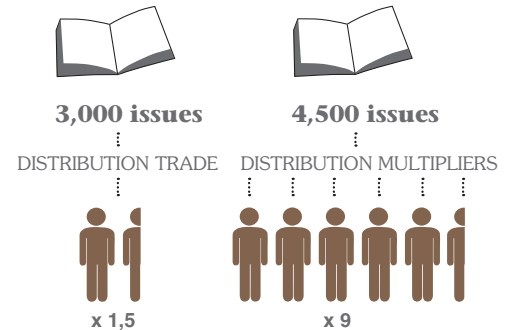
- into all relevant distribution channels from specialty stores for baby articles and toddler equipment, specialised toy retailers to shopping centers of chain stores and online trading
- into the area of multipliers and end customers

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**

Preliminary publication schedule 2026*

Print issue	
1st Steps	Spring 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	

Print issue	
1st Steps	Autumn 2026
Deadlines	
Publication	03.09.2026
Deadline advert	13.08.2026
Deadline editorial	30.07.2026
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

1st Steps letter	
powered by TOYS	
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	

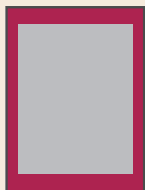


* subject to change

Rates and conditions

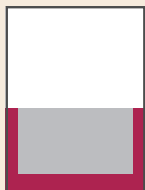
Pricelist No. 6 (valid from 01.10.2023)

Rates/Sizes



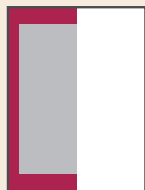
1/1 page
175 x 251 mm
210 x 297 mm*

EUR 2.910,-



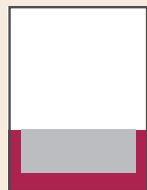
1/2 page cross size
180 x 120 mm
210 x 149 mm*

EUR 1.570,-



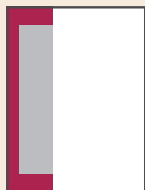
1/2 page high size
86 x 245 mm
105 x 297 mm*

EUR 1.570,-



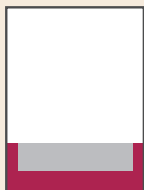
1/3 page cross size
180 x 80 mm
210 x 100 mm*

EUR 1.070,-



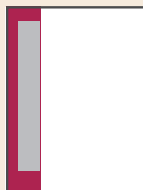
1/3 page high size
60 x 245 mm
70 x 297 mm*

EUR 1.070,-



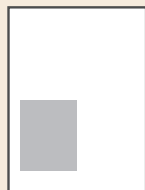
1/4 page cross size
180 x 60 mm
210 x 74 mm*

EUR 830,-



1/4 page high size
45 x 245 mm
53 x 297 mm*

EUR 830,-



1/4 page
86 x 120 mm

EUR 830,-

Special placement

Cover page

incl. cover story **Price on request**

2nd cover page **EUR 3.250,-**

3rd cover page **EUR 3.250,-**

4th cover page **EUR 3.250,-**

Bound inserts

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)

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VAT will be charged additionally.

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

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
print and online

EUR 550,-

EUR 650,-

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.

EUR 1.250,-

1/1 page PR

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.

EUR 2.450,-

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

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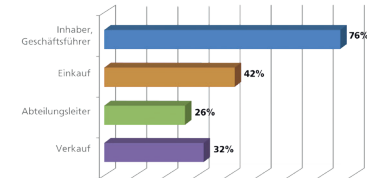
VAT will be charged additionally.

Distribution analysis

Function in company (trade)

Owner, Managing Director	76 %
Purchasing Department	42 %
Department Manager	26 %
Sales Department	32 %

multiple answers possible



Distribution

Total circulation

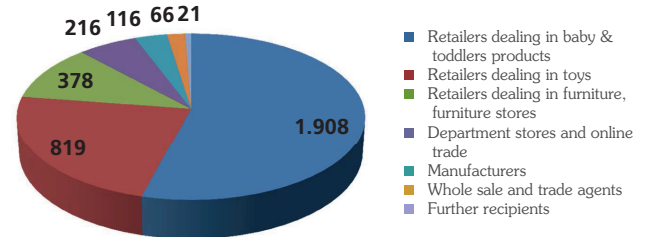
7,500 copies

Distribution sales partners

Retailers dealing in baby & toddlers products	1,908 copies
Retailers dealing in toys	819 copies
Retailers dealing in furniture, furniture stores	378 copies
Department stores and online trade	216 copies
Manufacturers	116 copies
Whole sale and trade agents	66 copies
Further recipients	21 copies

Multiple answers possible

3,000 copies

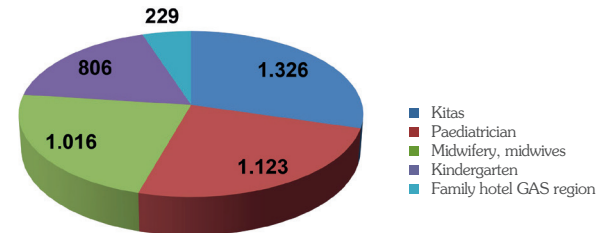


Distribution multiplier

Kitas (day nursery)	1.326 copies
Paediatrician	1.123 copies
Midwifery, midwives	1.016 copies
Kindergarten	806 copies
Family hotel - GAS region	229 copies

Multiple answers possible

4,500 copies



Approx. 45,000 readers in total!

Circulation/Distribution

Circulation/Distribution

2x per year

circulation

7,500 copies

1st Steps letter

1st Steps letter

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,-

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 490,-

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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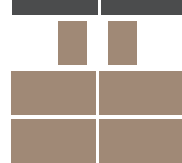
VAT will be charged additionally.

Crossmedial

toys-kids.de

Website

full banner



size:
468 x 60 Pixel
EUR 490,-*

super banner



size:
728 x 90 Pixel
EUR 650,-*

permanent banner (fixed at the bottom)



size:
728 x 90 Pixel
EUR 860,-*

*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
top buyers



1st Steps letter

approx. 10,000 personalized
recipients trade



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-verlag.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



Media and Marketing

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
goeller-verlag.de

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16. Year of Publication / 2x annual

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(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: SOLADES1BAD