



# Media 2024

## 1st Steps online

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

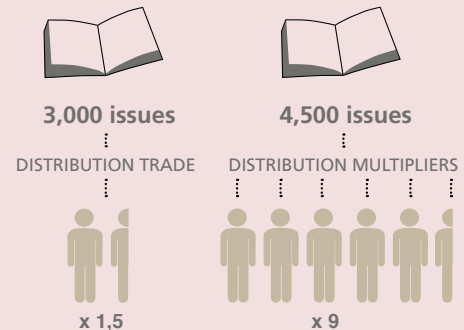
1st Steps enables a target group oriented and trade relevant dual strategy. Information and advertising messages are directed in a targeted manner:

- 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 online is published 3 times a year and reaches around 10,000 industry-relevant recipients.



**approx. 45,000 readers  
in total / per issue**

# Preliminary publication schedule 2024\*

Issue	Deadlines	Main topics
1st Steps <i>online</i> 1/2024	<b>Publication</b> KW 10 Advertising/editorial deadline KW 8	Industry news
1st Steps Spring 2024	<b>Publication</b> 11.04.2024 Deadline print 28.03.2024 Deadline advert 21.03.2024 Deadline editorial 14.03.2024	Family on Tour! On the road with baby + toddler 1st Steps Special: Child seats – Safety, expert tips & innovations Playing, learning, understanding – Encouraging baby's development through playing When little babies sleep – Everything for a good night's sleep
1st Steps <i>online</i> 2/2024	<b>Publication</b> KW 23 Advertising/editorial deadline KW 21	Industry news
1st Steps Autumn 2024	<b>Publication</b> 22.08.2024 Deadline print 08.08.2024 Deadline advert 01.08.2024 Deadline editorial 25.07.2024	Kind + Jugend Everything eco? – Sustainability from the beginning Start-ups and small companies Focus: Trade
1st Steps <i>online</i> 3/2024	<b>Publication</b> KW 41 Advertising/editorial deadline KW 39	Industry news

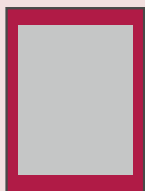
Permanent categories:  
Sustainability, trade portraits, licensed baby products

\* subject to change

# Rates and conditions

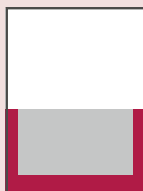
Pricelist No. 5 (valid from 01.10.2023)

## Rates/Sizes



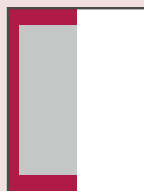
1/1 page  
175 x 251 mm  
210 x 297 mm\*

**EUR 2.910,-**



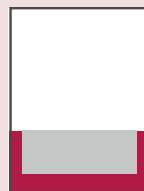
1/2 page cross size  
180 x 120 mm  
210 x 149 mm\*

**EUR 1.570,-**



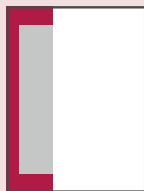
1/2 page high size  
86 x 245 mm  
105 x 297 mm\*

**EUR 1.570,-**



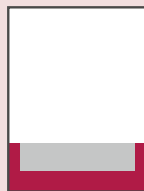
1/3 page cross size  
180 x 80 mm  
210 x 100 mm\*

**EUR 1.070,-**



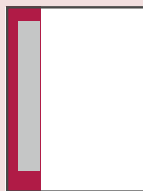
1/3 page high size  
60 x 245 mm  
70 x 297 mm\*

**EUR 1.070,-**



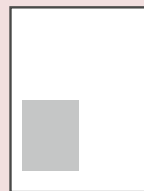
1/4 page cross size  
180 x 60 mm  
210 x 74 mm\*

**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 (Euroskała)

powered by **TOYS** Terms and conditions can be found at [toys-kids.de](https://toys-kids.de)

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. 5 (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

EUR 550,-

print and online

EUR 650,-

### 1/2 page product placement

EUR 1.250,-

Please send us your text (approx. 600 characters) and 2-3 photos + website and our editor will do the layout.

Final version will be sent for approval before printing.

### 1/1 page PR

EUR 2.450,-

Please send us your text (approx. 1.500 characters) and 3-4 photos + website and our editor will prepare the layout.

Final version will be sent for approval before printing.

**Material needed by editorial deadline!**

## Product Placement PLUS

### Combi PLUS:

Print + 1st Steps online: **EUR 1.090,-**

### 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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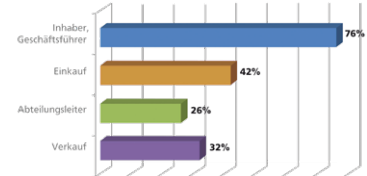
VAT will be charged additionally.

# 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**

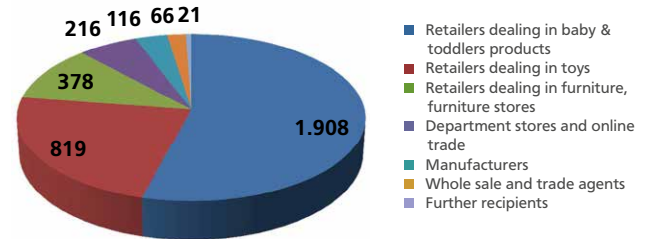
### Distribution sales partners

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

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



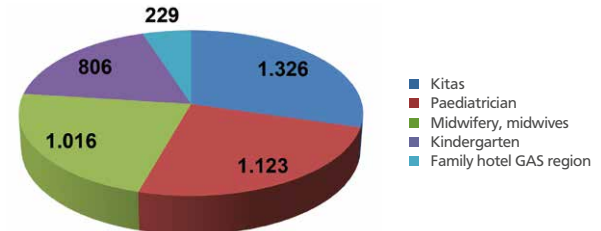
### Distribution multiplier

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

1,326 copies
1,123 copies
1,016 copies
806 copies
229 copies



**Approx. 45,000 readers in total!**

## Circulation/Distribution

### Circulation/Distribution

**2x per year**

**circulation**

**7,500 copies**

# 1st Steps online

## 1st Steps online

### Advertising option in 1st Steps online

**1st Steps online as a broad-reach medium is ideal for your advertising message**

#### Teaser

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,-

#### Banner

File format: jpg, 700 x 120 pixels, max. size 100 kb,  
Email stating the customer name to:

a.specht@goeller-verlag.de

EUR 390,-

#### Teaser

Headline: max. 35 characters, teaser text: max.

300 characters, 1 image, resolution 72 dpi, price

EUR 620,-

#### Special newsletter

Banner + 6 to 8 themed blocks + pictures, price: auf Anfrage

### 1st Steps online

10,000 recipients trade  
(buyers, toys, stationary retail,  
baby & infants, furniture  
retail, online trade, nonfood  
in food retail trade, garden  
centres, DIY stores, book tra-  
de, airports, petrol stations  
and souvenir/gift shops)

### 3x 1st Steps online per year

#### publication dates:

please have a look at our  
publication schedule on  
page 4



#### Kind + Jugend: Signal zum Aufbruch

Nach ihrem kleinen und feinen Restart  
im vergangenen Jahr freut sich das  
Team der Konfirmation, dass die Messe  
nun wieder rund 500 Anbieter aus über  
40 Ländern präsentiert - darunter  
führende Unternehmen und Marken,  
kleine und mittelständische Anbieter,  
Start-ups und vieles mehr. Warum es  
allen Grund für Optimismus gibt,  
beschreibt Messedirektor Jörg Schmale  
in seinem Grußwort ... [Weiterlesen](#)



#### Hebammen-testen.de: Auf Herz und Nieren

Hebammen-testen.de ist das  
unabhängige Online-Portal, das  
Produkte für Schwangerschaft, Babys  
und Kleinkinder durch über 7.000  
zertifizierte Hebammen testen lässt.  
Sowohl Eltern als auch Unternehmen  
schätzen das Empfehlungswort, das  
auf immer mehr Babyprodukten zu  
sehen ist. Wie das Unternehmen  
arbeitet, beschreibt Gründerin Britta  
Benzel ... [Weiterlesen](#)

ADVERTORIAL



#### BDKH: Starker Start in den Herbst

Mit vielen interessanten Neuzugängen  
präsentieren sich die Mitglieder des  
BDKH auf der diesjährigen Kind +  
Jugend. Zum Branchentreffpunkt können  
auch die Branchentreffpunkt können



#### sunflex sport: Action das ganze Jahr über

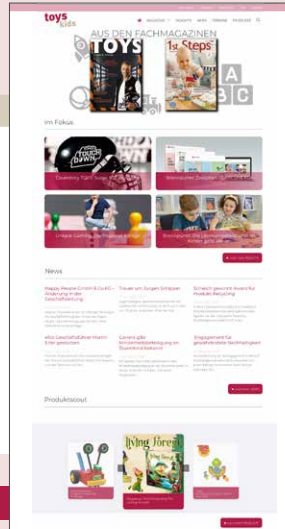
Bekannt ist sunflex durch seine  
hochwertigen Outdoor-Produkte. Seit  
einigen Jahren gibt es auch Produkte,  
die für Innenräume geeignet sind, um  
auch in der kalten Jahreszeit in den  
Raum zu bringen

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# Crossmedial

## 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 online

10,000 recipients trade



## 1st Steps

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

**1st Steps**  
Trade and Trends Baby & Kids World



## TOYS

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



## TOYSup

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





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goeller-verlag.de

### Annual subscription:

27 Euro (2 issues) postage extra  
Single copy: 14 Euro

### Bank account:

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