

Media 2025



TOYS
trade & trends
toys-kids.de

Print is premium

For more than 50 years our trade magazine **TOYS** has been addressing the specialist and online trade as well as top buyers in the sector of toys, games, gift and licensed products, DIY and stationery with competently prepared reports on topics relevant to the B2B business sector. Our portfolio provides a representative cross-section of the assortment policy in the above-mentioned trade channels. Cross-industry trends are taken up and „looking beyond the end of one's nose“ is part of the journalistic repertoire. **TOYS** bridges the gap between classic toys and licensed products, additional ranges such as DIY, books and stationery, Toys 4.0 and sustainably produced products. In the service section **TOYS** reports on retail trends, e-commerce strategies, alternative sales channels, innovative PoS solutions and integrates practical tips on sales promotion and product management. People & opinions, interviews, broadcasts, company profiles and not least an open, constructive exchange of opinions make **TOYS** a compulsory read for industry opinion and decision makers.

Cross-media: **TOYS**letter & online presence at toys-kids.de: 12 **TOYS**letter as well as attention-grabbing online presence increase in combination with print the marketing impact and contact potential of companies. Topicality and an industry overview with journalistic expertise are of great importance in this area.

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Basic information

Publication

2-monthly
(6 double issues)

Single copy

9.50 Euro

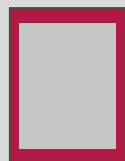
Print run (IVW 2/2024)

6,706 copies

SIZES AND PRICES

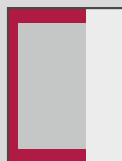
Price list no. 44 (valid from 01.10.2023)

Sizes



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

EUR 4.500,-



2/3 page
115 x 251 mm
140 x 297 mm*

EUR 3.150,-



1/2 page cross size
175 x 125 mm
210 x 149 mm*

EUR 2.450,-



1/2 page high size
88 x 251 mm
105 x 297 mm*

EUR 2.450,-



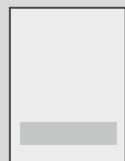
1/3 page cross size
175 x 85 mm
210 x 100 mm*

EUR 1.650,-



1/3 page high size
58 x 251 mm
70 x 297 mm*

EUR 1.650,-



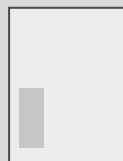
1/4 page cross size
175 x 63 mm
EUR 1.250,-



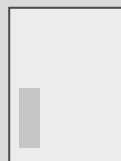
1/4 page high size
43 x 251 mm
EUR 1.250,-



1/4 page
88 x 125 mm
EUR 1.250,-



1/6 page
60 x 125 mm
EUR 850,-



1/8 page
44 x 125 mm
EUR 650,-



1/8 page
88 x 65 mm
EUR 650,-

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

VAT will be charged additionally.

Advertorial Print

product placement

print EUR 630,-
print and online EUR 750,-

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

1/2 page product placement EUR 1,300,-

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

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

1/1 page PR EUR 2,500,-

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

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 + Newsletter: EUR 990,-

Premium Plus:

Additional integration
of a video clip: + EUR 190,-

TECHNICAL DATA AND RATES

Print run:	6.706 copies (IVW 2/2024)
Distribution:	Germany, Austria, Switzerland
Frequency of issue:	2-monthly – 6 double issues
Right of withdrawal:	16 days prior to date of publication.
Annual subscription:	72 € (6 issues); postage extra.
Single copy:	9.50 €
Loose inserts:	up to 25 g 2.850,- € / up to 50 g 3.400,- € (postal fees included)
Bound inserts	(210 x 297 mm + 3 mm bleed off on all edges) 1 sheet = 2 pages 2.450,- € per sheet 700,- €
Mailing address:	Göller-Verlag GmbH, P.O. Box 19 01 40 D-76503 Baden-Baden, Germany Phone: +49 7221/502200 Fax +49 7221/502222
Colours:	We use inks of the European Ink Chart for Letterpress (CEI 12 – 66). We cannot guarantee a flawless presentation if inks of another ink chart are requested.
Printing:	Offset; type face: Meta 9.5 Point.



Print data:	Print-optimized pdf files trimmed and with corner marks Please note the following points: <ul style="list-style-type: none"> • European colour scale (CMYK) • embedded fonts • halftone images (colour/grey scale): minimum 300 dpi resolution • line drawings: minimum 1000 dpi resolution.
Printing data to be sent per E-Mail:	E-Mail: anzeigen@goeller-verlag.de max. 10 MB
Terms of payment:	Net payment immediately after receipt of invoice. For advance payment we grant you a discount of 2 percent.
Publisher:	Göller Verlag GmbH, 76532 Baden-Baden Aschmattstr. 8 Phone +49(0)7221/502200 Fax +49(0)7221/502222
Bank account:	Sparkasse Baden-Baden 070771 (BLZ 66250030) IBAN: DE22 6625 0030 0000 0707 71 BIC: SOLADES1BAD

PRELIMINARY PUBLICATION SCHEDULE 2025*

Issue	Deadlines	Main Topics/Specials	Distribution at fairs
TOYS 1-2/2025	Publication Deadline print 16.01.2025 Deadline advert 07.01.2025 Deadline editorial 20.01.2025 19.12.2024	TOYS Trends 2025 Spielwarenmesse 2025	SPIELWARENMESSE 2025 28.01-01.02.2025
TOYS 3-4/2025	Publication Deadline print 13.03.2025 Deadline advert 27.02.2025 Deadline editorial 20.02.2025 13.02.2025	Back to School & Paper, Office & Stationery Easter 2025 – Small Gifts & Impulse Products	
TOYS 5-6/2025	Publication Deadline print 12.06.2025 Deadline advert 28.05.2025 Deadline editorial 22.05.2025 15.05.2025	Licensing / BrandMate Halloween & Carnival Special Issue Licensing: – Brands for all Ages – Evergreens and New Idols	BRANDMATE 25.-26.06.2025
TOYS 7-8/2025	Publication Deadline print 31.07.2025 Deadline advert 17.07.2025 Deadline editorial 10.07.2025 03.07.2025	TOYS Advent Calendar Dolls, Plush, Model Making	
TOYS 9-10/2025	Publication Deadline print 25.09.2025 Deadline advert 11.09.2025 Deadline editorial 04.09.2025 28.08.2025	Games, Books & Licensing Construction, Learning, Experiments	SPIEL'25: 23.10-26.10.2025 FRANKFURTER BUCHMESSE: Termin TBC
TOYS 11-12/2025	Publication Deadline print 20.11.2025 Deadline advert 06.11.2025 Deadline editorial 30.10.2025 23.10.2025	Collecting Fun for Kids & Kidults Fun & Games for In- and Outdoors	SPIELWARENMESSE 2026
TOYSUP 2026	Publication Deadline print 18.12.2025 Deadline advert 04.12.2025 Deadline editorial 27.11.2025 20.11.2025	TOYS Global 2026 – People, Markets & Opinions	SPIELWARENMESSE 2026

NEWSLETTER PER E-MAIL 2025

TOYS *letter*

1st Steps

January

KW 3

April

KW 15

July

KW 26
**Special letter on
BrandMate**

KW 31

October

KW 43

February

KW 7

May

KW 19

August

KW 35

November

KW 47

March

KW 11

June

KW 23

September

KW 39

December

KW 51

Deadline advert/editorial 2 weeks before publication



CIRCULATION AND DISTRIBUTION



Distribution analysis

Circulation

6.542 copies

toy retailers	90,2 %	5.901 copies
stationery trade	14,4 %	942 copies
hobby and art supplies shops	9,3 %	608 copies
shopping- and warehouses	4,7 %	307 copies
book trade (with non-book range)	4,1 %	268 copies
hardware stores and garden centres	3,5 %	229 copies
central purchasing chain stores, non-food purchasers grocery retail	3,3 %	216 copies
mail order business, online trading	2,1 %	137 copies
souvenir, fan und museum shops	1,7 %	111 copies
promotional trading	0,6 %	39 copies

multiple mentions possible

Readers per issue: 28.785

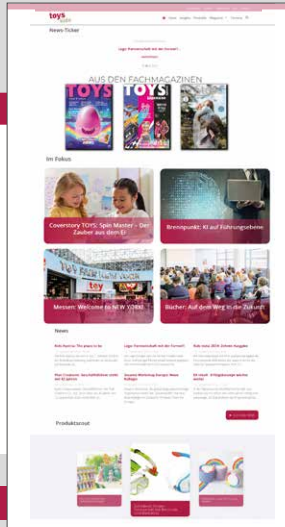
(each magazine is read by approx. 4.4 readers)

Notes on the survey method: Written recipient analysis

Sample size: Every 5th index address

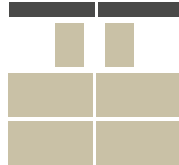
CROSSMEDIAL

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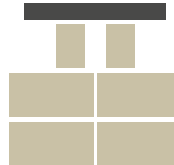
Website

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!

TOYSletter

approx. 10,000 personalized recipients trade



TOYS

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



1st Steps

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



TOYSUP

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



TOYSletter

1st Steps
BRANCHE INTERN

TOYSletter

Advertising option in TOYSletter

TOYSletter 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

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,-**

Product Placement

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

Special newsletter

Banner + 6 to 8 themed blocks + pictures **on request**

TOYSletter

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 TOYSletter per year

publication dates:

please have a look at our publication schedule on page 5

VAT will be charged additionally.

