

Media 2026



TOYS
trade & trends

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

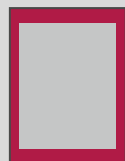
Print run (IVW 2/2025)

6,435. copies

SIZES AND PRICES

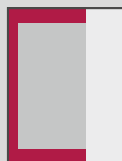
Price list no. 44 (valid from 01.10.2023)

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,-



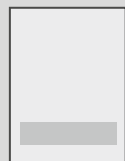
1/3 page cross size
175 x 85 mm
210 x 100 mm*

EUR 1.650,-



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

EUR 1.650,-



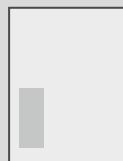
1/4 page cross size
175 x 63 mm
EUR 1.250,-



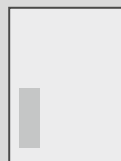
1/4 page high size
43 x 251 mm
EUR 1.250,-



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 embed 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 embed 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 2/2025)
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: • 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
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PRELIMINARY PUBLICATION SCHEDULE 2026*

Issue	Deadlines	Main Topics/Specials	Distribution at fairs
TOYS 1-2/2026	Publication 15.01.2026 Deadline advert 18.12.2025 Deadline editorial 11.12.2025	TOYS Trends 2026 Spielwarenmesse 2026 Paper, Office, Stationery & Back to School	Spielwarenmesse 27.-31.01.2026
TOYS 3-4/2026	Publication 26.03.2026 Deadline advert 05.03.2026 Deadline editorial 19.02.2026	Easter 2026 – Impulse items and small gifts Collectibles for Kids & Kidults	
TOYS 5-6/2026	Publication 18.06.2026 Deadline advert 28.05.2026 Deadline editorial 14.05.2026	Special Issue Licensing for BRANDmania 2026 Focus on retail	BRANDmania 24.-25.06.2026
TOYS 7-8/2026	Publication 06.08.2026 Deadline advert 16.07.2026 Deadline editorial 02.07.2026	TOYS Advent Calendar Puzzles, DIY and Crafting Fun	
TOYS 9-10/2026	Publication 24.09.2026 Deadline advert 03.09.2026 Deadline editorial 20.08.2026	Games, Books & Licensing: From video games to childhood heroes STEM toys in the playroom	BLE in London 06.-08.10.2026 Spiel '26 22.-25.10.2026 Frankfurter Buchmesse 07.-11.10.2026
TOYS 11-12/2026	Publication 19.11.2026 Deadline advert 29.10.2026 Deadline editorial 15.10.2026	Indoor & Outdoor Fun for Kidults & Kids Let the good times roll: Everything for the next party	Spielwarenmesse 2027
TOYSUP 2027	Publication 17.12.2026 Deadline advert 26.11.2026 Deadline editorial 12.11.2026	TOYS Global 2027 – Menschen, Märkte, Meinungen	Spielwarenmesse 2027

NEWSLETTER PER E-MAIL 2026

TOYS *letter*

1st Steps

January

KW 3

April

KW 15

July

KW 30

October

KW 43

February

KW 7

May

KW 19

August

KW 35

November

KW 47

March

KW 11

June

KW 23

**KW 26
Special letter on
BRANDmania**

September

KW 39

December

KW 51

Deadline advert/editorial 2 weeks before publication



CIRCULATION AND DISTRIBUTION



Distribution analysis

Circulation

6.256 copies

toy retailers	90,2 %	5.643 copies
stationery trade	14,4 %	901 copies
hobby and art supplies shops	9,3 %	582 copies
shopping- and warehouses	4,7 %	294 copies
book trade (with non-book range)	4,1 %	294 copies
hardware stores and garden centres	3,5 %	219 copies
central purchasing chain stores, non-food purchasers grocery retail	3,3 %	206 copies
mail order business, online trading	2,1 %	131 copies
souvenir, fan und museum shops	1,7 %	106 copies
promotional trading	0,6 %	38 copies

multiple mentions possible

Readers per issue: 27.526

(each magazine is read by approx. 4.4 readers)

Notes on the survey method: Written recipient analysis

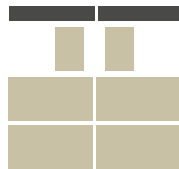
Sample size: Every 5th index address

CROSSMEDIAL

toys-kids.de

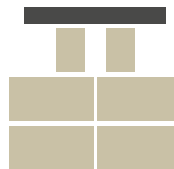
Website

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

TOYSletter

approx. 10,000 personalized recipients trade



Innovative ways to reach the target group!

TOYS

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



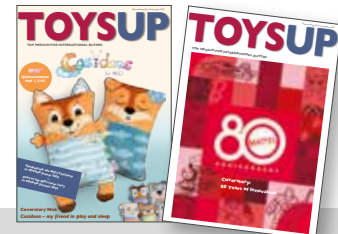
1st Steps

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



TOYSUP

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





TOYSletter

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 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**

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 4

VAT will be charged additionally.