

The medium for top trade decision makers



Discerning, trendy and quality conscious – terms that describe modern day parenthood as well as our magazine 1st Steps. We document babies' first steps in life as well as accompany and support the development of babies and toddlers with excellent products. By means of a dual sales strategy 1st Steps specifically addresses multipliers and decision makers from the sectors of health, education, medicine but also reaches end consumers through various multipliers. You will find our magazine at paediatric and midwife surgeries, day-care centres, selected kindergartens and family hotels.

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Publication schedule and sales strategy

Publication schedule

Issue	Focus topics
1/2020	On the road with babies & toddlers Little explorers – Playful learning Summer, sun, swimming fun
2/2020	Simply delicious – Dinner is served Happy all around – All about pregnancy, birth and beyond Conscious living – Sustainable products
Family edition with increased circulation 10.500 copies	
3/2020	Kind + Jugend 2020 Best brands for babies
4/2020	X-Mas – Great last minute gifts Time to cuddle – Sleeping safe and sound Favourites – Products mums and babies love

Family edition with increased circulation 10.500 copies

Permanent categories:

Being active, feeling good, lifestyle, baby care, toys and games, miscellaneous for mum and baby

Publication plan & deadlines

1/2020	Publication	27.02.2020
	Deadline print	12.02.2020
	Deadline advert	06.02.2020
2/2020	Publication	28.05.2020
	Deadline print	13.05.2020
	Deadline advert	06.05.2020
3/2020	Publication	10.09.2020
	Deadline print	27.08.2020
	Deadline advert	20.08.2020
4/2020	Publication	12.11.2020
	Deadline print	02.11.2020
	Deadline advert	29.10.2020

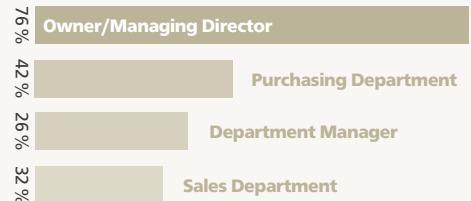
Circulation: 8.500 copies

Increased circulation issue 2+4/2020: 10.500 copies



Multi-channel sales strategy

Addressees



Sales channels

Retailers dealing in baby & toddler products	1.807 copies	2.920 addresses
Retailers dealing in toys	1.713 copies	6.830 addresses
Department stores	1.301 copies	6.766 addresses
Retailers dealing in textiles & clothing	1.181 copies	9.033 addresses
Retailers and stores dealing in furniture	944 copies	7.464 addresses
Catalogue selling, online selling	321 copies	1.390 addresses
Whole sale	201 copies	1.070 addresses
Central purchasing chain stores	404 copies	1.071 addresses
Manufacturers	399 copies	1.408 addresses
Other	201 copies	

61 % of addresses are personalised

Rates and conditions

Pricelist No. 3 (valid from 01.10.2011)

Rates/Sizes

Sizes (all 4 c)	Rates	Size Bleed (w x d in mm + 3 mm for bleed)
1/1 page	EUR 2.695,-	210 x 297 mm
1/2 page high size	EUR 1.460,-	105 x 297 mm
1/2 page cross size	EUR 1.460,-	210 x 149 mm
1/3 page high size	EUR 990,-	70 x 297 mm
1/3 page cross size	EUR 990,-	210 x 100 mm
1/4 page high size	EUR 770,-	53 x 297 mm
1/4 page cross size	EUR 770,-	210 x 74 mm
1/4 page corner	EUR 770,-	88 x 123 mm

For booking all four issues of 1st Steps 2020 we grant you interesting special conditions and positions.

N.B.: An additional VAT charge applies to all rates.

Contact



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**Multi-
booking
pays!**

Competence in continuity

1st Steps allows manufacturers to inform the trade industry on their company and product policies in a highly focused way. With a circulation of 8.500 copies, 1st Steps reaches all relevant sales channels of specialised shops for baby products and infant equipment, specialised toy shops as well as purchase offices of chain stores and online trade.

Build new contacts with 1st Steps and make use of great combination offers with our trade magazine TOYS!

Special placement

Cover page

2nd cover page	EUR 2.999,-
3rd cover page	EUR 2.890,-
4th cover page	EUR 2.999,-

The magazine
for babies & toddlers

1st Steps

Trade and Trends: Babys & Kids World

1st Steps
available at all
Babywelt
fairs

Globale Themen
jetzt auch auf Englisch

Global Topics
now in English
Book your ad now!

- expert guide and category management for retailers

- detailed market knowledge, in-depth research, journalistic competence

- expert knowledge and contacts for trade newcomers and trendsetters

The complete range babies & kids world

www.toys-kids.de