

# 1st Steps

Trade and Trends: Babys & Kids World

Globale Themen  
jetzt auch auf Englisch

Global Topics  
now in English  
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MEDIA 2021



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 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:

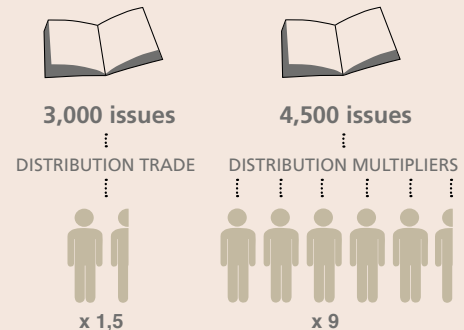
- into all relevant distribution channels from specialty stores for baby articles and toddler equipment, specialised toy retailers to shopping centers of chain stores and online trading
- into the area of multipliers and end customers

## 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 is also on display at all BabyWelt trade fairs and at Kind + Jugend.



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

# Preliminary publication schedule\*

Issue		Deadlines		Main topics – your products in context
1st Steps	Spring 2021	<b>Publication</b>	<b>04.03.2021</b>	Made in Germany/Europe - always safe and sound Basic equipment for babies - this should not be missing
		<b>Deadline print</b>	<b>18.02.2021</b>	
		<b>Deadline advert</b>	<b>11.02.2021</b>	
		<b>Deadline editorial</b>	<b>04.02.2021</b>	
1st Steps	Summer 2021	<b>Publication</b>	<b>02.06.2021</b>	Mini-Me - little ones making a big entrance Kids' rooms of today - everything from furniture to home textiles Smart Baby - clever products for baby and family
		<b>Deadline print</b>	<b>21.05.2021</b>	
		<b>Deadline advert</b>	<b>12.05.2021</b>	
		<b>Deadline editorial</b>	<b>06.05.2021</b>	
1st Steps	Autumn 2021	<b>Publication</b>	<b>02.09.2021</b>	Kind + Jugend 2021 Sleep, baby, sleep - everything for a good night Best Brands for Babies
		<b>Deadline print</b>	<b>18.08.2021</b>	
		<b>Deadline advert</b>	<b>12.08.2021</b>	
		<b>Deadline editorial</b>	<b>05.08.2021</b>	
1st Steps	Winter 2021	<b>Publication</b>	<b>11.11.2021</b>	Make a wish - nice gifts for mum, dad & baby Snuggle time! - Soft things for winter
		<b>Deadline print</b>	<b>28.10.2021</b>	
		<b>Deadline advert</b>	<b>21.10.2021</b>	
		<b>Deadline editorial</b>	<b>14.10.2021</b>	

\* Publication dates of issues relevant to trade fairs are adjusted to the current trade fair dates – subject to change.

#### Permanent categories:

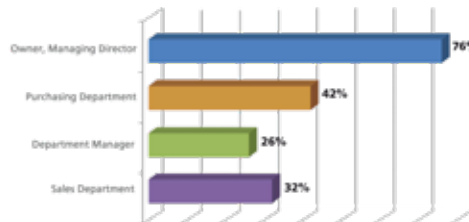
Being active, feeling good, lifestyle, baby care, eco, toys and games, miscellaneous for mum and baby

# Distribution analysis

## Function in company (trade)

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

multiple answers possible



# Distribution analysis

## Total circulation

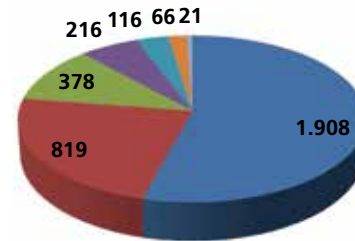
**7,500 copies**

## Distribution sales partners

**3,000 copies**

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



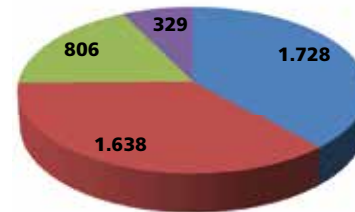
- Retailers dealing in baby & toddlers products
- Retailers dealing in toys
- Retailers dealing in furniture, furniture stores
- Department stores and online trade
- Manufacturers
- Whole sale and trade agents
- Further recipients

## Distribution multiplier

**4,500 Copies**

Kitas	1,728 Copies
Paediatrician	1,638 Copies
Kindergarten	806 Copies
Family hotel D-A-CH	329 Copies

Multiple answers possible



- Kitas
- Paediatrician
- Kindergarten
- Family hotel D-A-CH

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

## Circulation/Distribution

**Circulation/Distribution**

**4x per year**

**circulation**

**7,500 copies**

# Rates and conditions

Pricelist No. 4 (valid from 01.10.2011)

## Rates/Sizes

### Sizes (all 4c)

Sizes (all 4c)	Rates	Size Bleed
1/1 page	EUR 2,695,-	210 x 297 mm (ang.)
1/2 page high size	EUR 1,460,-	105 x 297 mm (ang.)
1/2 page cross size	EUR 1,460,-	210 x 149 mm (ang.)
1/3 page high size	EUR 990,-	70 x 297 mm (ang.)
1/3 page cross size	EUR 990,-	210 x 100 mm (ang.)
1/4 page high size	EUR 770,-	53 x 297 mm (ang.)
1/4 page cross size	EUR 770,-	210 x 74 mm (ang.)

### Product Placement

1-2 images, text approx. 600 characters

Print	EUR 480,-
Print and online	EUR 550,-
1/1 advertorial	EUR 2,280,-
1/2 advertorial	EUR 1,150,-

## Bound inserts

2 pages	EUR 2,299,-
4 pages	EUR 2,799,-

**Bound inserts and inserts may not contain advertising from third parties.**

## Special placement

### Cover page

incl. cover story price on demand

**2nd cover page** EUR 2,999,-

**3rd cover page** EUR 2,890,-

**4th cover page** EUR 2,999,-

## Inserts

up to 25 g	EUR 2,475,-
up to 100 g	EUR 3,110,-

## Printing method

offset  
(Eurosкала)

# Cross-media

## Innovative ways to reach the target group!

### Print + Website

#### 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

#### TOYSTrend

(circulation: 20,000 copies) target group: multiple sectors, everywhere where toys are

#### LOOKFORWARD

(circulation: 7,300 copies) target group: stationery and toys

### Newsletter + Website

#### Newsletter **toys-kids.de**

15,000 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)

**9 newsletters per year**

**Newsletter – publication dates:  
please have a look at our publication schedule on page 3**

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## Banner

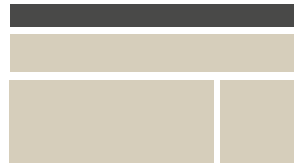


### full banner



size: 468 x 60 Pixel  
EUR 450,-

### superbanner



size: 950 x 90 Pixel  
EUR 580,-

### (wide) skyscraper



size: (160) 120 x 600 Pixel  
EUR 650,-

## Advertising option in newsletter



**The newsletter as a reach medium is ideal for your advertising message.**

### Banner

File format: jpg, 700 x 120 pixels, max. size 100 kb,  
Data delivery 5 days before publication date,  
Email stating the customer name to:  
a.specht@goeller-verlag.de,  
Price per banner: EUR 285,-

### Teaser in Newsletter

Headline: max. 35 characters, teaser text: max.  
300 characters, 1 image, resolution 72 dpi, price: EUR 480,-

### Special newsletter

Banner + 3-4 themed blocks + pictures, price: on request

## Print + Website

### Combi PLUS:

Print + Newsletter  
EUR 920,-

### Premium Plus:

Additional integration  
of a video clip  
+ EUR 140,-



Online

Newsletter

Print

# Publisher's imprint

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