

1st Steps

Trade and Trends: Babys & Kids World

MEDIA 2022



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:

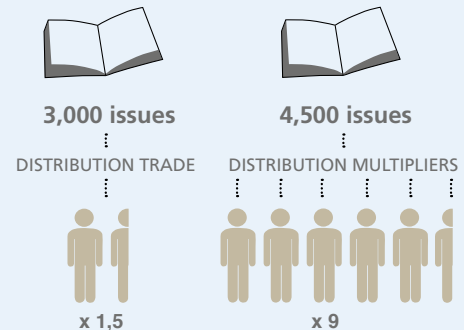
- into all relevant distribution channels from specialty stores for baby articles and toddler equipment, specialised toy retailers to shopping centers of chain stores and online trading
- into the area of multipliers and end customers

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 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
TOYS Letter	Publication 11.01.2022 Advertising / editorial deadline 21.12.2021	Industry news
TOYS Letter	Publication 08.02.2022 Advertising / editorial deadline 25.01.2022	Industry news
1st Steps Spring 2022	Publication 24.02.2022 Deadline print 09.02.2022 Deadline advert 03.02.2022 Deadline editorial 27.01.2022	First Steps – new moms and baby's 1st year Educational TOYS – even Einstein started small Future family life: nutrition
TOYS Letter	Publication 08.03.2022 Advertising / editorial deadline 25.02.2022	Industry news
TOYS Letter	Publication 05.04.2022 Advertising / editorial deadline 22.03.2022	Industry news
TOYS Letter	Publication 10.05.2022 Advertising / editorial deadline 26.04.2022	Industry news
1st Steps Summer 2022	Publication 25.05.2022 Deadline print 11.05.2022 Deadline advert 05.05.2022 Deadline editorial 28.04.2022	Holiday season – families on tour and at home Rain, rain, go away – products for all weathers Future family life: mobility
TOYS Letter	Publication 14.06.2022 Advertising / editorial deadline 31.05.2022	Industry news
TOYS Letter	Publication 12.07.2022 Advertising / editorial deadline 28.06.2022	Industry news
TOYS Letter	Publication 09.08.2022 Advertising / editorial deadline 26.07.2022	Industry news
1st Steps Autumn 2022 Messeausgabe Kind + Jugend, Köln	Publication 01.09.2022 Deadline print 17.08.2022 Deadline advert 11.08.2022 Deadline editorial 04.08.2022	Kind & Jugend issue 2022 Brands show shop-in-shop systems Future family life: homing

Preliminary publication schedule*

Issue	Deadlines	Main topics
TOYS Letter	Publication 06.09.2022 Advertising / editorial deadline 23.08.2022	Industry news
TOYS Letter	Publication 18.10.2022 Advertising / editorial deadline 04.10.2022	Industry news
1st Steps Winter 2022	Publication 10.11.2022 Deadline print 26.10.2022 Deadline advert 20.10.2022 Deadline editorial 13.10.2022	Retromania – product revivals and evergreens 1st Steps’s advent calendar Future family life: care and well-being
TOYS Letter	Publication 15.11.2022 Advertising / editorial deadline 02.11.2022	Industry news
TOYS Letter	Publication 06.12.2022 Advertising / editorial deadline 22.11.2022	Industry news

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

Permanent categories:

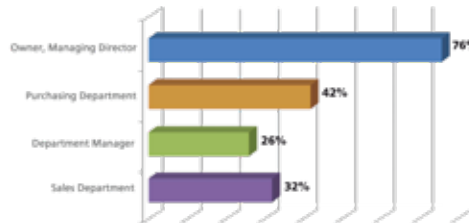
Being active, feeling good, lifestyle, baby care, eco, toys and games, miscellaneous for mum and baby

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

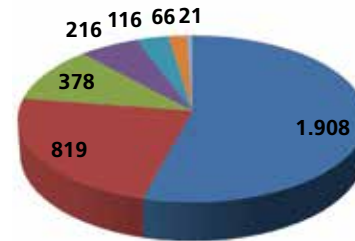
7,500 copies

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



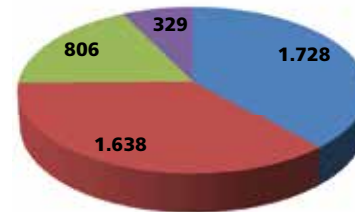
- Retailers dealing in baby & toddlers products
- Retailers dealing in toys
- Retailers dealing in furniture, furniture stores
- Department stores and online trade
- Manufacturers
- Whole sale and trade agents
- Further recipients

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



- Kita
- 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. 5 (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. 450 characters

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

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
(Euroskala)

Cross-media

Innovative ways to reach the target group!

Print

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

LOOKFORWARD

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

Newsletter

Newsletter **toys-kids.de**

14,000 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)

12 newsletters per year

Newsletter – publication dates:

please have a look at our publication schedule on page 3 + 4



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



Our newsletter as a broad-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 to 4 themed blocks + pictures, price:

on request

Product Placement

Combi PLUS:

Print + Newsletter: **EUR 920,-**

Premium Plus:

Additional integration
 of a video clip: **+ EUR 140,-**



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