



Since more than 50 years our trade magazine **TOYS** provides relevant trading channels online and offline as well as top buyers of the toys, creative and PBS (paper/office/stationery) sector with competent editorials on industry-specific topics. The sectors figure a representative cross-section of the assortment policy regarding the toys' sector and related lines of business. The famous „look over the rim of a tea cup“ belongs to our journalistic repertoire!

**TOYS** bridges from classic toys and licensing products, via additional ranges as hobby creative, books and PBS to **TOYS** 4.0 und new genres. In the service sector **TOYS** is reporting on new sales channels and marketing policies, innovative POS solutions as well as on practice-orientated tips for sales promotion and merchandise management. Interviews, broadcasts, company profiles and not least a frank, constructive exchange of views make **TOYS** an indispensable reading matter oft the sector's opinion leaders.

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## Basic information

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## PRICES AND CONDITIONS

Pricelist Nr. 41 (valid from 01.10.2013)

Prices/Sizes			
Sizes	Prices b/w	Prices 4c	Size Bleed (w x d in mm)
1/1 page	EUR 2.515,-	EUR 4.120,-	191 x 273 mm 235 x 330 mm (bleed)
2/3 page	EUR 1.769,-	EUR 2.885,-	126 x 273 mm
1/2 page high size	EUR 1.358,-	EUR 2.225,-	93 x 273 mm 123 x 330 mm (bleed)
1/2 page cross size	EUR 1.358,-	EUR 2.225,-	191 x 137 mm 235 x 165 mm (bleed)
1/3 page high size	EUR 922,-	EUR 1.512,-	61 x 273 mm
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1/4 page high size	EUR 705,-	EUR 1.155,-	44 x 273 mm
1/4 page cross size	EUR 705,-	EUR 1.155,-	191 x 69 mm
1/4 page corner	EUR 705,-	EUR 1.155,-	93 x 137 mm
1/6 page	EUR 478,-	EUR 783,-	61 x 137 mm
1/8 page high size	EUR 408,-	EUR 600,-	44 x 137 mm
1/8 page cross size	EUR 408,-	EUR 600,-	93 x 69 mm
1/16 page	EUR 208,-	EUR 307,-	44 x 69 mm

Sizes			
1/1 page 191 x 273 mm 235 x 330 mm*	2/3 page 126 x 273 mm 156 x 330 mm*	1/2 page cross size 191 x 137 mm 235 x 165 mm*	1/2 page high size 93 x 273 mm 123 x 330 mm*
1/3 page cross size 191 x 91 mm 235 x 110 mm*	1/3 page high size 61 x 273 mm 79 x 330 mm*	1/4 page high size 44 x 273 mm	1/4 page cross size 191 x 69 mm
1/4 page high size 93 x 137 mm	1/6 page high size 61 x 137 mm	1/8 page high size 44 x 137 mm	1/8 page 93 x 69 mm
1/16 page 44 x 69 mm			

\*For all edge trimmed formats is a 3 mm trim at the question booklet outer edges required.

# TECHNICAL DATA AND RATES



<b>Circulation:</b>	6.620 copies – IVW accredited
<b>Distribution:</b>	Germany, Austria, Switzerland
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<b>Single copies:</b>	9,50 €
<b>Loose inserts:</b>	up to 25 g 2.418,- € / up to 50 g 3.110,- € (postal fees included)
<b>Bound inserts</b>	(235 x 330 mm + 3 mm bleed off on all edges) 1 sheet = 2 pages 2.475,- € per sheet 650,- €
<b>Mailing address:</b>	Göller-Verlag GmbH, P.O. Box 19 01 40 D-76503 Baden-Baden, Germany Phone: +49 (0) 7221/502200 Fax +49 (0) 7221/502222
<b>Bleed off:</b>	plus 10 % on B/W rate. Minimum size: 1/2 page. 3 mm bleed off on all edges.
<b>Special positions:</b>	10 % extra on overall rate.
<b>Colours:</b>	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.
<b>Special colours:</b>	520,- € each.
<b>Printing:</b>	Offset; type face: Meta 9,5 Point.

<b>Print data:</b>	Print-optimized pdf files trimmed and with corner marks Please note the following points: <ul style="list-style-type: none"> <li>• European colour scale (cyan, magenta, yellow, black)</li> <li>• embedded fonts</li> <li>• halftone images (colour/grey scale): minimum 300 dpi resolution</li> <li>• line drawings: minimum 1000 dpi resolution.</li> </ul>
<b>Terms of payment:</b>	Net cash immediately after receipt of invoice. For advance payment we grant you a discount of 2 per cent provided old invoices are not overdue.
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## PUBLICATION SCHEDULE

Issue	Deadlines	Main Topics	Distribution at fairs
<b>TOYS</b> 1/2020	<b>Publication</b> <b>27.12.2019</b> Deadline print 17.12.2019 Deadline advert 06.12.2019 Deadline editorial 29.11.2019	TOYS Trend Preview: Toy Fair/Paperworld/Creativeworld Special: Stationery & DIY	Toys & Games Fair Hong Kong: 06.01.–09.01.2020 Nordstil Hamburg: 11.01. - 13.01.2020 Paperworld/Christmasworld Frankfurt: 25.01. - 28.01.2020
<b>TOYS</b> 2/2020	<b>Publication</b> <b>23.01.2020</b> Deadline print 09.01.2020 Deadline advert 02.01.2020 Deadline editorial 23.12.2019	<b>Toys-Fair-Issue 2020: International Toy Fair Nuremberg</b> <b>Increased Circulation: 10.000 Copies</b>	International Toy Fair Nuremberg: 29.01. - 02.02.2020 Kids.Teen&Marke Kids Time Targi Kielce <b>Media Partner Spielwarenmesse</b>
<b>TOYS</b> 3/2020	<b>Publication</b> <b>12.03.2020</b> Deadline print 02.03.2020 Deadline advert 20.02.2020 Deadline editorial 13.02.2020	Let's License! Day of Licensing in Cologne Advent Calendar <b>Media Partner LIMA</b>	Middle East Toy Fair Dubai: 09.03. - 11.03.2020 Tag der Lizenzen Köln EK Fun
<b>TOYS</b> nexxt 4-5/2020	<b>Publication</b> <b>09.04.2020</b> Deadline print 30.03.2020 Deadline advert 19.03.2020 Deadline editorial 12.03.2020		<b>NEW</b>
<b>TOYS</b> 6/2020	<b>Publication</b> <b>29.05.2020</b> Deadline print 14.05.2020 Deadline advert 07.05.2020 Deadline editorial 30.04.2020	Boys will be Boys! Trends for cool boys from 0 to 99 Unisex and gender products	Tendence Frankfurt: 04.06. - 06.06.2020
<b>TOYS</b> 7-8/2020	<b>Publication</b> <b>15.07.2020</b> Deadline print 01.07.2020 Deadline advert 24.06.2020 Deadline editorial 17.06.2020	Girl Power – Trends for smart girls Unisex and gender products Gifts & little things from 0-99	Nordstil Hamburg: 5.07. - 27.07.2020
<b>TOYS</b> 9/2020	<b>Publication</b> <b>09.09.2020</b> Deadline print 26.08.2020 Deadline advert 19.08.2020 Deadline editorial 12.08.2020	Games for all generations Let's License Children's books <b>Media Partner LIMA</b>	Kind + Jugend Köln Spiel Essen: 22. - 25. 10. 2020 Frankfurter Buchmesse: 14. - 18. 10. 2020 Licensing Market München
<b>TOYS</b> nexxt 10/2020	<b>Publication</b> <b>15.10.2020</b> Deadline print 30.09.2020 Deadline advert 23.09.2020 Deadline editorial 11.09.2020		<b>NEW</b>
<b>TOYS</b> 11-12/2020	<b>Publication</b> <b>26.11.2020</b> Deadline print 12.11.2020 Deadline advert 05.11.2020 Deadline editorial 23.10.2020	Summer toys Sports good for all events View on International Toy Fair 2021	International Toy Fair 2021