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 and 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.

### Prices and Conditions

**Pricelist Nr. 41** (valid from 01.10.2013)

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The VAT will be charged additionally. The terms and conditions can be found at the Media TOYS.
# TECHNICAL DATA AND RATES

**Circulation:** 6,620 copies – IVW accredited

**Distribution:** Germany, Austria, Switzerland

**Frequency of issue:** monthly

**Copy date:** 16 days prior to publication.

**Annual subscription:** 88 € (10 issues); postage extra.

**Single copies:** 9,50 €

**Loose inserts:** up to 25 g 2.418,- € / up to 50 g 3.110,- € (postal fees included)

**Bound inserts**

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<td>235 x 330 mm + 3 mm bleed off on all edges</td>
<td>1 sheet = 2 pages 2.475,- € per sheet 650,- €</td>
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**Mailing address:** Göller-Verlag GmbH, P.O. Box 19 01 40 D-76503 Baden-Baden, Germany

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**Fax:** +49 (0) 7221/502222

**Bleed off:** plus 10 % on B/W rate. Minimum size: 1/2 page, 3 mm bleed off on all edges.

**Special positions:** 10 % extra on overall rate.

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## PUBLICATION SCHEDULE

<table>
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<th>Issue</th>
<th>Deadlines</th>
<th>Main Topics</th>
<th>Distribution at fairs</th>
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| **TOYS** 1/2020 | **Publication** 27.12.2019  
**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  
**Toy-Fair-Issue 2020:**  
International Toy Fair Nuremberg  
Increased Circulation: 10.000 Copies | 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 |
| **TOYS** 2/2020 | **Publication** 23.01.2020  
**Deadline print** 09.01.2020  
**Deadline advert** 02.01.2020  
**Deadline editorial** 23.12.2019 | **Boys will be Boys!**  
Trends for cool boys from 0 to 99  
Unisex and gender products | International Toy Fair Nuremberg: 29.01. - 02.02.2020  
KidsTeen&Marke  
Kids Time Tyre Kielce  
Media Partner Spielwarenmesse |
| **TOYS** 3/2020 | **Publication** 12.03.2020  
**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 | Middle East Toy Fair: Dubai: 09.03. - 11.03.2020  
Tag der Lizizenen Köln  
EK Fun |
| **TOYS** nexext 4-5/2020 | **Publication** 09.04.2020  
**Deadline print** 30.03.2020  
**Deadline advert** 19.03.2020  
**Deadline editorial** 12.03.2020 | **Girl Power – Trends for smart girls**  
Unisex and gender products  
Gifts & little things from 0-99 | Kind + Jugend Köln  
Spiel Essen: 22. - 25. 10. 2020  
Licensing Market München |
| **TOYS** 6/2020 | **Publication** 29.05.2020  
**Deadline print** 14.05.2020  
**Deadline advert** 07.05.2020  
**Deadline editorial** 30.04.2020 | **Games for all generations**  
Let’s License  
Children’s books | Tendence Frankfurt: 04.06. - 06.06.2020 |
| **TOYS** 7-8/2020 | **Publication** 15.07.2020  
**Deadline print** 01.07.2020  
**Deadline advert** 24.06.2020  
**Deadline editorial** 17.06.2020 | **Let’s License!** Day of Licensing in Cologne  
Advent Calendar | Tendence Frankfurt: 04.06. - 06.06.2020 |
| **TOYS** 9/2020 | **Publication** 09.09.2020  
**Deadline print** 26.08.2020  
**Deadline advert** 19.08.2020  
**Deadline editorial** 12.08.2020 | **Let’s License!** Day of Licensing in Cologne  
Advent Calendar | Tendence Frankfurt: 04.06. - 06.06.2020 |
| **TOYS** nexext 10/2020 | **Publication** 15.10.2020  
**Deadline print** 30.09.2020  
**Deadline advert** 23.09.2020  
**Deadline editorial** 11.09.2020 | **Summer toys**  
Sports good for all events  
View on International Toy Fair 2021 | International Toy Fair 2021 |
| **TOYS** 11-12/2020 | **Publication** 26.11.2020  
**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 |

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- Please note the following points:
  - European colour scale (cyan, magenta, yellow, black)
  - embedded fonts
  - halftone images (colour/grey scale): minimum 300 dpi resolution
  - line drawings: minimum 1000 dpi resolution

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**Main Topics**

- TOYS Trend Preview:
  - Toy Fair/Paperworld/Creativeworld
  - Special: Stationery & DIY

- Toy-Fair-Issue 2020:
  - International Toy Fair Nuremberg
  - Increased Circulation: 10.000 Copies

**New Topics**

- Boys will be Boys!
  - Trends for cool boys from 0 to 99
  - Unisex and gender products

- Girl Power – Trends for smart girls
  - Unisex and gender products
  - Gifts & little things from 0-99

- Games for all generations
  - Let’s License
  - Children’s books

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