

Media 2021



TOYS

Das Fachmagazin www.toys-kids.de

- Classics
- Games
- Licensing

For more than 50 years trade magazine **TOYS** has been serving relevant trade channels online and offline as well as top buyers in the toy, creative and stationery industry with competently prepared reports on industry-specific topics. Our portfolio provides a representative cross-section of the assortment policy in the toy and associated industries. Looking beyond the rim of the tea cup is part of our journalistic repertoire!

TOYS bridges the gap from classic toys and licensed products, additional assortments such as hobby creative, books and stationery and **TOYS** 4.0 as well as new genres. In the service section **TOYS** reports on e-commerce strategies, alternative sales channels, innovative PoS solutions and practical tips on sales promotion and merchandise management. Interviews, round calls, company profiles and not least an open, constructive exchange of opinions make **TOYS** a compulsory read for the opinion and decision makers of the industry.

CONTACT



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Basic information

Publication	monthly (5 double issues)
Single copy	9,50 Euro
Circulation (IVW 2/2020)	11.300 copies

SIZES AND PRICES

Price list no. 43 (valid from 01.10.2013)

Prices

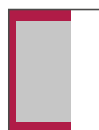
Sizes	Colour		
1/1 page	s/w	EUR	2.515,-
	4c	EUR	4.120,-
2/3 page	s/w	EUR	1.769,-
	4c	EUR	2.885,-
1/2 page	s/w	EUR	1.358,-
	4c	EUR	2.225,-
1/3 page	s/w	EUR	922,-
	4c	EUR	1.512,-
1/4 page	s/w	EUR	705,-
	4c	EUR	1.155,-
1/6 page	s/w	EUR	478,-
	4c	EUR	783,-
1/8 page	s/w	EUR	408,-
	4c	EUR	600,-
1/16 page	s/w	EUR	208,-
	4c	EUR	307,-

VAT will be charged additionally.

Sizes



1/1 page
191 x 273 mm
235x330mm*



2/3 page
126 x 273 mm
156x330 mm*



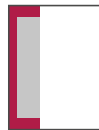
1/2 page cross size
191 x 137 mm
235 x 165 mm*



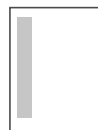
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93 x 273 mm
123 x 330 mm*



1/3 page cross size
191 x 91 mm
235 x 110 mm*



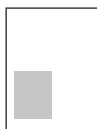
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79 x 330 mm*



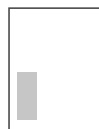
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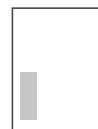
1/4 page cross size
191 x 69 mm



1/6 page high size
93 x 137 mm



1/8 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.

Advertorial Print

1/1 page EUR 2.280,-

Please send us your text (minimum 3,500 characters) and 3-4 photos + website and our editor will prepare the layout.

Final version will be sent for approval before printing.

1/2 page EUR 1.150,-

Please send us your text (minimum 1,500 characters) and 2 photos + website and our editor will do the layout.

Final version will be sent for approval before printing.

Printing material needed by editorial deadline!

TECHNICAL DATA AND RATES

Circulation:	11.300 copies (IVW 2/2020)
Distribution:	Germany, Austria, Switzerland
Frequency of issue:	monthly – 5 double issues
Right of withdrawal:	16 days prior to date of publication.
Annual subscription:	88 € (10 issues); postage extra.
Single copy:	9.50 €
Loose inserts:	up to 25 g 3,700,- € / up to 50 g 4,700,- € (postal fees included)
Bound inserts	(235 x 330 mm + 3 mm bleed off on all edges) 1 sheet = 2 pages 2,475,- € per sheet 650,- €
Mailing address:	Göller-Verlag GmbH, P.O. Box 19 01 40 D-76503 Baden-Baden, Germany Phone: +49 (0) 7221/502200 Fax +49 (0) 7221/502222
Colours:	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.
Printing:	Offset; type face: Meta 9.5 Point.



Print data:	Print-optimized pdf files trimmed and with corner marks Please note the following points: <ul style="list-style-type: none">• European colour scale (cyan, magenta, yellow, black)• embedded fonts• halftone images (colour/grey scale): minimum 300 dpi resolution• line drawings: minimum 1000 dpi resolution.
Printing data to be sent per E-Mail:	E-Mail: b.distefano@goeller-verlag.de max. 10 MB
Terms of payment:	Net payment immediately after receipt of invoice. For advance payment we grant you a discount of 2 percent.
Publisher:	Göller Verlag GmbH, 76532 Baden-Baden Aschmattstr. 8, Postfach 190140 Phone +49(0)7221/502200 Fax +49(0)7221/502222
Bank account:	Sparkasse Baden-Baden 070771 (BLZ 66250030) IBAN: DE 226 625 003 000 000 70771 BIC: SOLADES1BAD

PRELIMINARY PUBLICATION SCHEDULE 2021*

Issue	Deadlines	Main Topics/Specials	Distribution at fairs
TOYS Letter	Publication 12.01.2021 Deadline advert 22.12.2020 Deadline editorial 22.12.2020	Industry news	
TOYS 1–2/2021	Publication 28.01.2021 Deadline print 11.01.2021 Deadline advert 05.01.2021 Deadline editorial 22.12.2020	Global toy trends 2021 #playathometogether	Nordstil Hamburg: 16.01. – 18.01.2021 Kids Time Targi Kielce: 17.02. – 19.02.2021
TOYS Letter	Publication 23.02.2021 Deadline advert 09.02.2021 Deadline editorial 09.02.2021	Industry news	
1st Steps Spring 2021	Publication 04.03.2021 Deadline print 18.02.2021 Deadline advert 11.02.2021 Deadline editorial 04.02.2021	Made in Germany/Europe Basic equipment for Babies	BabyWelt Messen 2021 Media partner Babywelt
TOYS TREND 3/2021	Publication 25.03.2021 Deadline print 15.03.2021 Deadline advert 04.03.2021 Deadline editorial 25.02.2021	Consumer goods trends 2021 Innovative PoS concepts Circulation of 20.000 copies	Middle East Toy Fair: Dubai: 02.03. – 04.03.2021 Day of Licensing Cologne: April/May 2021 EK Fun, Bielefeld: May 2021 Int. Consumer Goods Show, Frankfurt: 17.04. – 20.04.2021
TOYS Letter	Publication 14.04.2021 Deadline advert 31.03.2021 Deadline editorial 31.03.2021	Industry news	
TOYS 4-5/2021	Publication 06.05.2021 Deadline print 26.04.2021 Deadline advert 15.04.2021 Deadline editorial 08.04.2021	Boys, boys!	
1st Steps Summer 2021	Publication 02.06.2021 Deadline print 21.05.2021 Deadline advert 12.05.2021 Deadline editorial 06.05.2021	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	
TOYS Letter	Publication 01.06.2021 Deadline advert 18.05.2021 Deadline editorial 18.05.2021	Industry news	
TOYS 6–7/2021	Publication 01.07.2021 Deadline print 21.06.2021 Deadline advert 10.06.2021 Deadline editorial 03.06.2021	Cool Girls	Tendence Frankfurt: 26.06. – 29.06.2021 International Toy Fair Nuremberg Summer Edition: 20.07.-24.07.2021 Media partner Int. Toy Fair Nuremberg

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

PRELIMINARY PUBLICATION SCHEDULE 2021*

Issue	Deadlines	Main Topics/Specials	Distribution at fairs
TOYS Letter	Publication 27.07.2021 Deadline advert 13.07.2021 Deadline editorial 13.07.2021	Industry news	
TOYS 8-9/2021	Publication 26.08.2021 Deadline print 16.08.2021 Deadline advert 05.08.2021 Deadline editorial 29.07.2021	Books, Games, Licensing	Kind + Jugend Cologne: 09.09.-11.09.2021 Spiel Essen: 14.10 – 17.10.2021 Licensing Market Munich: Nuremberg
1st Steps Autumn 2021	Publication 02.09.2021 Deadline print 18.08.2021 Deadline advert 12.08.2021 Deadline editorial 05.08.2021	Kind + Jugend 2021 Sleep, baby, sleep Best Brands for Babies	BabyWelt 2021 Media partner BabyWelt
TOYS Letter	Publication 14.09.2021 Deadline advert 31.08.2021 Deadline editorial 31.08.2021	Industry news	
LOOK FORWARD	Publication 06.10.2021 Deadline print 26.09.2021 Deadline advert 15.09.2021 Deadline editorial 08.09.2021	Innovative range design: Writing, school, gift giving, Stationery & accessories	Insights-X Nuremberg: Oktober
TOYS 10/2021 TREND	Publication 06.10.2021 Deadline print 26.09.2021 Deadline advert 15.09.2021 Deadline editorial 08.09.2021	Fit for e-commerce Books, games, licensing Sustainability, ECO, Go Green Circulation of 20.000 copies	Spiel, Essen: 14.10. - 17.10.2021 Buchmesse, Frankfurt: 20.10. - 24.10.2021 Licensing Market, Munich: November
1st Steps Winter 2021	Publication 11.11.2021 Deadline print 28.10.2021 Deadline advert 21.10.2021 Deadline editorial 14.10.2021	Make a wish Snuggle time!	BabyWelt 2021 Media partner BabyWelt
TOYS Letter	Publication 27.10.2021 Deadline advert 13.10.2021 Deadline editorial 13.10.2021	Industry news	
TOYS 11-12/2021	Publication 25.11.2021 Deadline print 15.11.2021 Deadline advert 04.11.2021 Deadline editorial 28.10.2021	Mr. & Mrs. Sporty All about outdoor	International Toy Fair 2022
TOYS Letter	Publication 15.12.2021 Deadline advert 01.12.2021 Deadline editorial 01.12.2021	Industry news	

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

CIRCULATION AND DISTRIBUTION



Distribution analysis

Print run

9.851 copies

retailers toys	90,2 %	8.886 copies
stationery trade	14,4 %	1.419 copies
hobby and art supplies shops	9,3 %	916 copies
shopping- and warehouses	4,7 %	463 copies
book trade (with non-book range)	4,1 %	404 copies
hardware stores and garden centres	3,5 %	345 copies
central purchasing chain stores,		
non-food purchasers grocery retail	3,3 %	325 copies
mail order business, online trading	2,1 %	207 copies
souvenir, fan und museum shops	1,7 %	167 copies
promotional trading	0,6 %	59 copies

multiple mentions possible

Readers per issue: 43,344

(each magazine is read by approx. 4.4 readers)

CROSS-MEDIA

Innovative ways to reach the target group!

Print + Website

TOYS

(circulation: 6,500 copies)
target group: trade/industry
toys, hobby & DIY

1st Steps

(circulation: 7,500 copies)
target group: all relevant
outlets baby&infant plus
multipliers

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 – publication dates

please have a look at our publication schedule on page 4 + 5

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 / year

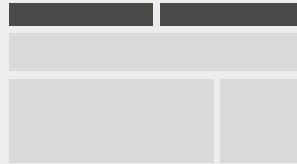
toys-kids.de



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 staying 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,-





TOYS TREND

THE TRADE MAGAZIN FOR ALL SECTORS

New distribution channels – qualified trade contacts

Following structural changes in retail looking into new sales structures and channels is essential for your business success. With our special publication TOYSTrend we support this development and provide a competent platform to concisely communicate trade related product information to new selling points. TOYSTrend is a compendium which is published twice a year and it integrates the assortments toys, baby and toddler, creative hobby as well as school supplies. Being dispatched together with our carrier medium Trend&Style, which has been established in the market for ten years, you can generate nearly 20,000 new sales contacts. Triple your sales radius and place your focus products among more than 150 new products!



Basic Data

Date of publication	March and October 2021
Circulation	20,000 copies
Dispatch	together with our trade magazin Trend&Style

AD FORMATS AND -PRIZES

Prices/Sizes

1/1 page 4c EUR 4,960.- 210 x 297 mm (bleed)

2/3 page 4c EUR 3,400.- 130 x 297 mm (bleed)
210 x 198 mm (bleed)

1/2 page 4c EUR 2,800.- 105 x 297 mm (bleed)
210 x 149 mm (bleed)

1/3 page 4c EUR 1,850.- 70 x 297 mm (bleed)
210 x 100 mm (bleed)

Bound inserts (210 x 297 mm + 3 mm bleed)

1st sheet EUR 3,200.-

every further sheet EUR 950.-

Loose inserts (postal fees included)

up to 25 g EUR 3,500.-

26 to 50 g EUR 4,200.-

Format DIN A4 + bleed

3 mm off at all edges

Product placement

400 characters text + one photo EUR 800.-

CIRCULATION AND DISTRIBUTION DISPATCH TOGETHER WITH OUR TRADE MAGAZINE TREND&STYLE (2-IN-1-DISPATCH)

Distribution analysis

retailers toys	12.58 %	2,500 copies
central purchasing non-foods	0.96 %	191 copies
buyers online trading / mail order	2.12 %	422 copies
giftware shops	7.40 %	1,470 copies
furniture stores	12.29 %	2,442 copies
shopping- and warehouses	10.08 %	2,002 copies
stationery trade	22.83 %	4,536 copies
garden centres	7.09 %	1,408 copies
electro shops	6.24 %	1,240 copies
DIY stores	6.96 %	1,382 copies
bookstores (with non-book range)	9.64 %	1,916 copies
fan and museum shops	0.56 %	111 copies
promotional trading	0.55 %	110 copies
petrol station and souvenir shops	0.70 %	140 copies

Total

19,870 copies

Circulation

20,000 copies

Carrier medium Trend&Style is IVW-accredited