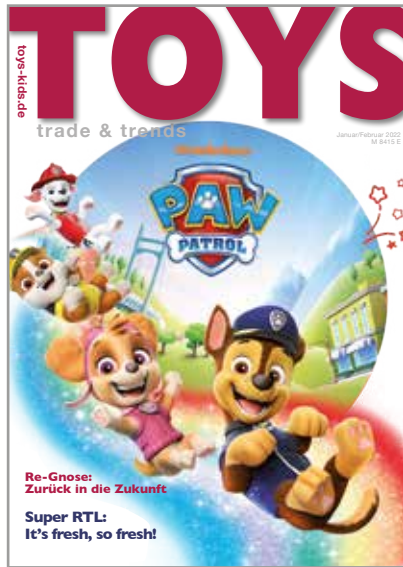


Media 2022



Print is premium

For more than 50 years our trade magazine **TOYS** has been addressing the specialist and online trade as well as top buyers in the sector of toys, games, gift and licensed products, DIY and stationery with competently prepared reports on topics relevant to the B2B business sector. Our portfolio provides a representative cross-section of the assortment policy in the above-mentioned trade channels. Cross-industry trends are taken up and „looking beyond the end of one’s nose“ is part of the journalistic repertoire. **TOYS** bridges the gap between classic toys and licensed products, additional ranges such as DIY, books and stationery, Toys 4.0 and sustainably produced products. In the service section **TOYS** reports on retail trends, e-commerce strategies, alternative sales channels, innovative PoS solutions and integrates practical tips on sales promotion and product management. People & opinions, interviews, broadcasts, company profiles and not least an open, constructive exchange of opinions make **TOYS** a compulsory read for industry opinion and decision makers. **Cross-media:** **TOYS**letter & online presence at toys-kids.de 12 **TOYS**letter as well as attention-grabbing online presence increase in combination with print the marketing impact and contact potential of companies. Topicality and an industry overview with journalistic expertise are of great importance in this area.

CONTACT



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Basic information

Publication	monthly (4 double issues)
Single copy	9.50 Euro
Print run (IVW 3/2021)	6,535 copies

SIZES AND PRICES

Price list no. 44 (valid from 01.10.2013)

Prices

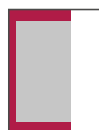
Sizes	Colour		
1/1 page	s/w	EUR	2,515,-
	4c	EUR	4,120,-
2/3 page	s/w	EUR	1,769,-
	4c	EUR	2,885,-
1/2 page	s/w	EUR	1,358,-
	4c	EUR	2,225,-
1/3 page	s/w	EUR	922,-
	4c	EUR	1,512,-
1/4 page	s/w	EUR	705,-
	4c	EUR	1,155,-
1/6 page	s/w	EUR	478,-
	4c	EUR	783,-
1/8 page	s/w	EUR	408,-
	4c	EUR	600,-

VAT will be charged additionally.

Sizes



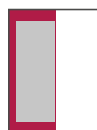
1/1 page
175 x 251 mm
210x297 mm*



2/3 page
115 x 251 mm
140 x 297 mm*



1/2 page cross size
175 x 125 mm
210 x 149 mm*



1/2 page high size
88 x 251 mm
105 x 297 mm*



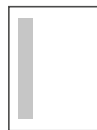
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210 x 100 mm*



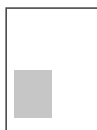
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70 x 297 mm*



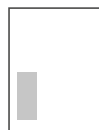
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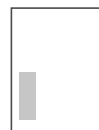
1/4 page high size
43 x 251 mm



1/4 page
88 x 125 mm



1/6 page
60 x 125 mm



1/8 page
44 x 125 mm



1/8 page
88 x 65 mm

*For all edge trimmed formats, a bleed of 3mm is required on the respective outer edges of the booklet.

Advertorial Print

product placement

print EUR 550,-
print and online EUR 650,-

1-2 photos, website, text approx. 450 characters

Final version will be sent for approval before printing.

1/2 page product placement EUR 1,150,-

Please send us your text (approx. 600 characters) and 2-3 photos + website and our editor will do the layout.

Final version will be sent for approval before printing.

1/1 page PR EUR 2,280,-

Please send us your text (approx. 1.500 characters) and 3-4 photos + website and our editor will prepare the layout.

Final version will be sent for approval before printing.

Material needed by editorial deadline!

TECHNICAL DATA AND RATES



Print run:	6,535 copies (IVW 3/2021)
Distribution:	Germany, Austria, Switzerland
Frequency of issue:	monthly – 4 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	(210 x 297 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 7221/502200 Fax +49 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:

- 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: p.blank@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:

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IBAN: DE 226 625 003 000 000 70771
BIC: SOLADES1BAD

PRELIMINARY PUBLICATION SCHEDULE 2022*

Issue	Deadlines	Main Topics/Specials	Distribution at fairs
TOYS Letter	Publication 11.01.2022 Advertising / editorial deadline 21.12.2021	Industry news	
TOYS 1-2/2022	Publication 27.01.2022 Deadline print 17.01.2022 Deadline advert 05.01.2022 Deadline editorial 22.12.2021	TOYS showroom 2022 Global toys trends & focus products	Spielwarenmesse: 02.-06.02.2022 Kids' Time Targi Kielce: 16.-18.02.2022 Media partner Spielwarenmesse
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	Media partner Babini
TOYS Letter	Publication 08.03.2022 Advertising / editorial deadline 25.02.2022	Industry news	
TOYS 3/2022 everGREENS	Publication 10.03.2022 Deadline print 28.02.2022 Deadline advert 17.02.2022 Deadline editorial 10.02.2022	everGREENS! Sustainable products in toys, games, creatives, licensing, play & learn, PBS, books & non-Books	Day of Licensing 2022
TOYS Letter	Publication 05.04.2022 Advertising / editorial deadline 22.03.2022	Industry news	
TOYS 4/2022	Publication 07.04.2022 Deadline print 28.03.2022 Deadline advert 17.03.2022 Deadline editorial 10.03.2022	Come on Guys! Cool must-haves for little and big boys, BOYS licensing, DIY	
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	Media partner Babini
TOYS 5-6/2022	Publication 02.06.2022 Deadline print 23.05.2022 Deadline advert 12.05.2022 Deadline editorial 05.05.2022	Girls like us! Real heart's desire of little princesses, pirates, fashionistas & doll moms GIRLS licensing, DIY	
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	

Issue	Deadlines	Main Topics/Specials	Distribution at fairs
TOYS 7-8/2022	Publication 14.07.2022 Deadline print 04.07.2022 Deadline advert 23.06.2022 Deadline editorial 15.06.2022	X-Mas Party! Christmas gifts from 0-99	Kind + Jugend: 08.-10.09.2022 Nordstil Hamburg: 23.-25.07.2022
TOYS Letter	Publication 09.08.2022 Advertising / editorial deadline 26.07.2022	Industry news	
1st Steps Autumn 2022	Publication 01.09.2022 Deadline print 17.08.2022 Deadline advert 11.08.2022 Deadline editorial 04.08.2022	Kind + Jugend Brands show shop-in-shop systems Future family life: homing	Kind + Jugend: 08.-10.09.2022 Media partner Babini
TOYS Letter	Publication 06.09.2022 Advertising / editorial deadline 23.08.2022	Industry news	
TOYS 9/2022	Publication 08.09.2022 Deadline print 29.08.2022 Deadline advert 18.08.2022 Deadline editorial 11.07.2022	Game on! Reading! Let's Licence! Bookworms, gambler's natures and licensing aficionados – pay attention!	Frankfurt Buchmesse: 19.-23.10.2022
LOOK _{FORWARD}	Publication 04.10.2022 Deadline print 22.09.2022 Deadline advert 13.09.2022 Deadline editorial 06.09.2022	PBS at its best! Focus products 2022/2023	Insights-X: 06.-08.10.2022
TOYS 10/2022 Sneak Preview 2023	Publication 04.10.2022 Deadline print 22.09.2022 Deadline advert 13.09.2022 Deadline editorial 06.09.2022	Sneak-Preview 2023: What's new in toys, games, licensing, creatives, play & learn, books & non-books?	SPIEL '22: 06.-09.10.2022 Frankfurter Buchmesse: 19.-23.10.2022 Licensing Market 2022
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 ever- greens 1st Steps advent calendar Future family life: care and well-being	Media partner Babini
TOYS Letter	Publication 15.11.2022 Advertising / editorial deadline 02.11.2022	Industry news	
TOYS 11-12/2022	Publication 24.11.2022 Deadline print 14.11.2022 Deadline advert 03.11.2022 Deadline editorial 27.10.2022	k.o. for couch potatoes! Work-out for sporting aces. Fitness cracks, outdoor-freaks & road runner	Spielwarenmesse 2023
TOYS Letter	Publication 06.12.2022 Advertising / editorial deadline 22.11.2022	Industry news	
TOYS ^{up} 2023	Publication 22.12.2022 Deadline print 12.12.2022 Deadline advert 01.12.2022 Deadline editorial 24.11.2022	TOYS global overview 2023 People, markets, opinions & product news	Spielwarenmesse 2023

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

CIRCULATION AND DISTRIBUTION



Distribution analysis

Circulation

6,428 copies

toy retailers	90.2 %	5,798 copies
stationery trade	14.4 %	926 copies
hobby and art supplies shops	9.3 %	598 copies
shopping- and warehouses	4.7 %	302 copies
book trade (with non-book range)	4.1 %	264 copies
hardware stores and garden centres	3.5 %	225 copies
central purchasing chain stores, non-food purchasers grocery retail	3.3 %	212 copies
mail order business, online trading	2.1 %	135 copies
souvenir, fan und museum shops	1.7 %	109 copies
promotional trading	0.6 %	39 copies

multiple mentions possible

Readers per issue: 28,754

(each magazine is read by approx. 4.4 readers)

CROSS-MEDIA

Innovative ways to reach the target group!

Print

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

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 / year

Newsletter – publica- tion dates

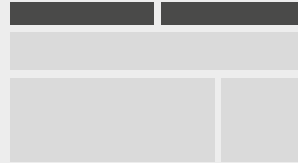
please have a look at our
publication schedule on
page 4 + 5



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,
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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**

Print + website

Combi PLUS:

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

Premium Plus:

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

