



**Prescribing Information at a high level FOR 50 YEARS**

Since 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 of the sector's opinion leaders.

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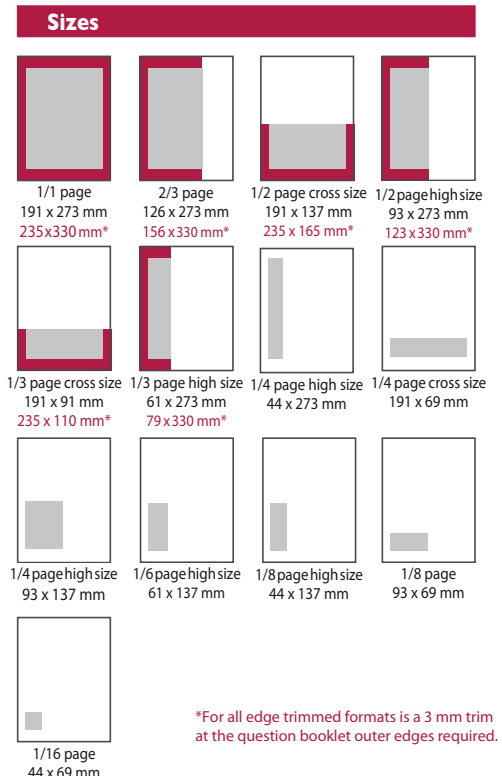
## Basic information

**Publication** monthly (3 double issues)  
**Single copy** 9,50 Euro  
**Circulation** (IVW III/2017) 6.582 copies

## PRICES AND CONDITIONS

Pricelist Nr. 40 (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
1/3 page cross size	EUR 922,-	EUR 1.512,-	191 x 91 mm
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



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

# TECHNICAL DATA AND RATES



<b>Circulation:</b>	6.582 copies – IVW accredited
<b>Distribution:</b>	Germany, Austria, Switzerland
<b>Frequency of issue:</b>	monthly (3 double issues)
<b>Copy date:</b>	16 days prior to publication.
<b>Annual subscription:</b>	88 € (10 issues); postage extra.
<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> 1/2017 <b>PBS-Special</b>	<b>Publication</b> <b>29.12.2016</b> Deadline print 19.12.2016 Deadline advert 15.12.2016 Deadline editorial 09.12.2016	TOYS Preview: Spielwarenmesse Nuremberg Paperworld Frankfurt	Toys & Games Fair Hong Kong: 09.01. – 12.01.2017 Nordstil Hamburg: 14.01. – 17.01.2017 Paperworld/Christmasworld Frankfurt: 28.01. – 31.01.2017
<b>TOYS</b> 2/2017	<b>Publication</b> <b>27.01.2017</b> Deadline print 09.01.2017 Deadline advert 04.01.2017 Deadline editorial 21.12.2016	<b>Main-Fair-Issue:</b> <b>Spielwarenmesse Nuremberg</b> <b>Increased circulation: 10.000 copies</b>	Spielwarenmesse Nürnberg: 01.02. – 06.02.2017 <b>Media partner Spielwarenmesse</b>
<b>TOYS</b> 3-4/2017	<b>Publication</b> <b>14.03.2017</b> Deadline print 04.03.2017 Deadline advert 28.02.2017 Deadline editorial 22.02.2017	Trends 2016 & New Products: summertime	Middle East Toy Fair Dubai: 14.03. – 16.03.2017 Tag der Lizenzen Köln: April 2017
<b>TOYS</b> 5/2017 <b>PBS-Special</b>	<b>Publication</b> <b>03.05.2017</b> Deadline print 23.04.2017 Deadline advert 19.04.2017 Deadline editorial 13.04.2017	Sustainable / Learning Girls / Role-Playing	EK Fun: 27.04. – 28.04.2017
<b>TOYS</b> 6/2017	<b>Publication</b> <b>06.06.2017</b> Deadline print 27.05.2017 Deadline advert 23.05.2017 Deadline editorial 17.05.2017	Boys / Classics Modelling / Train and more!	Tendence Frankfurt: 24.06. – 27.06.2017 Nordstil Hamburg: 23.07. – 25.07.2017
<b>TOYS</b> 7-8/2017	<b>Publication</b> <b>18.07.2017</b> Deadline print 08.07.2017 Deadline advert 04.07.2017 Deadline editorial 28.06.2017	X-Mas / Creative wintertime	
<b>TOYS</b> 9/2017	<b>Publication</b> <b>05.09.2017</b> Deadline print 26.08.2017 Deadline advert 22.08.2017 Deadline editorial 16.08.2017	PoS / Additional Ranges	Kind + Jugend Köln: 14.09. – 17.09.2017
<b>TOYS</b> 10/2017	<b>Publication</b> <b>10.10.2017</b> Deadline print 30.09.2017 Deadline advert 26.09.2017 Deadline editorial 20.09.2017	Licensing / Books <b>Media partner LIMA</b>	Spiel '17 Essen: Oktober 2017 Frankfurter Buchmesse: Oktober 2017 Suisse Toy Bern: Oktober 2017 Licensing Market München: November 2017
<b>TOYS</b> 11-12/2017	<b>Publication</b> <b>28.11.2017</b> Deadline print 18.11.2017 Deadline advert 14.11.2017 Deadline editorial 08.11.2017	Fit + Fun Toys Outdoor & Vehicles	