

Media 2024



TOYS
trade & trends
toys-kids.de

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.

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Basic information

Publication

2-monthly
(6 double issues)

Single copy

9.50 Euro

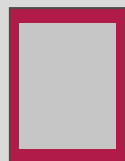
Print run (IWW 3/2021)

7,580 copies

SIZES AND PRICES

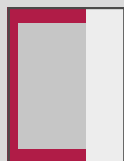
Price list no. 44 (valid from 01.10.2023)

Sizes



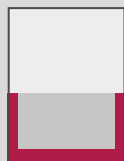
1/1 page
175 x 251 mm
210 x 297 mm*

EUR 4.500,-



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

EUR 3.150,-



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

EUR 2.450,-



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

EUR 2.450,-



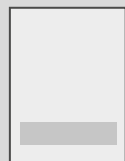
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175 x 85 mm
210 x 100 mm*

EUR 1.650,-



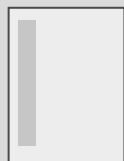
1/3 page high size
58 x 251 mm
70 x 297 mm*

EUR 1.650,-



1/4 page cross size
175 x 63 mm

EUR 1.250,-



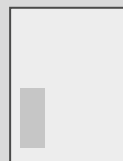
1/4 page high size
43 x 251 mm

EUR 1.250,-



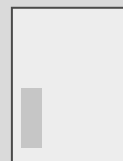
1/6 page
88 x 125 mm

EUR 1.250,-



1/6 page
60 x 125 mm

EUR 850,-



1/8 page
44 x 125 mm

EUR 650,-



1/8 page
88 x 65 mm

EUR 650,-

Advertorial Print

product placement

print EUR 630,-
print and online EUR 750,-

1-2 photos, website, text approx. 450 characters
Final version will be sent for approval before printing.

1/2 page product placement EUR 1,300,-

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 2,500,-

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!

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

VAT will be charged additionally.

TECHNICAL DATA AND RATES

Print run:	6.855 copies (IVW 2/2023)
Distribution:	Germany, Austria, Switzerland
Frequency of issue:	2-monthly – 6 double issues
Right of withdrawal:	16 days prior to date of publication.
Annual subscription:	72 € (6 issues); postage extra.
Single copy:	9.50 €
Loose inserts:	up to 25 g 2.850,- € / up to 50 g 3.400,- € (postal fees included)
Bound inserts	(210 x 297 mm + 3 mm bleed off on all edges) 1 sheet = 2 pages 2.450,- € per sheet 700,- €
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 (CMYK) • 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: anzeigen@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 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 2024*

Issue	Deadlines		Main Topics/Specials	Distribution at fairs
TOYS 1-2/2024	Publication Deadline print Deadline advert Deadline editorial	23.01.2024 11.01.2024 04.01.2024 21.12.23	TOYS Trends 2024	SPIELWARENMESSE 2024 30.01-03.02.2024
TOYS 3-4/2024	Publication Deadline print Deadline advert Deadline editorial	07.03.2024 22.02.2024 15.02.2024 08.02.2024	Licensing trends NOW! – What comes, what stays? Back to School – Satchels, pencil cases, pens for all	
TOYS 5-6/2024	Publication Deadline print Deadline advert Deadline editorial	06.06.2024 23.05.2024 16.05.2024 08.05.2024	Electronics in the children's room – When generation Now plays Special issue licensing: – Brands for young and old – Evergreens and New Idols	BRANDmate 19.-20.06.2024
TOYS 7-8/2024	Publication Deadline print Deadline advert Deadline editorial	18.07.2024 04.07.2024 27.06.2024 20.06.2024	Merry X-Mas – What's under the Christmas tree in 2024? Dolls & Plush – Everything for playing and cuddling	
TOYS 9-10/2024	Publication Deadline print Deadline advert Deadline editorial	19.09.2024 05.09.2024 29.08.2024 22.08.2024	Books, games, puzzling fun – A new approach to expand the product range Special section PBS – Stationery, DIY, gifts & more	SPIEL'24, Essen: 03.-06.10.2024 INSIGHTS-X: 16.-19.10.2024 FRANKFURTER BUCHMESSE: 16.-20.10.2024
TOYS 11-12/2024	Publication Deadline print Deadline advert Deadline editorial	21.11.2024 07.11.2024 31.10.2024 24.10.2024	Outdoor & Sports equipment – Fun & action for indoors and outdoors Party, Games & Fun for Kids & Kidults – Costumes & deco, gifts & promotional items, and games for everyone	SPIELWARENMESSE 2025
TOYSUP 2025	Publication Deadline print Deadline advert Deadline editorial	19.12.2024 05.12.2024 28.11.2024 21.11.2024	TOYS global 2025 – People, markets, opinions	SPIELWARENMESSE 2025

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

NEWSLETTER PER E-MAIL 2024

Issue	Deadlines	Main Topics
TOYS Letter 1/2024	Publication KW 3 Advertising / editorial deadline KW 51 (2023)	Industry news
TOYS Letter 2/2024	Publication KW 7 Advertising / editorial deadline KW 5	Industry news
TOYS Letter 3/2024	Publication KW 12 Advertising / editorial deadline KW 10	Industry news
TOYS Letter 4/2024	Publication KW 17 Advertising / editorial deadline KW 15	Industry news
TOYS Letter 5/2024	Publication KW 21 Advertising / editorial deadline KW 19	Industry news
TOYS Letter 6/2024	Publication KW 25 Advertising / editorial deadline KW 23	Industry news
TOYS Letter 7/2024	Publication KW 30 Advertising / editorial deadline KW 28	Industry news
TOYS Letter 8/2024	Publication KW 34 Advertising / editorial deadline KW 32	Industry news
TOYS Letter 9/2024	Publication KW 38 Advertising / editorial deadline KW 36	Industry news
TOYS Letter 10/2024	Publication KW 43 Advertising / editorial deadline KW 41	Industry news
TOYS Letter 11/2024	Publication KW 48 Advertising / editorial deadline KW 46	Industry news
TOYS Letter 12/2024	Publication KW 51 Advertising / editorial deadline KW 49	Industry news



CIRCULATION AND DISTRIBUTION



Distribution analysis

Circulation

6.517 copies

toy retailers	90.2 %	5.878 copies
stationery trade	14.4 %	938 copies
hobby and art supplies shops	9.3 %	606 copies
shopping- and warehouses	4.7 %	306 copies
book trade (with non-book range)	4.1 %	267 copies
hardware stores and garden centres	3.5 %	228 copies
central purchasing chain stores,		
non-food purchasers grocery retail	3.3 %	215 copies
mail order business, online trading	2.1 %	137 copies
souvenir, fan und museum shops	1.7 %	111 copies
promotional trading	0.6 %	39 copies

multiple mentions possible

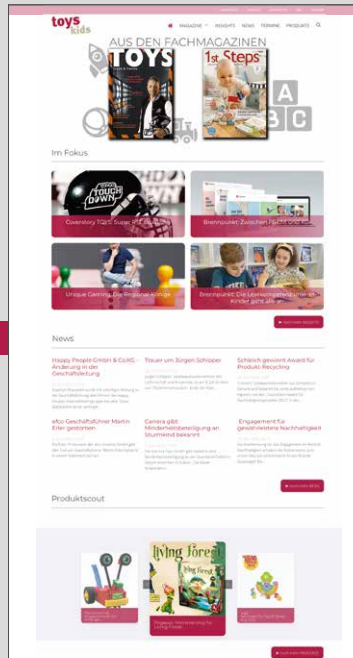
Readers per issue: 28.675

(each magazine is read by approx. 4.4 readers)

CROSSMEDIAL

toys-kids.de

Website



TOYSletter

Newsletter **toys-kids.de** 10,000 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 – publication dates

please have a look at our publication schedule on page 5



Innovative ways to reach the target group!

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

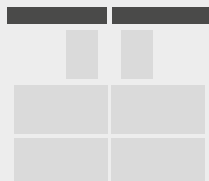
(circulation: 30,000 copies)
target group: international
top buyers



Banner

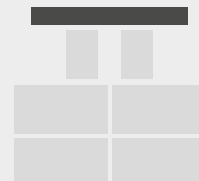


full banner



Size: 468 x 60 pixel
EUR 490,-*

super banner



Size: 728 x 90 pixel
EUR 650,-*

permanent banner (fixed at the bottom)



Size: 728 x 90 pixel
EUR 860,-*

*uptime 4 weeks

Advertising option in newsletter



Teaser – Be in first place!

1 image, headline and teaser text linking to your story.
File format: jpg, 1,200 x 600 pixels, max. size 300kb, resolution: 72 dpi
Detailed questions about the offer by e-mail to:
a.specht@goeller-verlag.de

EUR 1.990,-

Banner

File format: jpg, 700 x 120 pixels, max. size 100 kb,
Email stating the customer name to: a.specht@goeller-verlag.de
Price per banner:

EUR 390,-

Teaser in newsletter

Headline: max. 35 characters, teaser text: max.
300 characters, 1 image, resolution 72 dpi, price:

EUR 620,-

Special newsletter

Banner + 6 to 8 themed blocks + pictures, price: **on request**

Print + website

Combi PLUS:

Print + Newsletter: **EUR 1.090,-**

Premium Plus:

Additional integration
of a video clip: **+ EUR 190,-**



**Our newsletter as a broad-reach medium
is ideal for your advertising message**