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Toy Fair Special by das spielzeug 2026



The 'Toy Fair Special by das spielzeug' provides our national and international readers in the retail trade with all the information they need to prepare their trip to the Spielwarenmesse in Nuremberg. Focal themes include the presentation of product innovations as well as background reports of international relevance on current issues facing the industry such as e.g. licensing, trends and sustainability.

This is complemented with interviews with and statements from leading personalities in the toy industry. Our editorial team is supported by its colleagues from the International Toy Magazines Association (ITMA).

Benefit from the added value:

The print issue is also available as e-papers at www.dasspielzeug.de.

In addition we push the coverage of the e-papers with promotions in our newsletters before and during the Spielwarenmesse. Further channels for distributing the e-paper are planned.

Target group:

Buyers and decision-makers from the brick-and-mortar retail trade and online stores, owners and agencies and manufacturers involved in the national and international toy industry

Publication date:	15.12.2026
Editorial deadline:	13.11.2026
Advertising deadline:	20.11.2026

Print-run: 9,000 copies
Qualified print run: 8,900 copies
Language: German/English

Distribution:

Mid December international distribution and loose insert in the 1/2027 issue of das spielzeug.

During Spielwarenmesse distribution at hotels in Nuremberg.
Display at the fair.

Format: 170 mm x 240 mm

Advertising rates

(ad sizes width x height in mm):

1/1 page 4c (170 x 240)	2,620.- €
1/2 page 4c (170 x 120 o. 82,5 x 240)	1,360.- €
1/3 page 4c (170 x 80 oder 56 x 240)	1,080.- €
1/4 page 4c (170 x 60 oder 70,5 x 99)	810.- €
1/8 page across 4c (70,5 x 49)	480.- €
¼-1/1 advertorial bookable at advertising rate	

front cover page:	3,450.- €
2nd cover page:	3,170.- €
4th cover page:	3,170.- €