

# Toy Fair Special by das spielzeug 2022



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 licensing, trends, safety and multichannel.

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](http://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:** 14.12.2021

**Editorial deadline:** 04.11.2021

**Advertising deadline:** 23.11.2021

**Print-run:** 9,000 copies

**Qualified print run:** 8,900 copies

**Language:** German/English

### Distribution:

Mid December international distribution and loose insert in the January 2022 issue of das spielzeug  
During Spielwarenmesse distribution at hotels in Nuremberg  
Display at the fair: depending on hygiene concept

**Format:** 170 mm x 240 mm

### Advertising rates

**(ad sizes width x height in mm):**

1/1 page 4c (170 x 240)	1,980.- €
1/2 page 4c (170 x 120 o. 82,5 x 240)	1,030.- €
1/3 page 4c (170 x 80 oder 56 x 240)	790.- €
1/4 page 4c (170 x 60 oder 70,5 x 99)	590.- €
1/8 page across 4c (70,5 x 49)	350.- €

front cover page: 2,600.- €

2nd cover page: 2,400.- €

4th cover page: 2,500.- €



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



TERMS



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