

**das spielzeug**

dasspielzeug.de

# MEDIAKIT 2023

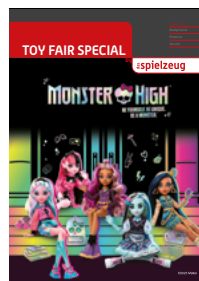
Ad rates no.51, valid from 1 October 2022, as per: 19 June 2023

Menschen. Märkte. Meisenbach.





The trade magazine for the toy industry



Special publication in advance  
 of the Spielwarenmesse



Up-to-date from the Spielwarenmesse

### Target group:

Buyers/decision-makers from the brick-and-mortar retail trade and online stores, trading in toys, games, books, arts & handicrafts and related areas. Furniture and interior design stores, department stores, pharmacies, health and beauty stores, trading companies, sports shops, buying groups, wholesalers and agencies.

### Print run:

5,708 copies\*

### Qualified circulation:

5,461 copies\*

### Frequency:

9 issues per year

### Jahrgang:

114<sup>th</sup> volume 2023

### Membership/Participation:

IVW (Information Community for the Assessment of the Circulation of Media)  
 ITMA (International Toy Magazines Association)  
 LIMA (Licensing Industry Merchandisers Association)

\*Source, IVW 1<sup>st</sup> Quarter 2022



TOPICS  
 DATES



PRINT  
 PRICES



TECHNICS



SALES



ONLINE



CONTACT

# Brief Description

Appearing nine times per year, the trade magazine «das spielzeug» has been the mouthpiece of the trade and industry since 1909. Editorial coverage includes reports on specialist stores and company portraits, as well as detailed product introductions presented under different sections, such as licences, wooden toys, construction, games + puzzles, summer + outdoor. Easy-read current industry news, exclusive articles and guest contributions as well as reports on trade fairs, associations and manufacturers round off the editorial offering.

Since 2013, the team of the trade magazine Handel und Industrie has been preparing for the upcoming international Spielwarenmesse in Nuremberg with its high-cir-

culation bilingual "Toy Fair Special by das spielzeug". Our magazine "Toy Fair News by das spielzeug and baby&junior" appears on the first three days of the Spielwarenmesse, featuring up-to-the-minute news and trends from the toy fair.

The website, [www.dasspielzeug.de](http://www.dasspielzeug.de), complements the print edition with current news items and industry reports as well as product information, competitions and interactive elements such as our live blog at the Spielwarenmesse. Our online portfolio also includes the «das spielzeug» Newsletter and our social media presence on Facebook, Instagram, YouTube, LinkedIn and Twitter.



Kerstin Barthel  
Responsible Editor  
Tel.: +49 951 861-163  
Fax: +49 951 861-149  
E-Mail: [kerstin.barthel@dasspielzeug.de](mailto:kerstin.barthel@dasspielzeug.de)



# Topics and Dates

## das spielzeug 1/2023

Editorial deadline  
05.12.2022

Advertising deadline  
12.12.2022

Publication date  
03.01.2023

Novelty highlights for the toy year 2023

More focal themes:

- toys made from wood and other natural materials
  - games
- licenses incl. Asterix- and Obelix Special
  - dolls/plush
- creative products

### Trade fairs

Spielwarenmesse, Nuremberg  
Nordstil, Hamburg  
Ambiente, Creativeworld, Christmasworld, Frankfurt/a.M.

## das spielzeug 2/2023

Editorial deadline  
19.12.2022

Advertising deadline  
22.12.2022

Publication date  
26.01.2023

Novelty highlights for the toy year 2023

More focal themes:

- new hits 2023
- games & puzzles
- Toys Go Green
- big easter-special
  - baby/toddler
  - collectibles

### Trade fairs

Spielwarenmesse, Nuremberg  
Ambiente, Creativeworld, Christmasworld, Frankfurt/a.M.  
Kids' Time, Kielce/Poland

## das spielzeug Toy Fair News

Editorial deadline  
11.01.2023

Advertising deadline  
25.01.2023

Publication date  
01.02.2023 (1/2023)  
02.02.2023 (2/2023)  
03.02.2023 (3/2023)

three daily issues in English and German with  
current reports from the international  
Spielwarenmesse Nürnberg

### Distribution

distributed with promoters at the fair  
display at the Toy Fair Nuremberg (our press booth  
foyer 12.0)  
hotels in Nuremberg and surroundings  
distributed to subscribers from das spielzeug and  
baby&junior



TOPICS  
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# Topics and Dates

## das spielzeug 3/2023

Editorial deadline  
08.02.2023

Advertising deadline  
15.02.2023

Publication date  
09.03.2023

### Focal themes

- games & puzzles
- out into nature
- books & audiobooks
- construction & research

## das spielzeug 4/2023

Editorial deadline  
14.03.2023

Advertising deadline  
21.03.2023

Publication date  
14.04.2023

### Focal themes

- Lots of speed and action – a remote-controlled, tech-savvy toy
  - licences
- toys made from wood and other natural materials
  - toy cars
- advent calendar special

### Trade fairs

Tag der Lizenzen, Cologne  
EK Fun, Bielefeld

## das spielzeug 5/2023

Editorial deadline  
27.04.2023

Advertising deadline  
04.05.2023

Publication date  
30.05.2023

### Focal themes

- construction
- licences incl. Paw Patrol Special
  - card games
- sustainable products
- lifestyle & on trend products

### Trade fairs

BrandMate, Offenbach



# Topics and Dates

## das spielzeug 6/2023

Editorial deadline  
19.06.2023

Advertising deadline  
26.06.2023

Publication date  
18.07.2023

### Focal themes

- wooden toys
- spring innovations 2023
  - adventure
  - safety first
- in action with the police, fire brigade and Co.

Trade fairs  
Nordstil, Frankfurt/a.M.

## das spielzeug 7/2023

Editorial deadline  
27.07.2023

Advertising deadline  
03.08.2023

Publication date  
28.08.2023

### Focal themes

- sustainable products
- baby/toddler incl. dolls & plush
  - party/celebrations
  - construction toys
- exploration & educational toys

Trade fairs  
Kind + Jugend, Cologne

## das spielzeug 8/2023

Editorial deadline  
04.09.2023

Advertising deadline  
11.09.2023

Publication date  
02.10.2023

### Focal themes

- christmas
- games & puzzles
- school & education
  - books
- construction

Trade fairs  
Insights-X, Nuremberg  
Spiel, Essen



TOPICS  
DATES



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# Topics and Dates (Toy Fair News)

## Wünsch Dir Was 1/2023

Editorial deadline

11.10.2023

Advertising deadline

18.10.2023

Publication date

10.11.2023

Christmas inspiration for parents and children including top-sellers, puzzles, handcraft tips, recipe ideas, jokes and lots more.

### Distribution

Free in toy stores and as E-Paper

## das spielzeug 9/2023

Editorial deadline

19.10.2023

Advertising deadline

26.10.2023

Publication date

20.11.2023

### Focal themes

- Spring innovations 2024
  - licences
  - sustainable products
- models/model construction
- toys made from wood and other natural materials

EXTRA: Pocket calendar 2024

## Toy Fair Special 1/2024

Editorial deadline

13.11.2023

Advertising deadline

24.11.2023

Publication date

15.12.2023

Readers get provided with all the information they need to prepare their trip to the Spielwarenmesse in Nuremberg. (bilingual: English and German)

### Distribution

display at the Toy Fair Nuremberg and hotels in Nuremberg and surroundings  
subscribers from das spielzeug and baby&junior  
Supplement of January issue 2024



# Toy Fair Special by das spielzeug 2024



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](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: 15.12.2023

Editorial deadline: 13.11.2023

Advertising deadline: 24.11.2023

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 2024 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)	2,060.– €
1/2 page 4c (170 x 120 o. 82,5 x 240)	1,070.– €
1/3 page 4c (170 x 80 oder 56 x 240)	820.– €
1/4 page 4c (170 x 60 oder 70,5 x 99)	620.– €
1/8 page across 4c (70,5 x 49)	370.– €

front cover page: 2,700.– €

2nd cover page: 2,500.– €

4th cover page: 2,600.– €

# Toy Fair News by das spielzeug and baby&junior



The magazine «Toy Fair News by das spielzeug und baby&junior» appears on the first three days of the Spielwarenmesse toy fair in Nuremberg. The publication is presented in an i-pad format for improved navigation around the fair, providing visitors with everything they need to know about the Spielwarenmesse.

Each issue comprises an exhibition guide, featuring tips on what is really relevant and which stands are not to be missed.

As part of our communications mix, the print issues are complemented by our online concept. Newsletters before and during the fair and das spielzeug's online presence guarantee you all-round brand exposure!

Benefit from the added value:  
All three daily editions will be pushed  
about our newsletter and are available on  
[www.dasspielzeug.de](http://www.dasspielzeug.de).

**Target group:**  
All visitors to the Spielwarenmesse and specialist retailers/manufacturers in the toy and baby & infant segments as well as their agencies and associations.

Frequency: 01.02.-03.02.2023  
Editorial deadline: 11.01.2023  
Advertising deadline: 25.01.2023  
Print-run/daily: 5,000 copies  
Qualified print-run/daily: 4,900 copies

Qualified print-run:

Distribution with promoters at the fair  
Display at the fair on our press booth in  
foyer 12.0

The issues are distributed at the hotels in and around Nuremberg and to subscribers and readers of *das spielzeug* and *baby&junior* via postal-distribution.

Format: Width 170 mm x Height 240 mm

Languages:  
bilingual – English/German

Advertising rates/per day /per issue:  
(advertisement size width x height in mm)  
1/1 page 4c (170 x 240): 3,390.- €  
1/2 page 4c (170 x 120 o. 82,5 x 240): 1,900.- €  
1/3 page 4c (170 x 80 o. 56 x 240): 1,320.- €  
1/4 page 4c (170 x 60 oder 70,5 x 99): 950.- €  
1/8 page 4c (70,5 x 49): 460.- €

front cover page: 4,430.– €  
2nd cover page: 3,970.– €  
4th cover page: 4,140.– €  
4-page bound insert: 3,000.– €  
Rates do not include VAT

# WÜNSCH DIR WAS! 2023

## Content:

The theme of Christmas runs as a thread throughout the magazine, which is aimed at children and adults. As well as focusing on Christmas top-sellers – for all age groups – it has a range of content on aspects such as handcraft tips, ideas for decorations, puzzles, jokes, recipes, advent calendars and competitions. Its age-appropriate language and colourful, dynamic layout appeals directly to kids.

## Target group:

Parents and children (up to 14 years)

**Print run:** 20.000 copies

**Publication date:** 10.11.23

**Format:** 170x240mm

**Distribution:** Free in toy stores and as epaper

Push via newsletter, publication on [www.dasspielzeug.de](http://www.dasspielzeug.de)  
plus Twitter, Facebook and Instagram!



LAST DATE FOR ADVERTISING AND PRINT DATA:  
20.10.2023

## AD- / ADVERTORIAL RATES

1/1 page	EUR 3.440.-
1/2 page	EUR 1.700.-
1/3 page	EUR 1.140.-
1/4 page	EUR 870.-
Advent calendar illustration	EUR 870.-
2nd cover page	EUR 4.020.-
4th cover page (inclusive dealer stamp)	EUR 4.020.-



# Pocket calendar 2024

Attendant for the year 2024.

Book your ads for a preferred month (depending on availability) and benefit from the sustainable advertising medium.

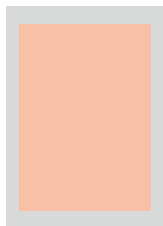


- Ad format:** 92 x 157 mm (height x width),  
plus 3 mm allowance on all side
- Advertising deadline:** 09.10.2023
- Publication date:** Calendar will be included in issue 9 on 20.11.2023  
and displayed at the Toy Fair Nuremberg  
2024.
- Advertising rates:** 1/1 page for 680,00 €, cover pages 800,00 €





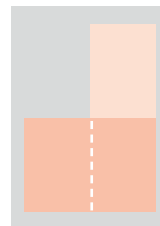
# Ad Rates and Ad Formats\* das spielzeug



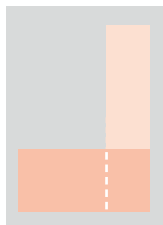
1/1 page  
B: 210 mm x 297 mm  
5,020.- €



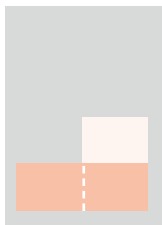
2/1 page  
PS: 420 mm x 297 mm  
8,000.- €



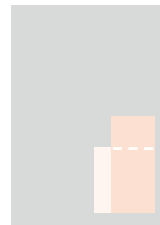
1/2 page  
B: 210 mm x 147 mm  
B: 103 mm x 297 mm  
2,800.- €



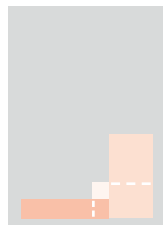
1/3 page  
B: 210 mm x 107 mm  
B: 67 mm x 297 mm  
2,000.- €



1/4 page  
PS: 185 mm x 64 mm  
B: 210 mm x 75 mm  
PS: 90 mm x 130 mm  
1,480.- €



1/6 page  
PS: 90 mm x 85 mm  
PS: 59 mm x 130 mm  
1,050.- €



1/8 page  
PS: 185 mm x 30 mm  
PS: 90 mm x 64 mm  
PS: 59 mm x 96 mm  
780.- €

Best Placement:  
Front cover page  
2nd cover page  
3rd cover page  
Back cover page  
Front + Back cover page  
Eye-catcher  
Lead page

6,650.- €  
5,570.- €  
5,330.- €  
5,950.- €  
10,000.- €  
3,800.- €  
2,350.- €

\* Special formats on request

PS: Print Space B: Bleed  
Formats = width x height

Ad formats bleed off:  
Bleed ad format plus 3 mm  
allowance on all sides

Surcharge for other compulsory placement  
instructions and confirmed placements

10 %



# Ad Rates and Ad Formats

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

## Colour:

Colours from the Euro Colour Scale CEI 12-66  
DIN 16539 included in price /  
special colours  
(no discount available) each 1,250.- €

## Magazine format:

DIN A 4, 210 mm wide x 297 mm high

## Discounts:

Ads within 12 months (insertion year):

Frequency discount

3 Ads	5 %
6 Ads	10 %
10 Ads	15 %
12 Ads	20 %

## Correction and release details:

A release cycle is included in the excellent price for the following products:

Advertorial Print, Eye-catcher, Lead story, Advertorial Online, Special Newsletter.

Each additional cycle is charged at a flat rate of 150.- €.

## Ad rate for job offers (ad rate in b/w):

1/4 page	720.- €
1/2 page	1,400.- €
1/1 page	2,650.- €
coloured logo surcharge:	100.- €

## Ad specials:

Inserts/price per thousand	
up to 25g:	500.- €
up to 50g:	600.- €

Maximum format available for loose inserts:  
205 x 297 mm

Prices for bound inserts and other special forms of advertising (gatefolder, post-its, island ads etc.) on request.



Iris Lepach

Media Consultant:

Tel.: +49 951 861-123

Fax: +49 951 861-149

E-Mail: [iris.lepach@dasspielzeug.de](mailto:iris.lepach@dasspielzeug.de)

# Advertorial Print

An increasingly popular advertising medium, the Advertorial offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary - the text and images are embedded in the editorial section both in terms of look and feel.

## ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact - creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

### 1 page Advertorial: 4,500.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
3-4 images | Company logo | Main text minimum: 1,600 characters | Maximum: 3,500 characters (incl. spaces, headings and captions).

Plus 700.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the dasspielzeug layout.\*

### 1/2 page Advertorial: 2,500.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
2 images | Company logo | Main text minimum: 600 characters | Maximum: 1,200 characters (incl. spaces, headings and captions).

Plus 350.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the dasspielzeug layout.\*

\*Any net travel expenses will be billed to the customer.  
Our correction and release details can be found on p. 13.

We will also be glad to publish your advertorial online as an option.  
You will find the prices for this on page 22.



# Eye-catcher

The EYE-CATCHER is our creative double-sided format 2/1. If you have a particularly beautiful picture of one of your products or of your company, it gets a very special appearance with our eye-catcher.

## Double-sided eye-catcher: 3.800,- €

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (\*jpg, 300 dpi or 3,508x4,961 pixels)
- a short descriptive text (\*.txt, \*.docx) with max. 1,000 characters (excluding spaces)
- Your desired web address (URL)
- QR code

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.



Our correction and release details can be found on p. 13.



# Lead page

With our LEAD PAGE, you can skilfully showcase your image as an eye-catcher on an entire print page. The lead page opens up a new subject area or a specific focus topic in the magazine.

## One-sided lead page: 2.350,- €

We need the following data from you:

- a picture, ideally based on the focus topic, in portrait format and in printable quality (\*.jpg, 300 dpi or at least 3,000 pixels)
- a short descriptive text (\*.txt, \*.docx) with max. 450 characters (including spaces)
- your desired web address (URL)
- the placement of a QR code is also possible

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.

Our correction and release details can be found on p. 13.



# Specifications

Magazine format: 210 mm wide x 297 mm high

Print space: 185 mm wide x 264 mm high

Printing and binding methods: 4c offset printing (80 lpc-screen, PSOcoated\_v3.icc) on double-sided multi-coated paper. Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.

Data creation and delivery: Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PSOcoated\_v3.icc) with 3 mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 115.- €/hour.

Your data can be processed by us with the following programs:

- Adobe Acrobat Pro DC
- Adobe InDesign (Version CC)
- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

Colours: Bio-Printing inks (CMYK, special colours available on request.

Proof: When making the proof please consider that our printer works with standard PSO-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PSOcoated\_v3.icc. If you are interested, please contact Monika Schmidt (monika.schmidt@meisenbach.de, +49 951 861-100), who will also tell you the costs.

Data storage: Data will be archived. Unchanged reruns are generally possible. A data guarantee is, however, not assumed.

Guarantee: By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

Contact:  
Monika Schmidt, Order Management  
monika.schmidt@meisenbach.de  
+49 951 861-100

Delivery address:  
Schleunungdruck GmbH  
Inserts: for attention of Thomas Gesell  
Eltertstraße 27  
97828 Marktheidenfeld  
+49 9391 6005-9133

# Distribution

## 1 Subscription prices 2023

### Subscription prices print 2023\*

Issues per year	9
Domestic incl. postage and 7% VAT	108.- €
Abroad europe	120.- €
Abroad world	170.- €

### Subscription prices digital 2023

Digital	98.- €
Premium (print + digital) domestic	123.- €
Premium (print + digital) europe	135.- €
Premium (print + digital) world	185.- €

\*Prices valid from 01.01.2023. All prices incl. delivery charges.  
Terms of payment: After invoicing by bank transfer, credit card or PayPal.  
European Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.  
Other foreign countries: VAT-free

## 2 Circulation auditing: [www.ivw.de](http://www.ivw.de)

The IVW (Information Community for the Assessment of the Circulation of Media) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.



## 3 Circulation analysis:

### Print run analysis

From the IVW-circulation analysis 1/2022\* thereof abroad:

Actual circulation:	5,461 (*586)
Paid circulation:	505 (*83)
Subscribed copies:	408 (*75)
Other sales:	97 (*8)
Free copies:	4,956 (*503)
Print run:	5,708

## 4 Geographical distribution analysis:\*

### Geographical distribution analysis

(Percentage of print run actually distributed)

Germany	89.27 %
Abroad	10.73 %
Print run actually distributed	100.00 %

\*Average in percent- Issues July 2021 – June 2022

## 5 Classified potential of recipients:

Distribution Germany, Austria, Switzerland  
(Multiple answers possible)

Trade	Number
Specialised retail trade	30,363
Toy products	4,799
Toys and sports shops	185
Hobby, handicraft, stationery	1,199
Model railway/-construction	405
Multimedia	617
Department stores	1,043
Book trade	1,207
Furniture	4,469
Baby products	2,331
Gift articles	8,289
Bags and leather goods	185
Other general retail	4,943
Mail order / Online	691
Wholesale, agencies	2,395
Manufacturers	2,197
Total of potential of recipients	34,955

# Cross-media Opportunities

## coverage (print + online)

das spielzeug	5,708 copies
Newsletter	ca. 3,550 recipients
Website	138,745pageimpressions 19,647 visits

## Fans Social Media

Facebook	2,413 follower
Twitter	662 follower
Instagram	1,732 subscribers
Linkedin	493 follower

status: May 2022





# PODCAST – **das spielzeug** WITH ADVERTISING

Give your target group something to listen to!



## Expand your marketing mix!

### Options in the das spielzeug podcast:

Advertising spot created by you  
as a pre, mid or post ad

Advertising spot created by us as a native ad  
(can also be booked as a package)

### Top distribution:

[www.dasspielzeug.de](http://www.dasspielzeug.de)\*

<https://podcast.dasspielzeug.de>

Spotify, Apple, Amazon, Google Podcasts

Push via our newsletter  
which goes out to 3,500 recipients

Menschen. Märkte. Meisenbach.



Your contact:  
Iris Lepach / Media Consultant  
[iris.lepach@dasspielzeug.de](mailto:iris.lepach@dasspielzeug.de)  
Tel. +49 951 861-123



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



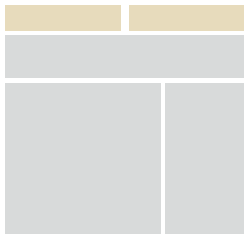
CONTACT





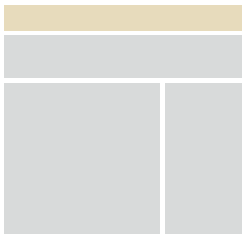
# Ad Banner on [www.dasspielzeug.de](http://www.dasspielzeug.de)

1 Full Banner



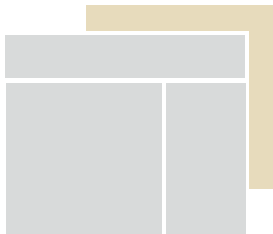
Size: 560 x 110 pixels  
Price\*: 1,575.- €

2 Superbanner



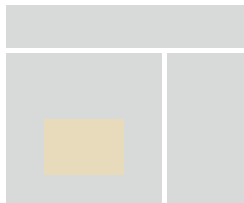
Size: 1,170 x 110 pixels  
Price\*: 2,365.- €

3 Hockeystick



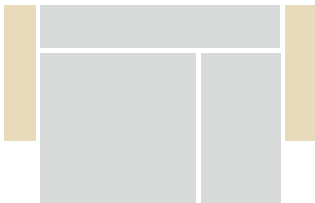
Size: 735 x 110 pixels +  
160 x 600 pixels  
Price\*: 2,100.- €

4 Content Ad



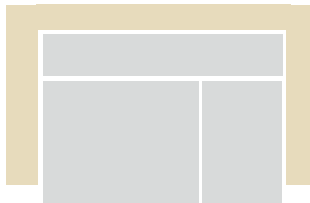
Size: 300 x 250 pixels  
Price\*: 1,215.- €

5 Skyscraper



Size: 160 x 600 pixels  
Price\*: 1,855.- €

6 Webskin



Size: (2x) 160 x 600 pixels +  
1,200 x 110 pixels  
Price\*: 2,485.- €

## Discounts:

Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

\*Price for 4 weeks duration

Formats valid from 1 April 2023.

Delivery of the banner data incl. linking by e-mail stating the customer name to [Monika Schmidt \(monika.schmidt@meisenbach.de\)](mailto:monika.schmidt@meisenbach.de).



# Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.

All advertorial guidelines can be found on page 23.

All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 895.- €

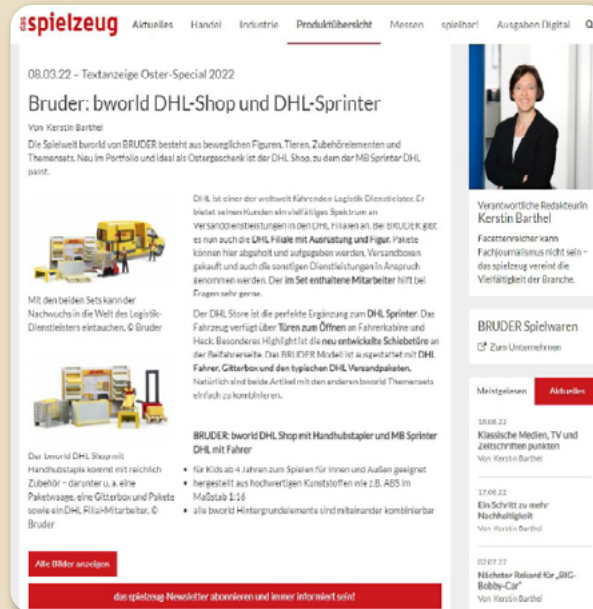
Bookable in combination with print adverts – we will be happy to make you an individual offer.

Optional: Increase your reach with our social media package!

Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook and Twitter.



Surcharge: 200.- € per portal



Our correction and release details can be found on p. 13.



# Ad Opportunities Newsletter

## Banner



General information: The „das spielzeug“-Newsletter informs late-breaking on all important news of the trade industry. The Newsletter is sent in HTML-format. Banner can be run between articles and columns.

Data formats: JPG, 700 x 120 pixels, max. size 100K  
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer's name, to Monika Schmidt (monika.schmidt@meisenbach.de).

Rates per Ad (Banner): 500.- €

## Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

1-2 Advertorial(s):

- Headline: max. 35 characters, teaser text: max. 350 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi
- Main text: max. 2,000 characters

Banner:

- 700 x 120 pixels, max. 100K

Price: 2,000.- €



Our correction and release details can be found on p. 13.



# Instagram-Package

A picture is worth a thousand words! This is one of the reasons why more and more retailers in our industry are using Instagram – to reach their customers but also to inform themselves about new products.

## Package prices:

5 posts (per calendar year): 925.- €

10 posts (per calendar year): 1,725.- €

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram you can integrate up to 18 hashtags in addition to your text.

Via Instagram we have built up an extensive retailer-network from which you can also benefit: Use our Instagram package to present your products and innovations or to publish an image campaign.

<https://www.instagram.com/dasspielzeug/>



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



CONTACT

# Online Product Specials

With our product specials we offer you the opportunity to place your print ads in a thematically appropriate environment. Additionally we make your entire collection or all new products visible in a picture gallery.

## Online-Specials:

On selected times (Advent, Christmas, Easter, etc.) we „open“ a door on our website every working day (Mon.-Fri.) behind which your product can be hidden (Similar to an advent calendar). The daily interaction awakens the reader's curiosity and the product specials receive great feedback.

Price: 499.- €



## Picture galleries:

Let pictures speak! If you want to present not just one product, but a whole collection, our picture galleries are particularly suitable - here every novelty gets the attention it deserves.

Price for 7 pictures: 1,700.-€  
every additional picture 50.- €



## Guidelines:

- pictures at least 72 dpi (minimum width 1.200 pixel)
- Headline (ca. 35 signs) + Teaser (300-500 signs) + captions (max. 300 signs)
- max. 7 pictures – definition of the 1st picture (=Slider), landscape format preferred – order of pictures definable



## Ad Sales & Distribution:

### Media Consultant:

Iris Lepach

☎ +49 951 861-123

[FAX] +49 951 861-149

✉ iris.lepach@dasspielzeug.de

### Birgit Domani

☎ +49 951 861-120

[FAX] +49 951 861-149

✉ birgit.domani@meisenbach.de

### Distribution:

Ulla Schiel

☎ +49 951 861-101

[FAX] +49 951 861-149

✉ vertrieb@meisenbach.de

### Commercial Agency:

Baden-Württemberg, South Bavaria

Christian Keller Media

Boulevard de la Promenade 46

11220 Lagrasse

Frankreich

☎ +49 162 2015013

✉ christian@kellermedia.eu

### Order Management:

Monika Schmidt

☎ +49 951 861-100

[FAX] +49 951 861-158

✉ monika.schmidt@meisenbach.de

## Editorial staff:

### Responsible Editor:

Kerstin Barthel

☎ +49 951 861-163

[FAX] +49 951 861-149

✉ kerstin.barthel@dasspielzeug.de

### Editorial Office:

Irene Friedrich

☎ +49 951 861-111

[FAX] +49 951 861-149

✉ irene.friedrich@meisenbach.de

### Head of online editorial office:

Daniel Keienburg

☎ +49 951 861-176

[FAX] +49 951 861-149

✉ daniel.keienburg@meisenbach.de

## Publishing house:

### Meisenbach GmbH

Geisfelder Straße 14

96050 Bamberg

P.O. Box: 20 69

96011 Bamberg

☎ +49 951 861-0

[FAX] +49 951 861-158

✉ info@meisenbach.de

www.meisenbach.de

Managing Director: Ulrich Stetter

Head of editorial office: Sabine Stenzel

Head of online editorial office: Daniel Keienburg

### Bank details:

Sparkasse Mainfranken, Würzburg

IBAN: DE50 7905 0000 0047 9552 65

Kto-Nr.: 47955265

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### Terms of payment:

3% discount on payment before publication,

2% discount on payment within 8 days from

date of invoice, net 30 days from invoice.

Place of fulfilment and court of jurisdiction

is Bamberg. (Unless otherwise determined by law)

All prices exclude VAT, which is charged at the currently applicable rate. Our Standard Terms and Conditions apply:

<https://content.meisenbach.de/en/AGB>



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



CONTACT