



# Toy Fair News 2026



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:** 27.01.- 29.01.2026

**Editorial deadline:** 09.01.2026

**Advertising deadline:** 16.01.2026

**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):	3,630.- €
1/2 page 4c (170 x 120 o. 82,5 x 240):	2,030.- €
1/3 page 4c (170 x 80 o. 56 x 240):	1,420.- €
1/4 page 4c (170 x 60 oder 70,5 x 99):	1,020.- €
1/8 page 4c (70,5 x 49):	490.- €

¼-1/1 advertorial bookable at advertising rate

front cover page:	4,740.- €
2nd cover page:	4,200.- €
4th cover page:	4,400.- €
4-page bound insert:	3,240.- €

Rates do not include VAT  
Quantity discount: 2x=3%, 3x=5%, 4x=10%



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



CONTACT