

das **spielzeug**

dasspielzeug.de

MEDIAKIT 2026

Ad rates no.54, valid from 1 October 2025, as per: 05 May 2026

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:

6,300 copies*

Qualified circulation:

6,243 copies*

Frequency:

9 issues per year

Volume:

117th volume

Membership/Participation:

IWW (Information Community for the Assessment of the Circulation of Media)
ITMA (International Toy Magazines Association)

*Source, IWW 1st Quarter 2025

Brief Description

What topics are affecting the specialised trade? What challenges is the industry facing and how can these be overcome? At which national and international trade fairs are new trends to be discovered? The trade magazine 'das spielzeug' has been addressing all this and much more in each of its nine issues since 1909. In addition to changing focus topics such as wooden toys, licences or sustainability, there are numerous established and popular sections - including, for example, our specialist shop reports, company portraits and interviews.

With our high-circulation, bilingual 'Toy Fair Special by das spielzeug', we prepare our readers in good time for the upcoming Spielwarenmesse in Nuremberg.

During the first three days of the world's leading trade fair, we will also be publishing our bilingual 'Toy Fair News' in a practical iPad format. It contains the latest news and trends from Toy City. The issues are distributed directly at the fair, are available in Nuremberg hotels and are handed out to visitors at our press stand in the foyer of Hall 12.0.

Our website www.dasspielzeug.de supplements the print editions with daily news and reports from the industry as well as product information and competitions. Our online portfolio also includes the weekly das spielzeug newsletter and social media presences on Facebook, Instagram and LinkedIn.



Kerstin Barthel

editor-in-chief

Tel.: +49 951 861-163

E-Mail: kerstin.barthel@dasspielzeug.de



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



Topics and Dates

das spielzeug 1/2026

Publication date
02.01.2026

Advertising deadline
01.12.2025

Editorial deadline
24.11.2025

Novelty highlights for
the toy year 2026

More focal themes:

- Games
- Wooden Toys
- Licenses
- Creativity/Music & Party
- Dolls and plush articles

Trade fairs

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

das spielzeug 2/2026

Publication date
21.01.2026

Advertising deadline
16.12.2025

Editorial deadline
09.12.2025

Novelty highlights for
the toy year 2026

More focal themes:

- Games
- Sustainability
- Big Easter special
- Anime/Manga
- Construction
- Outdoor/Garden

Trade fairs

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

Toy Fair News

Publication date
27.01.2026 (1/2026)
28.01.2026 (2/2026)
29.01.2026 (3/2026)

Advertising deadline
16.01.2026

Editorial deadline
09.01.2026

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 surround-
ings distributed to subscribers from
das spielzeug and baby&junior



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



Topics and Dates

das spielzeug 3/2026

Publication date
20.03.2026

Advertising deadline
25.02.2026

Editorial deadline
18.02.2026

Focal themes

- Games
- Trend items and collectibles
- School and stationery
- Kidults
- Interactive toys
(with digital components)

Trade fairs
EK Fun, Bielefeld

das spielzeug 4/2026

Publication date
30.04.2026

Advertising deadline
01.04.2026

Editorial deadline
27.03.2026

Focal themes

- Games
- Advent calendar special
- Action toys
- Wooden Toys
- Licenses

das spielzeug 5/2026

Publication date
16.06.2026

Advertising deadline
20.05.2026

Editorial deadline
13.05.2026

Focal themes

- Games
- Stars & Licenses
- Educational Toys
- Sustainability
- Toy Figures/Cars

Trade fairs
Brandmania, Essen



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

Topics and Dates

das spielzeug 6/2026

Publication date
20.08.2026

Advertising deadline
27.07.2026

Editorial deadline
20.07.2026

Focal themes

- Games
- Christmas
- Wooden Toys
- Baby & Toddler
- Dolls & plush
- Do it yourself

Trade fairs
Kind + Jugend, Cologne

das spielzeug 7/2026

Publication date
30.09.2026

Advertising deadline
07.09.2026

Editorial deadline
31.08.2026

Focal themes

- Games
- It's party time! (Halloween, Party, children's birthday party, carnival)
- Trendy Toys
- Tinkering, researching, construction
- Books/Audiobooks
- Christmas

Trade fairs
Spiel, Essen

das spielzeug 8/2026

Publication date
30.10.2026

Advertising deadline
07.10.2026

Editorial deadline
30.09.2026

Focal themes

- Games
- Wooden Toys
- Action/Adventure
- Quality, safety
- Licenses



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



Topics and Dates

Wünsch Dir Was! 2026

Publication date
11.11.2026

Advertising deadline
19.10.2026

Editorial deadline
12.10.2026

B2C christmas magazine
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 9/2026

Publication date
01.12.2026

Advertising deadline
06.11.2026

Editorial deadline
30.10.2026

Focal themes

- Games
- Spring novelties 2027
- Sustainability
- Licenses
- Digital Toys
- Role playing & dressing up

Toy Fair Special 2026

Publication date
15.12.2026

Advertising deadline
20.11.2026

Editorial deadline
13.11.2026

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 Spielwarenmesse Nuremberg and
hotels in Nuremberg and surroundings
subscribers from das spielzeug and baby&junior
Supplement of issue 1/2027



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



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.– €

Correction and release details: see p.12



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



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.

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

WÜNSCH DIR WAS! 2026

Content:

The theme of Christmas runs as a thread throughout the magazine, which is as B2C magazine 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: 11.11.26

Format: 170 x 240 mm

Distribution: Free in toy stores and as epaper

Push via newsletter, publication on www.dasspielzeug.de plus Facebook and Instagram!



LAST DATE FOR ADVERTISING AND PRINT DATA:
19-10-2026

AD- / ADVERTORIAL RATES*

1/1 page	EUR 3.700.-
1/2 page	EUR 1.820.-
1/3 page	EUR 1.230.-
1/4 page	EUR 940.-
Advent calendar illustration	EUR 910.-
2nd cover page	EUR 4.300.-
4th cover page (inclusive dealer stamp)	EUR 4.300.-



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



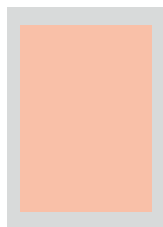
ONLINE



CONTACT

Ad Rates and Ad Formats* das spielzeug

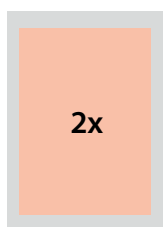
New & bigger
Formats from 2024!



1/1 page

B: 210 mm x 297 mm

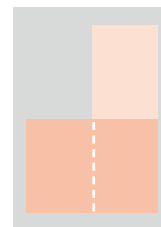
5,270.- €



2/1 page

PS: 420 mm x 297 mm

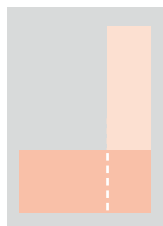
8,400.- €



1/2 page

B: 210 mm x 151 mm
B: 100 mm x 297 mm

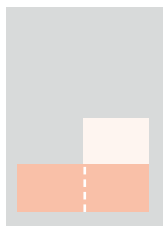
2,930.- €



1/3 page

B: 210 mm x 106 mm
B: 78 mm x 297 mm

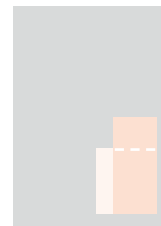
2,100.- €



1/4 page

B: 210 mm x 75 mm
PS: 94 mm x 131 mm

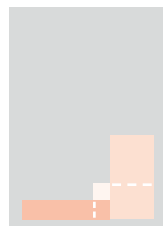
1,550.- €



1/6 page

PS: 94 mm x 86 mm
PS: 62 mm x 131 mm

1,100.- €



1/8 page

PS: 192 mm x 33 mm
PS: 94 mm x 66 mm
PS: 62 mm x 99 mm

820.- €

Best Placement:

Front cover page	6,950.- €
2nd cover page	5,850.- €
3rd cover page	5,590.- €
Back cover page	6,250.- €
Front + Back cover page	10,500.- €
Eye-catcher	4,000.- €
Lead page	2,500.- €

* 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



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 %

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

1/4 page	760.- €
1/2 page	1,470.- €
1/1 page	2,780.- €
coloured logo surcharge:	100.- €

Ad specials:

Inserts/price per thousand up to 25 g:	530.- €
up to 50 g:	620.- €

Maximum format available for loose inserts:

205 mm x 297 mm

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

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.- €.



Iris Lepach

Media Consultant:

Tel.: +49 951 861-123

E-Mail: iris.lepach@dasspielzeug.de

LOOKING FOR AN EMPLOYEE?

Our readers – Your future specialists!



Stellenanzeige
Bullyland sucht Online Marketing Manager /Mediengestalter (m/w/d)

Die Bullyworld GmbH ist ein familiengeführtes deutsches Produktionsunternehmen mit Sitz in Hüllsdorf bei Traunstein, das weltweit für die Herstellung der Spielfiguren der Marke Bullyland bekannt ist. Seit 1973 werden alle BULLYLAND-Figuren am deutschen Standort mit viel Liebe zum Detail entwickelt und handbemalt.

[weiterlesen](#)

Print ad

¼ page (width x height 94mm x 131mm)	760.-€
½ page (width x height 210mm x 151mm or 100mm x 297mm)	1,470.-€
1/1 page (width x height 210mm x 297mm)	2,780.-€

Online ads

Newsletter + website	830.-€
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Your job advertisement will be pushed in the newsletter and also appears on the website (duration 4 weeks) with a lead text and integrated PDF.

Combined
 discount
 Print | Online
 10 %



TOPICS
 DATES



PRINT
 PRICES



TECHNICS



SALES



ONLINE



CONTACT

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: 4,740.- €

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.*

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

1/2 page Advertorial: 2,630.- €

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.*



**We will also be glad to publish your advertorial online as an option.
You will find the prices for this on page 23.**

Desk calendar 2027



The companion for the whole year!

Our readers in the trade receive the desk calendar with the year-end issue of das spielzeug or at the Spielwarenmesse in Nuremberg at our trade fair stand.

Book your logo above the calendar and benefit from this sustainable and long-lasting advertising medium.

Publication date: 01.12.2026
Booking deadline: 04.11.2026
Logo format: 12 mm Height
Logo price: 620 €



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

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: 4,000,- €

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (*.jpg, 300 dpi or 3,508 x 4,961 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.



Unsere Korrektur- und Freigabe-Details finden Sie auf S. 12.

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:

2,500,- €

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. 12.



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 print-ing (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 PSO-coated_v3.icc If you are interested, please contact Anna Ugrica (anna.ugrica@meisenbach.de, tel +49 951 861-100), who will also tell you the costs.

Data storage: Data will be archived. Unchanged rerun is 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:

Anna Ugrica, Order Management
anna.ugrica@meisenbach.de
tel +49 951 861-100

Delivery address:

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



Distribution

1 Subscription prices 2026

Subscription prices print 2026*

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

Subscription prices digital 2026

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

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 1/2025** thereof abroad:

Actual circulation:	6,243 (**562)
Paid circulation:	1,064 (**63)
Subscribed copies:	333 (**59)
Other sales:	731 (**4)
Free copies:	5,179 (**499)
Print run:	6,300

4 Geographical distribution analysis:***

Geographical distribution analysis

(Percentage of print run actually distributed)

Germany	91.00 %
Abroad	9.00 %
Print run actually distributed	100.00 %

***Average in percent- Issues July 2024 – June 2025

5 Classified potential of recipients: Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number
Specialised retail trade	30,746
Toy products	4,742
Toys and sports shops	238
Hobby, handicraft, stationery	1,159
Model railway/-construction	371
Multimedia	656
Department stores	987
Book trade	1,193
Furniture	4,439
Baby products	2,751
Gift articles	8,264
Bags and leather goods	193
Other general retail	4,995
Mail order / Online	758
Wholesale, agencies	2,367
Manufacturers	2,208
Total of potential of recipients	35,321



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

Cross-media Opportunities

coverage (print + online)

das spielzeug	6,300 copies
Newsletter	approx. 6,000 recipients
Website	431,615 page impressions
Website	100,180 visits

Fans Social Media

Facebook	2,243 follower
LinkedIn	2,011 follower
Instagram	2,268 subscribers

status: March 2026



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



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*
<https://podcast.dasspielzeug.de>
Spotify, Apple, Amazon, Google Podcasts

Push via our newsletter which goes out to approx. 6,000 recipients

Menschen. Märkte. Meisenbach. 

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



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

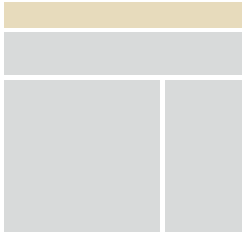
Ad Banner on www.dasspielzeug.de

1 Full Banner



Size: 560 x 110 pixels
Price*: **1,600.- €**

2 Superbanner



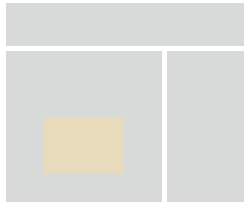
Size: 1,170 x 110 pixels
Price*: **2,400.- €**

3 Hockeystick



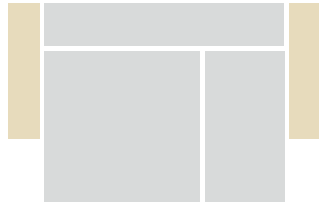
Size: 735 x 110 pixels +
160 x 600 pixels
Price*: **2,140.- €**

4 Content Ad**



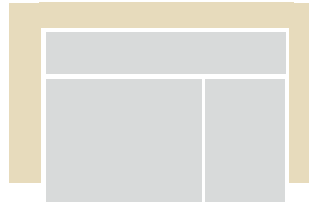
Size: 300 x 250 pixels
Price*: **1,240.- €**

5 Skyscraper



Size: 160 x 600 pixels
Price*: **1,890.- €**

6 Webskin



Size: (2x) 160 x 600 pixels +
1,200 x 110 pixels
Price*: **2,530.- €**

**This banner is also visible in the mobile version and always remains in the field of view of the reader.

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

Delivery of the banner data incl. linking by e-mail stating the customer name to Anna Ugrica (anna.ugrica@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.

Advertorial guidelines:

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

To attract more attention, your advertorial will be prominently displayed in the slider on our website.

To increase the reach of your message, we will also integrate the advertorial into our newsletter and publish it on our Linked-In channel.

Price: 1500.- €

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



In the slider on our home page, your advertorial is always visible for 10 seconds.



Click here or take a picture – here you get to the Advertorial Online example



TOPICS DATES



PRINT PRICES



TECHNICS



SALES



ONLINE



CONTACT

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 Anna Ugrica (anna.ugrica@meisenbach.de).

Rates per Ad (Banner): 550.- €

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

Banner:

- 700 x 120 pixels, max. 100K

Price: 2,090.- €



Our correction and release details can be found on p. 12.





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.

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.

Package prices:

- 5 posts (per calendar year): 960.- €
- 10 posts (per calendar year): 1,790.- €
- 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.



TOPICS DATES



PRINT PRICES



TECHNICS



SALES



ONLINE



CONTACT



LinkedIn package

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

Package prices:

5 posts (per calendar year):	970.- €
10 posts (per calendar year):	1,810.- €
Larger quantity on request	

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 3,000 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on LinkedIn you can integrate up to 10 hashtags in addition to your text.

LinkedIn
Connect to Opportunity™



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

Contact

Ad Sales & Distribution:

Media Consultant:

Iris Lepach
☎ +49 951 861-123
✉ iris.lepach@dasspielzeug.de

Natalia Rudova
☎ +49 951 861-127
✉ natalia.rudova@meisenbach.de

Distribution:

Heike Böhm
☎ +49 951 861-101
✉ vertrieb@meisenbach.de

Editorial staff:

Editor-in-chief:

Kerstin Barthel
☎ +49 951 861-136
✉ kerstin.barthel@dasspielzeug.de

Editorial Office:

Sophie Starklauf
☎ +49 951 861-111
✉ sophie.starklauf@meisenbach.de

Commercial Agency:

Baden-Württemberg, Southern Bavaria
Christian Keller Media
Boulevard de la Promenade 46
11220 Lagrasse
France
☎ +49 951 861 2015013
✉ christian@kellermedia.eu

Order Management:

Anna Ugrica
☎ +49 951 861-100
✉ anna.ugrica@meisenbach.de

Online:

Kathrin Elling
☎ +49 951-861-188
✉ Kathrin.Elling@meisenbach.de

Daniel Keienburg
☎ +49 951 861-176
✉ daniel.keienburg@meisenbach.de

Foreign Representative Turkey

Feustel Fairs & Travel
Y.Emre Yardimci
Hacimimi Mah.,
Kemeraltı Cad. 27,
Kitapçıbaşı İş Merkezi K:4,
34425 Beyoğlu, İstanbul
☎ +90 212 2459600
✉ +90 212 2459605
✉ emre.yardimci@feustelfairs.com.tr

Publishing house:

Meisenbach GmbH
Geisfelder Straße 14
96050 Bamberg
P.O. Box: 20 69
96011 Bamberg
☎ +49 951 861-0
✉ 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:

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



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT