

**das spielzeug**

dasspielzeug.de

# MEDIAKIT 2026

Ad rates no.54, valid from 1 October 2025, as per: 24 september 2025

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:

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

\*Source, IVW 1st Quarter 2025



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# 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](http://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](mailto:kerstin.barthel@dasspielzeug.de)



# 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



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## 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



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## 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



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# 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

# 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](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

<b>Publication date:</b>	15.12.2026
<b>Editorial deadline:</b>	13.11.2026
<b>Advertising deadline:</b>	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



# 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 exposur!

## 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%

Correction and release details: see p.12

# 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](http://www.dasspielzeug.de)  
plus Facebook and Instagram!



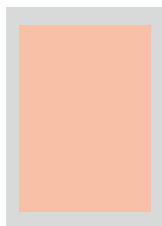
LAST DATE FOR ADVERTISING AND PRINT DATA:  
19.10.2026

## 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.-

# Ad Rates and Ad Formats\* das spielzeug

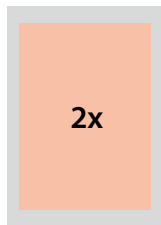
New & bigger  
Formats from 2024!



**1/1 page**

B: 210 mm x 297 mm

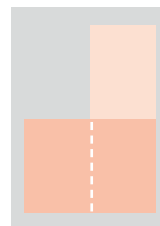
**5,270.- €**



**2/1 page**

PS: 420 mm x 297 mm

**8,400.- €**

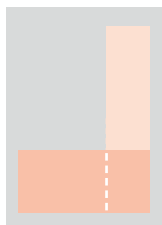


**1/2 page**

B: 210 mm x 151 mm

B: 100 mm x 297 mm

**2,930.- €**

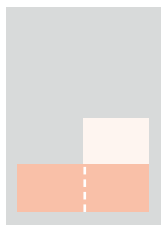


**1/3 page**

B: 210 mm x 106 mm

B: 78 mm x 297 mm

**2,100.- €**

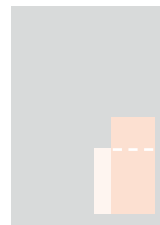


**1/4 page**

B: 210 mm x 75 mm

PS: 94 mm x 131 mm

**1,550.- €**

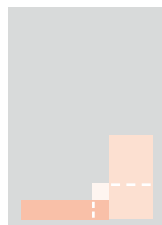


**1/6 page**

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



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# 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	<b>5 %</b>
6 Ads	<b>10 %</b>
10 Ads	<b>15 %</b>
12 Ads	<b>20 %</b>

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

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

## Ad specials:

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

## 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](mailto: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 Nulldorf 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 %

# 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 dassspielzeug layout.\*

### 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 dassspielzeug 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 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 this sustainable and long-lasting advertising medium.



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**Publication date:**

01.12.2026

**Booking deadline:**

04.11.2026

**Logo format:**

12 mm Height

**Logo price:**

620 €

# 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.



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# 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



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# 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](http://www.ivw.de)

[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 1/2025\*\* 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



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CONTACT

# Cross-media Opportunities

## coverage (print + online)

das spielzeug	6,300 copies
Newsletter	4,100 recipients
Website	244,943 page impressions
Website	64,363 visits

## Fans Social Media

Facebook	2,269 follower
LinkedIn	1,454 follower
Instagram	2,179 subscribers

status: August 2025





# PODCAST – dasspielzeug 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 4,100 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  
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PRINT  
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TECHNICS



SALES



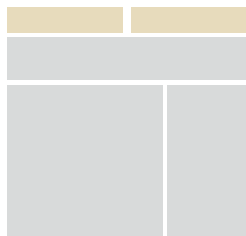
ONLINE



CONTACT

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

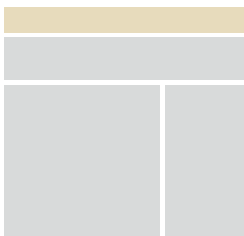
## 1 Full Banner



Size: 560 x 110 pixels

Price\*: **1,600.– €**

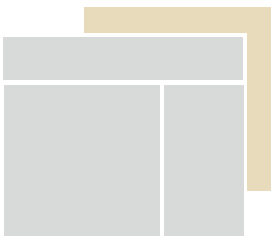
## 2 Superbanner



Size: 1,170 x 110 pixels

Price\*: **2,400.– €**

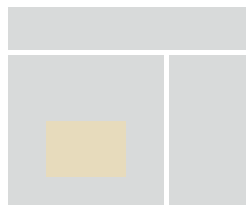
## 3 Hockeystick



Size: 735 x 110 pixels +  
160 x 600 pixels

Price\*: **2,140.– €**

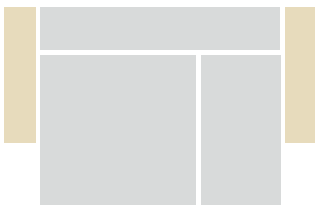
## 4 Content Ad\*\*



Size: 300 x 250 pixels

Price\*: **1,240.– €**

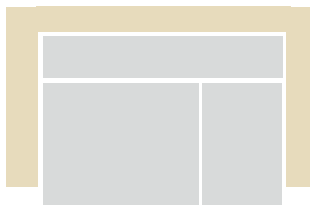
## 5 Skyscraper



Size: 160 x 600 pixels

Price\*: **1,890.– €**

## 6 Webskin



Size: (2x) 160 x 600 pixels +  
1,200 x 110 pixels

Price\*: **2,530.– €**

## 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](mailto: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

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

**Price: 950.- €**

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

Optional: Book our social media package! Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook and LinkedIn.

**Surcharge: 210.- € per portal**



**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  
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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.

## 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.

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.



TOPICS  
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## LinkedIn package

Via LinkedIn we have built up an extensive retailer-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.

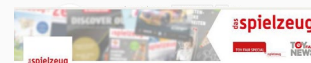
LinkedIn  
Connect to Opportunity™

Join now

Join with Google

Sign in

<https://de.linkedin.com/showcase/fachmagazin-das-spielzeug/>



Fachmagazin das spielzeug

Fachmagazin für Gaming, Spiele, Modellebau, Multimedia, Bücher, Hobby und Basteln!

Zeitungsorte: Bamberg | Tübingen, Kassel

Folgen

das spielzeug



TOPICS  
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PRINT  
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ONLINE



CONTACT

# Special topic and trade fairs newsletters

Book a banner (€550) or text advertisement (€950) in the special newsletter of your choice! If you book a text advertisement, it will also appear on [www.dasspielzeug.de](http://www.dasspielzeug.de).

The banner will only appear in the newsletter.

## Special topic newsletter

### Easter newsletter:

Online distribution calendar week 10/26

### Advent calendar newsletter:

Online distribution calendar week 35/26

### Christmas newsletter:

Online distribution calendar week 42/26



Themenwelt Online

### Top-Spielwaren für das Fest der Freude!

Oben steht von der TOP und mit diesem Anlass die Gelegenheit, den kleinen Entdeckern und Abenteuerern eine besondere Freude zu bereiten. Wir stellen Ihnen eine Auswahl an Spielwaren vor, die das Christmas-Feeling perfekt machen. Mit ganz viel kuscheliger Plüschtiere, bezaubernden Bären und spannenden Spielen – hier finden Sie Regenerations-Gesamtpaket, die nicht nur Kinderherzen höher schwingen lassen, sondern auch Ihre Verkaufszahlen ansteigen. Lassen Sie sich von unseren Empfehlungen leiten und werden Sie Ihren Kunden ein tolles Fest bescheren!

[weiterlesen](#)



Erleben Sie mit uns die  
Bücher bis 1. April Ihre Anzeigen  
der Konsumenten  
Erscheint am  
15.05.25

## Special trade fair newsletter 2026

### Spielwarenmesse 27.-31.01.26:

pre-fair reporting

calendar week 4/26

daily newsletter during the trade fair

from 27 January to 31 January 2026

Follow-up report on 2 February 2026

### BRANDmania 24. + 25.06.26:

pre-fair reporting

calendar week 23/26

Follow-up report calendar week 27/26

### Kind + Jugend 15.-17.09.2026:

pre-fair reporting

calendar week 34/26

### SPIEL October 2026

pre-fair reporting calendar week 39/26

Follow-up report approx. calendar week 44/26



Mediadaten 2025



Jetzt online  
lesen und  
downloaden



Informatives Programm und Brands zum Anfassen

Die vierte Ausgabe der BranchenZeitschrift, die vergangenen Mittwoch und Donnerstag erstmals in Essen stattgefunden hat, war erneut ein voller Erfolg. Der Veranstalter, die Aussteller und die Besucher waren alle eine glückliche Bilanz.

[weiterlesen](#)



Spielehaus 2025 in Berlin  
Austausch, Know-how und Erlebnis

Am 25. und 26. Juni 2025 traf sich die (Lern-)Branche in Essen zur BranchenZeitschrift. Auch wir waren vor Ort und zeigen Ihnen unsere Highlights. Klicken Sie sich durch!

[weiterlesen](#)



Die TOP 10 Spielzeug-Hits des Jahres sind da!

Die TOP 10 Spielzeug-Hits des Jahres sind da! Eine wertvolle Orientierung für Verbraucher und Händler in Zeiten großer Unsicherheit. Auch in diesem Jahr hat der Hauptverband Spielwaren (HVS) wieder eine Auswahl für die Auszeichnung getroffen. Die hier veröffentlichten

[weiterlesen](#)

# 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:

Ulla Schiel  
☎ +49 951 861-101  
✉ vertrieb@meisenbach.de

### Commercial Agency:

Baden-Württemberg, Southern Bavaria  
Christian Keller Media  
Boulevard de la Promenade 46  
11220 Lagrasse  
France  
☎ +49 162 2015013  
✉ christian@kellermmedia.eu

### Order Management:

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

## Editorial staff:

### editor-in-chief:

Kerstin Barthel  
☎ +49 951 861-163  
✉ kerstin.barthel@dasspielzeug.de

### Editorial Office:

Irene Friedrich  
☎ +49 951 861-111  
✉ irene.friedrich@meisenbach.de

### Online:

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

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

### Bank details:

**Sparkasse Mainfranken, Würzburg**  
**IBAN:** DE50 7905 0000 0047 9552 65  
**Kto-Nr.:** 47955265  
**BLZ:** 790 500 00  
**BIC:** BYLADEM1SWU

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