

Toy Fair Special by das spielzeug (for Spielwarenmesse 2018)

Target group: purchasers and decision makers of the toy sector and similar branches

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Fair distribution:

Toy Fair Nuremberg (31.01.-04.02.2018)

EDITORIAL CONCEPT

«Toy Fair Special by das spielzeug» provides our national and international readers from the specialist trade with all the information they need to prepare their visit to the International Toy Fair in Nuremberg.

This publication focuses on product innovations and internationally relevant background reports on current topics such as licensing, trends, safety and multi-channel business. It also features interviews and statements from

the executives at the International Toy Fair Nuremberg and from trade and industry.

The team members, comprising the editors and journalists at the established trade magazine «das spielzeug», are highly professional and know the sector inside out. They are also supported by their colleagues in the International Toy Magazines Association (ITMA).

ADVERTISING FORMATS

- » ¼ page 4 colours
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- » ½ page 4 colours
(size: width 148 mm x height 105 mm)
- » ⅓ page 4 colours
(size: width 148 mm x height 70 mm)
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- » Inside front cover page, inside back cover page and back cover page
(size: width 148 mm x height 210 mm)

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Closing date for artwork: 24.11.2017

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