

TOY FAIR SPECIAL

by

das spielzeug

WHAT IS IT?

«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).

YOUR BENEFIT IN THE WEB:

The printmagazine is published as ePaper on our website www.dasspielzeug.de (ivw-tested)

WHO READS US?

The target group are retailers, online stores, owners and decision makers, as well as agencies and manufacturers from the national and international toy industry

AD RATES:

1/1 page 4C	EUR 1,976.00
1/2 page across 4C	EUR 1,029.00
1/3 page across 4C	EUR 790.00
1/4 page across 4C	EUR 590.00

PUBLICATION DATE: 15.12.2017

ADVERTISING DEADLINE: 24.11.2017

PRINT RUN: 14,000 copies

DISTRIBUTED CIRCULATION: 13,700 copies

MAGAZINE FORMAT: 148mm x 210mm (width x height)

LANGUAGE: English



DISTRIBUTION:

December 2017: *international distribution*
Beginning of January: *supplement in the January preview of das spielzeug*
End of January: *in Nuremberg hotels*

FAIR DISTRIBUTION:

Toy Fair Nuremberg (31.01.-04.02.2018)

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GmbH Verlag