

## TOY FAIR NEWS

BY DAS SPIELZEUG AND BABY&JUNIOR

### NEW CONCEPT:

Our four brand-new daily issues of the Toy Fair News by das spielzeug and baby&junior provide trade visitors with everything they need to know about the Spielwarenmesse. Featuring an enhanced trade-fair navigation system in an iPad-format, each issue supplies our readers with a "Check List" to work through! This is complemented with tips on what is really relevant and which stands are not to be missed!

Distributed at a large number of hotels and on the airport Nuremberg, visitors can already prepare for the day ahead, even before the fair opens for business. This enables buyers to include you, our advertisers, in their daily plans first thing in the morning. As part of our marketing communications mix, our printed editions continue into our online concept.

This means you are guaranteed all-round brand exposure also through our newsletters before and during the trade fair, das spielzeug's online appearance and, above all, our LIVE BLOG, including our social stream during the Spielwarenmesse!



**AD- AND DATA  
DEADLINE:  
09.01.2017**

### CONTENT:

- Products are covered by hall
- Photo galleries feature snapshots of the important people at the Spielwarenmesse
- The magazine section is devoted to additional information such as trends at the fair, what's on in Nuremberg, events during and around the fair, the highlights of our exhibitors, as well as the Baby Specials by baby&junior

**"EVERYONE CAN ADVERTISE,  
EVEN NON-EXHIBITORS!"**

### TARGET GROUP:

All trade buyers at the Spielwarenmesse and retailers/manufacturers in the toy and baby/toddler industry as well as their agents and associations

### PUBLICATION DATES:

4 daily issues (01.02.2017 + 02.02.2017 + 03.02.2017 + 04.02.2017)

**PRINT-RUN:** 5,000 copies per day

**DISTRIBUTED CIRCULATION:** 4,900 copies per day

### DISTRIBUTION:

Distributed at hotels in and around Nuremberg, exclusive distribution with promoter on the airport nuremberg + magazine racks on the airport ground.

To subscribers to das spielzeug and baby&junior. At the fair: exhibition stands of our customers and das spielzeug booth

**FORMAT:** Width 170mm x Height 240mm

**FORMAT:** Bilingual in English and German

### CONTACTS AT THE PUBLISHING HOUSE:

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### AD RATES PER DAY

1/1 page 4C	EUR 2.950,00	Cover page	EUR 3.850,00
1/2 page 4C	EUR 1.650,00	2nd cover page	EUR 3.450,00
1/3 page 4C	EUR 1.150,00	4th cover page	EUR 3.600,00

Rates do not include VAT

4-page bound insert: EUR 2,800.00

Quantity discount: 2x= 3%, 3x=5%, 4x=10%

### ONLINE COMBINATIONS:

In addition to your regular advertising bookings, you can also advertise online, in our newsletters and our LIVE BLOG.

In the run-up to the fair, our newsletters will be sent out in the following calendar weeks:

In 2016: Calendar weeks: 38, 42, 47 and 50

In 2017: Calendar weeks: 2 and 4

6 Newsletters during the Spielwarenmesse: 01.02.-06.02.2017

### (AVERAGE NEWSLETTER

### OPENING RATE AT SPIELWARENMESSE 2016: 33%)

In our Newsletter you can book text ads (day rate: EUR 459.00) or banners 600x75 pixels (day rate: EUR 349.00).

### ++ ATTRACTIVE PACKAGE RATES FOR PRINT / ONLINE INCLUDING DAS SPIELZEUG AND BABY & JUNIOR ON REQUEST++

The banner rates on our website [www.dasspielzeug.de](http://www.dasspielzeug.de) (ivw-tested) can be found in our media kit or are available on request.

WE CAN PROVIDE YOU WITH  
A LONG-TERM AND SUSTAINABLE  
ADVERTISING CONCEPT



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