

The trade magazine  
for the toy industry

## 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:

7.551 copies\*

## Qualified circulation:

7.361 copies\*

## Frequency:

9 issues per year

## Volume:

110<sup>th</sup> volume 2019

## Membership/Participation:

IVW (Information Community for the Assessment  
of the Circulation of Media)

ITMA (International Toy Magazines Association)

LIMA (Licensing Industry Merchandisers' Association)

\*Source, IVW 1<sup>st</sup> Quarter 2018



## Brief description:

Appearing nine times per year, the trade magazine «das spielzeug» has been the mouthpiece of the trade and industry since 1909. Editorial coverage includes reports on specialist stores and company portraits, as well as detailed product introductions presented under different sections, such as licences, wooden toys, construction, games + puzzles, summer + outdoor. Easy-read current industry news, exclusive articles and guest contributions as well as reports on trade fairs, associations and manufacturers round off the editorial offering.

The magazine „Toy Fair Special by das spielzeug“ has been appearing since 2013 - in the run-up to the Nuremberg Spielwarenmesse:

**NEW in 2019:** More pages, bigger magazine size (iPad-format) and in German/English- language.

Our magazine “Toy Fair News by das spielzeug and baby&junior” appears on the first three days of the Spielwarenmesse, featuring up-to-the-minute news and trends from the toy fair.

«das spielzeug» is a member of the International Toy Magazines Association (ITMA) and the International Licensing Industry Merchandisers' Association (LIMA), ensuring that it is firmly embedded in the industry – both in Germany and internationally.

The website, [www.dasspielzeug.de](http://www.dasspielzeug.de), complements the print edition with current news items and industry reports as well as product information, competitions and interactive elements such as our live blog at the Spielwarenmesse. Our online portfolio also includes the «das spielzeug» Newsletter and our social media presence on Facebook, YouTube and Twitter.



## 1 Circulation auditing: 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.

## 2 Circulation analysis:

Print run analysis From the IVW-circulation analysis 1/2018			
Actual circulation:	7,361	thereof abroad:	705
Paid circulation:	1,287		110
Subscribed copies:	560		107
Other sales:	727		3
Free copies:	6,074		595
Print run:	7,551		

## 3 Geografische Verbreitungs-Analyse:

Geographical distribution analysis: (Percentage of print run actually distributed)	
Germany	89,78 %
Abroad	10,22 %
Print run actually distributed	100,00 %

<sup>1)</sup>Average in percent – issues July 2017 – June 2018

## 4 Classified potential of recipients: Distribution Germany, Austria, Switzerland (Multiple answers possible)

Trade	Number
Specialised retail trade	30,266
Toy products	4,951
Toys and sports shops	188
Hobby, handicraft, stationery	1,199
Model railway/-construction	468
Multimedia	543
Department stores	936
Book trade	1,242
Furniture	4,510
Baby products	2,315
Gift articles	8,344
Bags and leather goods	161
Other general retail	4,911
Mail order / Online	498
Wholesale, agencies	2,489
Manufacturers	2,165
Total of potential of recipients	34,920

## TOY FAIR NEWS

### Toy Fair News by das spielzeug and baby&junior



The magazine «Toy Fair News by das spielzeug and 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.

The magazine appears and is distributed to the hotels in Nuremberg early each morning, and by promoters at Nuremberg International Airport, ensuring visitors are ready for the day ahead before they even arrive at the fair.

As part of our communications mix, the print issues are complemented by our online concept. Newsletters before and during the fair, das spielzeug's online presence and, above all, the LIVETICKER and social stream during the Spielwarenmesse guarantee you all-round brand exposure!

Benefit from the added value:

All three daily editions are also available as e-papers at [www.dasspielzeug.de](http://www.dasspielzeug.de) (IVW-tested).

#### 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:

3 daily issues (30.01.2019 + 31.01.2019 + 01.02.2019)

#### Print-run: 5,000 copies

Qualified print-run: 4,900 copies

#### Qualified print-run:

The issues are distributed at the hotels in and around Nuremberg, exclusively by promoters and at display stands at Nuremberg Airport, and to subscribers to das spielzeug and baby&junior. They are also displayed at das spielzeug's exhibition stand and our advertisers' stands.

Format: Width 170 mm x Height 240 mm

Languages: bilingual – English/German

#### Advertising rates/per day /per issue:

1/1 page 4c: 2,950.- €	front cover page: 3,850.- €
1/2 page 4c: 1,650.- €	2 <sup>nd</sup> cover page: 3,450.- €
1/3 page 4c: 1,150.- €	4 <sup>th</sup> cover page: 3,600.- €

4-page bound insert: €2,800.- €

Rates do not include VAT

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



## Toy Fair Special by das spielzeug 2019

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 licensing, trends, safety and multichannel. 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) (IWW-tested).

In addition we push the coverage of the e-papers with promotions in our newsletters before and during the Spielwarenmesse.



### 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: 14.12.2018  
Advertising deadline: 20.11.2018  
Print-run: 10,500 copies  
Qualified print run: 10,400 copies  
Language: German/English

Distribution:  
December 2018: International distribution  
20.12.2018: loose insert in the January preview issue of das spielzeug  
During Spielwarenmesse distribution at hotels in Nuremberg

**NEW Format: 170 mm x 240 mm**

Available at the Spielwarenmesse (30.01.–03.02.2019):  
Specialist press stand at the Spielwarenmesse and "das spielzeug's" exhibition stand

### Advertising rates (ad sizes width x height in mm):

1/1 page 4c	(170 x 240)	1,976.- €
1/2 page 4c	(170 x 120 or 82,5 x 240)	1,029.- €
1/3 page 4c	(170 x 80 or 56 x 240)	790.- €
1/4 page 4c	(170 x 60 or 70,5 x 99)	590.- €
1/8 page across 4c	(70,5 x 49)	350.- €

# MEDIAKIT 2019 – Topics and Dates

- 110 Years -  
das **spielzeug**

Every issue includes the following sections for your advertising:

Current opening topic – Our retailers/retail trade reports – Product innovations – Our enterprises/company interviews – Information on trade fairs

Issue	Ad and data submission deadline	Publication date	Topics	Distribution at the following trade fairs
January <b>1</b>	Editorial deadline: 22.11.2018  Advertising deadline: 28.11.2018	20.12.2018	Preview of important fairs 2019: - Spielwarenmesse, Nürnberg - Nordstil, Hamburg - Creativeworld, Paperworld, Christmasworld, Frankfurt	Spielwarenmesse, Nuremberg Nordstil, Hamburg Creativeworld, Paperworld, Christmasworld, Frankfurt/Main
February <b>2</b>	Editorial deadline: 18.12.2018  Advertising deadline: 21.12.2018	23.01.2019	Exhibition issue for Spielwarenmesse 2019	Spielwarenmesse, Nuremberg Ambiente, Frankfurt Creativeworld, Paperworld, Christmasworld, Frankfurt Kids' Time, Kielce
Toy Fair News by das spielzeug and baby&junior	Editorial deadline: 15.01.2019  Advertising deadline: 21.01.2019	30.01.2019 31.01.2019 01.02.2019	Three daily issues in English and German, featuring current news from the international Spielwarenmesse in Nuremberg	Spielwarenmesse, Nuremberg Hotels in Nuremberg and surroundings Distributed by promoters at Nuremberg International Airport
March <b>3</b>	Editorial deadline: 04.02.2019  Advertising deadline: 12.02.2019	04.03.2019	Reports and highlights on the Spielwarenmesse 2019 with a big Easter-Special	
April <b>4</b>	Editorial deadline: 01.03.2019  Advertising deadline: 07.03.2019	29.03.2019	- Licences - Summer/Outdoor - Construction toys - Wodden toys - Baby&Infant/ Plush - Adventskalender-Special (the Original)	Tag der Lizenzen, Cologne EK Fun, Bielefeld

# MEDIAKIT 2019 – Topics and Dates

- 110 Years -  
das **spielzeug**

Every issue includes the following sections for your advertising:

Current opening topic – Our retailers/retail trade reports – Product innovations – Our enterprises/company interviews – Information on trade fairs

Issue	Ad and data submission deadline	Publication date	Topics	Distribution at the following trade fairs
May/June <b>5/6</b>	Editorial deadline: 29.03.2019  Advertising deadline: 04.04.2019	30.04.2019	anniversary-edition 110 Years „das spielzeug“ - Toys for girls and boys - Trend & Lifestyleproducts - Children's vehicles - RC/Racing + Digital Toys - Books, educational toys	
July/August <b>7/8</b>	Editorial deadline: 28.05.2019  Advertising deadline: 04.06.2019	28.06.2019	- Wooden Toys - Licences - POS/Decorative ideas - Arts & handicrafts - Halloween & Party	Nordstil, Hamburg
September <b>9</b>	Editorial deadline: 01.08.2019  Advertising deadline: 07.08.2019	30.08.2019	- Baby & Infant/Plush - RC/Racing + Digital Toys - Toy safety - Multimedia/Music	Kind + Jugend, Cologne
October <b>10</b>	Editorial deadline: 02.09.2019  Advertising deadline: 06.09.2019	30.09.2019	- Games + Puzzles - Construction toys - Children Books - Christmas products - Back-to-school/stationery/arts & handicrafts	InsightsX, Nuremberg Spiel, Essen
November/ December <b>11/12</b>	Editorial deadline: 02.10.2019  Advertising deadline: 09.10.2019	31.10.2019	- Licences - Water/Summer/Outdoor - Accessories - Wall calendar 2020	Licensing Market, Munich
Toy Fair Special	Editorial deadline: 15.11.2019  Advertising deadline: 21.11.2019	13.12.2019	German/English magazine in the run-up to the Spielwarenmesse 2020	Spielwarenmesse 2020 Hotels in Nuremberg and surroundings Insert in the January issue of „das spielzeug“

Size	Format	Colour	Rate
<b>1/1</b>	PS: 185 mm x 264 mm B: 210 mm x 297 mm	4c	4,365.- €
<b>2/3</b>	PS: 122 mm x 264 mm	4c	3,110.- €
<b>1/2</b>	PS: 185 mm x 130 mm B: 210 mm x 147 mm PS: 90 mm x 264 mm B: 103 mm x 297 mm	4c	2,430.- €
<b>1/3</b>	PS: 185 mm x 85 mm B: 210 mm x 107 mm PS: 59 mm x 264 mm B: 67 mm x 297 mm	4c	1,740.- €
<b>1/4</b>	PS: 185 mm x 64 mm B: 210 mm x 75 mm PS: 90 mm x 130 mm	4c	1,285.- €
<b>1/6</b>	PS: 90 mm x 85 mm PS: 59 mm x 130 mm	4c	905.- €
<b>1/8</b>	PS: 59 mm x 96 mm PS: 90 mm x 64 mm PS: 185 mm x 30 mm	4c	680.- €

S: PS: Print Space B: Bleed

- 1 Surcharges**  
**Placement:**

Front cover page	5,800.- €
2nd cover page	4,850.- €
3rd cover page	4,635.- €
Back cover page	5,170.- €

10% surcharge for other compulsory placement instructions and confirmed placements

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.
- 2 Colours:**

Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 for special colours each 1,060.- €  
(No discount available)
- 3 Magazine format:**

DIN A 4, 210mm wide x 297 mm high
- 4 Discounts:**

Ads within 12 months (insertion year):  
Frequency discount  

3 Ads	5%
6 Ads	10%
9 Ads	15%
12 Ads	20%
- 5 Ad rate for job offers:**  
(mm-ad rate in b/w)

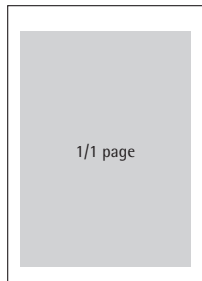
1 column, 59 mm width	3,18 €
1,5 columns, 90 mm width	4,77 €
2 columns, 122 mm width	7,06 €
3 columns 184 mm width	9,54 €

(coloured Logo surcharge: 75,- €, 4c ad surcharge: 30 %)
- 6 Ad specials:**

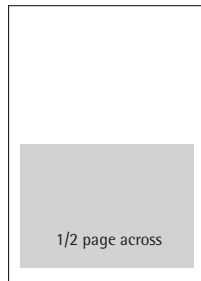
Inserts  
up to 25g 354.- € o/oo  
up to 50g 438.- € o/oo  
Maximum format available for loose inserts: 220 x 297 mm

Rates for bound inserts  
1 sheet 2,784.- €  
every further sheet: 900.- €

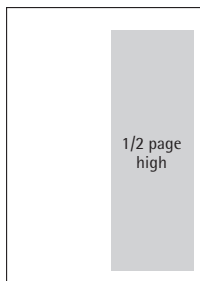




Print Space:  
w x h: 185 mm x 264 mm  
Bleed format:  
w x h: 210 mm x 297 mm



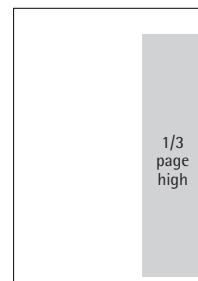
Print Space:  
w x h: 185 mm x 130 mm  
Bleed format:  
w x h: 210 mm x 147 mm



Print Space:  
w x h: 90 mm x 264 mm  
Bleed format:  
w x h: 103 mm x 297 mm



Print Space:  
w x h: 185 mm x 85 mm  
Bleed format:  
w x h: 210 mm x 107 mm

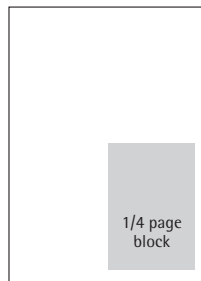


Print Space:  
w x h: 59 mm x 264 mm  
Bleed format:  
w x h: 67 mm x 297 mm

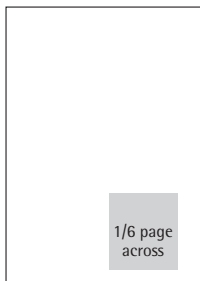
Ad formats bleed off:  
Bleed ad format  
plus 3 mm allowance  
on all sides



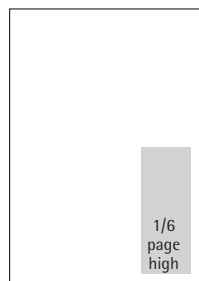
Print Space:  
w x h: 185 mm x 64 mm  
Bleed format:  
w x h: 210 mm x 75 mm



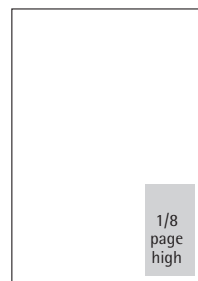
Print Space:  
w x h: 90 mm x 130 mm



Print Space:  
w x h: 90 mm x 85 mm



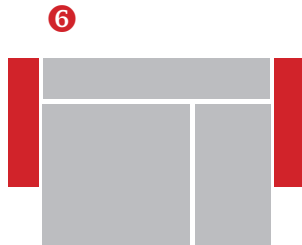
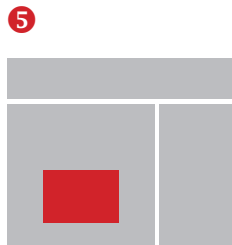
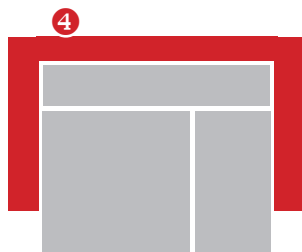
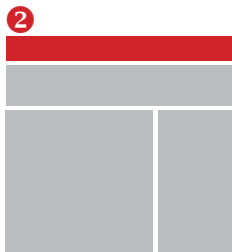
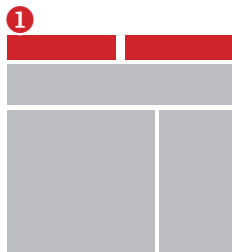
Print Space:  
w x h: 59 mm x 130 mm



Print Space:  
w x h: 59 mm x 96 mm

1/8 page across  
w x h: 185 mm x 30 mm  
1/8 page block  
w x h: 90 mm x 64 mm

- |  |  |
|--|--|
| <p>1 Magazine format:<br/>Print space: 210 mm wide x 297 mm high<br/>185 mm wide x 264 mm high</p> <p>2 Printing and<br/>binding methods: 4c offset printing (80 lpc-screen) on coated paper<br/>(chlorine free). Wire stitching or adhesive binding.<br/>For colour ads genuine proofs are necessary.</p> <p>3 Data formats: Your electronically submitted data will be processed by us<br/>with Windows 7 and Adobe InDesign CC 2015 (CMYK-<br/>colours) with the following programs for Windows:<br/>- Adobe Acrobat Version XI<br/>- Adobe InDesign (Version CC 2015)<br/>- Adobe Illustrator (Version CC 2015)<br/>- Adobe Photoshop (Version CC 2015)<br/>- Microsoft Office (Version 2013 for MAC and PC )</p> <p>Please send us your ads ready for publishing in one of the<br/>programs and formats mentioned above, if possible as<br/>PDF/X-4 data (Output Intent: PSOcoated_v3.icc) with 3<br/>mm bleed. Imagedate need at least a resoultion<br/>of 300 dpi.</p> <p>Please ensure the PDF is compatible with Acrobat 7.<br/>Transparency effects or shading must be changed into image<br/>data by reducing transparency (high resolution). Should it be<br/>necessary to edit other files or adapt the layout, we will have<br/>to charge you our cost price of 72.- EUR/hour.</p> <p>4 Colours: Bio-Printing inks (CMYK) based on Euro Colour Scale<br/>CEI 12-66 /DIN 16538, special colours available on request.</p> | <p>5 Proof: When making the proof please consider that our printer<br/>works with standard PSO-ISO 12647 values both in the<br/>preparatory and in the printing stages. If you are unable to<br/>provide us with a binding colour proof or can only supply a<br/>digital colour printout, please note that your file will be<br/>printed in compliance with the PSOcoated_v3.icc</p> <p>6 Data storage: Data will be archived. Unchanged rerun is generally<br/>possible. A data guarantee is, however, not assumed.</p> <p>7 Guarantee: By sending incomplete or differing data (texts, colours or<br/>images) we do not assume any liabilities for the correct<br/>print. Faulty exposure caused by incomplete or flawed files,<br/>incorrect settings or incomplete information will be<br/>invoiced to the customer. This also applies to additional<br/>composition and reproduction work as well as the creation<br/>of flawed proofs.</p> <p>8 Contact: Monika Schmidt, Order Management<br/>E-mail: <a href="mailto:m.schmidt@meisenbach.de">m.schmidt@meisenbach.de</a><br/>Phone: +49 951 861-100</p> <p>9 General information: Image data in original sizes requires a resolution of 300 dpi<br/>(min. 600 dpi for line drawings). Indexed, LAB and RGB<br/>image data are converted by an in-house generated<br/>separation curve into the CMYK mode (the colour space<br/>is modified).</p> <p>10 Delivery address: Schleunungdruck,<br/>for attention of: Thomas Gesell<br/>Eltertstrasse 27<br/>97828 Marktheidenfeld<br/>Germany<br/>Phone: +49 9391 600 533</p> |
|--|--|



- |   |                   |  |
|---|-------------------|--|
| 1 | Full Banner       | 468 x 60 pixels                        |
| 2 | Superbanner       | 950 x 90 pixels                        |
| 3 | Hockeystick       | 728 x 90 Pixel + 120 x 600 pixels      |
| 4 | Webskin           | (2x) 120 x 600 Pixel + 980 x 90 pixels |
| 5 | Content Ad        | 300 x 250 pixels                       |
| 6 | (Wide) Skyscraper | (160) 120 x 600 pixels                 |

1 Circulation auditing:



[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.

2 Web address:

[www.dasspielzeug.de](http://www.dasspielzeug.de)

3 Brief description:

Here you will find all information on the trade magazine at a glance. Moreover, there are interesting background reports, certainly the latest product trends and of course up-to-date news from the trade and the industry. There is also a specific schedule of the trade.


4 Target group:


Traders/retailers, including manufacturers from the toys, games, multimedia segment, model kits, book industry, creative arts & handicrafts and festive articles line of business as well as other individuals who have a professional interest in these products.

4 Publishing house:  
Online management:

Meisenbach GmbH Verlag

Monika Schmidt

 [m.schmidt@meisenbach.de](mailto:m.schmidt@meisenbach.de)

 + 49 951 861-100

**das spielzeug** Das Fachmagazin der Spielwarenbranche über 100 Jahre seit 1909

Anzeige

## Banner



© shutterstock/Peshkova

Studie zur Digitalisierung im Mittelstand

### Bereit für die digitale Zukunft?

Die Studie „Digitaler Reifegrad im Mittelstand 2017“ von TÜV Rheinland Consulting zielt darauf ab, mittelständische Unternehmen stärker für das Thema Digitalisierung als Teil der Unternehmensentwicklung zu sensibilisieren.

[Weiterlesen](#)

Anzeige

## Banner

- 1 General information: The «das spielzeug» Newsletter informs monthly on all important trade news of the toy industrie  
The Newsletter is sent in HTML-format. .
- 2 Coverage: approx. 2,800 addresses  
(last update: August 2018)
- 3 Data formats: JPG, 700 x 88 pixels, max. size 100K
- 4 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 Monika Schmidt (m.schmidt@meisenbach.de).
- 5 Rates per Ad (Banner): € 350.-

## 1 Rates and ad formats:

Ad type	Format/Size in pixels	Rate in euros for 4 weeks of broadcasting	Max. size
Full Banner	468 x 60	1,380.-	40 K
Superbanner	950 x 90	2,070.-	40 K
Hockeystick	728 x 90 + 120 x 600	1,840.-	40 K
Webskin	120 x 600 + 980 x 90 + 120 x 600	2,185.-	40 K
Content Ad	300 x 250	1,065.-	40 K
(Wide) Skyscraper	(160) 120 x 600	1,610.-	40 K
Banner Newsletter	700 x 88	350.-	100 K

## Other formats on request

### 2 Discounts: Within one contractual year

3 runs	5%
6 runs	10%
9 runs	15%
12 runs	20%

Combination discounts are available for simultaneous ad bookings in print and online

Individual cross-media offers are available on request.

### 3 Technical specifications:

GIF/JPG/Flash  
Max. size: see above

### 4 Data delivery:

The ads must be delivered to the publishing house at least 6 working days before the online campaign is due to begin.

### 5 General Terms and Conditions:

see [www.meisenbach.de](http://www.meisenbach.de).

### 6 IVW-tested:

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



The «das spielzeug» website is a member of the IVW Group for online media. The number of visits is checked and published by the IVW on a monthly basis.

## Text Ads – Website



### Text ads

Your Text ad will be integrated in the «das spielzeug» website as an article, positioned in a thematically assigned section and in the News section.

- Headline – teaser and text ad: max. 35 characters
- Lead paragraph – teaser and text ad: max. 350 characters
- Basic text: max. 1,200 characters
- Image – teaser: 1 image
- Minimum width: 1,000 pixels (16:10)
- Resolution: 72 dpi
- Images – text ad: min. 1 and max. 2 images
- Minimum width: 1,000 pixels
- Resolution: 72 dpi
- Caption per image: max. 70 Characters
- Video – optional: integration of a YouTube video

Rate: € 430.-

## Social Media Teaser – Newsletter

Would you like to increase the scope of your text ad with a teaser in our social media network?

You can position your content within our editorial coverage.

Your message will have the look and feel of an editorial post on textile network's social media channels (Facebook & Twitter).



@das\_spielzeug



Increase the scope of your text ad with a teaser on our Twitter-channel.

- Tweet-text: max. 280 characters (incl. hashtags, mentions and target-URL as a bit link)
- Images – text ad: 1 image
- Minimum width: 440 x 220 pixels
- Resolution: 72 dpi

Rate: € 140.-



@dasspielzeug



Increase the scope of your text ad with a teaser on our Facebook-page.

- Post-text: approx. 90 characters (recommendation from Facebook)
- Link-heading: Headline of the text ad
- Meta description of the link-preview: Lead paragraph of the text ad
- Image of the link preview: First image of the text ad.

Rate: € 175.-

## Teasers in our Newsletter



Increase the scope of your website text ad with a teaser in our Newsletter.

You can position your content within our editorial Newsletter.

- Headline: max. 35 characters
- Teaser-Text: max. 350 characters
- Image: 1 image
- Min. width: 1,000 pixels (16:10)
- Resolution: 72 dpi

Rate: Text ad incl. Newsletter teaser:  
€ 645.-

## Teasers in our Special Newsletter



Increase the scope of your website text ads with teasers in our Special newsletter. You can position your content within an exclusive Special Newsletter. Our editorial team will add an editorial contribution.

Your message will have the look and feel of an editorial Newsletter. For data protection reasons, we cannot send our Newsletter recipients a layout that you have chosen yourself.

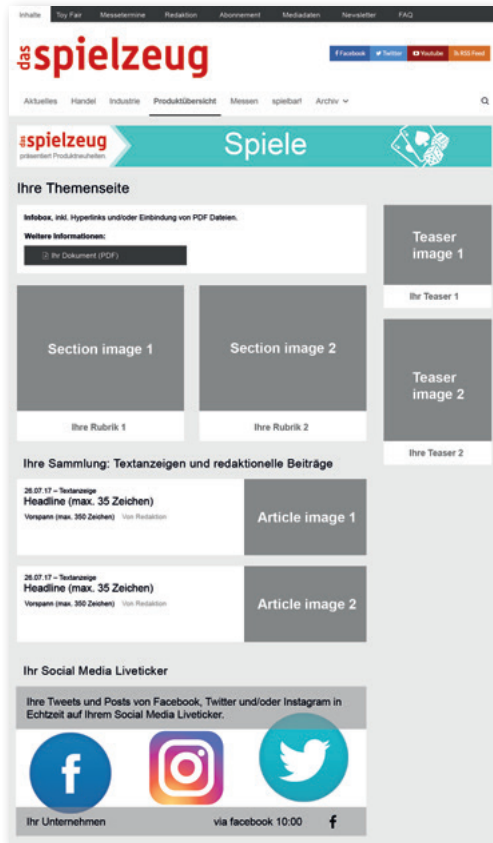
Possible content:

- 1-2 tText ads
- Headline: max. 35 characters
- Teaser text: max. 350 characters
- Image: 1-2 images
- Minimum width: 1,000 pixels (16:10)
- Resolution: 72 dpi
- Banner 700 x 88 pixels, max. 100K

Rate: € 1,450.-



## Theme page on our website



Place your products and topics among our editorial content. You can complement your advertising activities by addressing our readers with a mix of editorial content, advertising and brand communication on your very own theme page.

Your theme page will be integrated within a designated section on the «das spielzeug» website, enabling you to design it to your own specifications.

Headline of the theme page: max. 35 characters.

Teaser:

Free number of teaser tiles possible.

Teaser text with max. 40 characters.

Teaser image with a minimum width of 1,000 pixels and a resolution of 72 dpi. Teaser tiles can either lead to segment on your theme page or to an external website.

Info box:

Info box with max. 1,000 characters.

It is possible to use hyperlinks and to incorporate pdf-files.

Section tiles:

Free number of teaser tiles possible.

Section image must have a minimum width of 800 pixels and a resolution of 72 dpi. Each section tile leads to another landing page with your content. Here you can position your products, information and pointers as well as your communication content. You can include texts, files, images and videos.

Collection of text ads and editorial contributions:

Our editorial contributions are automatically tied in with your theme page.

Social media liveticker:

Presentation of your social media content on Facebook, Twitter and / or Instagram.

We will be pleased to advise you and help you develop your own theme page.

Rate on request.

## 1 Rates and ad formats:

Ad type	Publication periode	Rate in euros
Text ad on our Website	visible on our website from publication date	430.-
Facebook-Teaser	visible on our Facebook-page from publication date.	175.-
Twitter Teaser	visible on our Twitter-Channel from publication date	140.-
Text ad - website incl. Newsletter teaser	Published with the dispatch of our Newsletter in accordance with the given calendar week	645.-
Teaser in our Special Newsletter	Published with the dispatch of our Special Newsletter in accordance with the given calendar week	1,450.-
Theme page on our website	Serviced running time of one year from the date of publication	On request

## 2 Discounts:

within one contractual year

3 runs	5%
6 runs	10%
9 runs	15%
12 runs	20%

Combination discounts are available for simultaneous ad bookings in print and online

Individual cross-media offers are available on request.

## 3 Technical specifications:

on request

## 4 Data delivery

The data for text ads and teaser must be delivered to the publishing house at least 6 working days before the publication date

Special arrangements apply for theme pages.

Delivery by email, quoting the customer's name, to Miriam Hegner (m.hegner@meisenbach.de)

## 5 General Terms and Conditions:

see [www.meisenbach.de](http://www.meisenbach.de).

## 6 IWV-tested:

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



The «das spielzeug» website is a member of the IVW Group for online media. The number of visits is checked and published by the IVW on a monthly basis.

(Reader survey by means of questionnaire inserted into issue 7-8/2017 – analysed: 86 returned by mail)

## Analysis of the reader survey:

- 78% of the readers are persons with managerial responsibility, managing director and owner.
- 65% of the circulation reaches the trade and continues to serve manufacturers, importers, agencies and service providers.

## Editorial evaluation

- 97% of the readers certify our magazine a good / very good overall rating.
- Most noticed are the trade reports, the industry reports and the product reports.

## The Advertisement perception of the readers is good:

- 66% read ads and inform themselves.
- Further 13% are using them as order incentive.

## Reading time:

- Half of the readership reads up to 30 minutes and 40% of the readers up to 60 minutes in „das spielzeug“.

## Readers per issue

3 readers on average.

## Our readers are satisfied with us:

**88% would fully recommend us.**

1. In the following General Terms, «advertisement order» refers to the contract on the publication of one or several advertisements of an advertiser or others in a printed paper for the purposes of circulation.
  2. Advertisement orders, unless expressly placed for a longer period, must be carried out within one year beginning with the signing of the contract. Only written agreements or written confirmations from the publishers are valid.
  3. If the advertiser augments his advertisement order or adds another order to it in such a way as to increase the number of advertisements, appearing within the one- or two-year period, the probably higher discount will also be granted for already printed advertisements.
  4. If an order is unfulfilled through no fault of the publishers, the advertiser must return to the publisher the difference between the granted discount and that corresponding to the actual execution of the order, irrespective of any eventual legal duties. The repayment ceases, if the unfulfilment is based on the force majeure in the risk area of the publishers.
  5. Advertisements, which owing to their presentation cannot be recognised as such, will be marked with the word «Advertisements» by the publishers.
  6. The publishers have the right to refuse advertisement orders - including single terms within a contract - and insert orders, by reason of their contents, origin or their technical form, according to the uniform and technically justifiable principles of the publishers, when their content infringes laws or official regulations or when their publication is unfavourable for the publisher.  
In addition, bound or loose insert orders are only binding after a sample of the bound or loose insert has been submitted and met the approval of the publishers. Inserts, whose form or presentation give the reader the impression that they are part of the newspaper or magazine or which contain foreign advertisements, cannot be accepted.  
The advertiser will be informed immediately if his order is refused.
  7. The advertiser himself is responsible for the content and the legitimacy of text and pictures submitted for the advertisement. Furthermore, it is the duty of the advertiser to exempt the publisher from claims of a third party, even when it should be inhibited, which might arise against the publishers as a result of the execution of the order.
  8. The advertiser is responsible for submitting the advertisement text and the unobjectionable printing material or inserts on time. The publisher demand immediate replacement of obviously unsuitable or damaged printing material.  
The publisher guarantee the usual printing quality for the text submitted, in as far as the possibilities of the printing material allow.
  9. In the case of the completely or partly illegible, incorrect, or incomplete printing of the advertisement, the advertiser is entitled to a price reduction or to a replacement advertisement, however, only in as far as the purpose of the original advertisement was impaired. If the publishers allow the reasonable period for this to expire or if the replacement advertisement is again objectionable, the advertiser has the right to a price reduction or a cancellation of the order.  
Liability caused by unfulfillment, negligence on singing the contract an unlawful acts are out of the question also with advertising orders placed by telephone. Extent of liability caused by inability to carry out the order or delay are limited to replacement of the foreseeable damages and the indemnification of the relevant advertisement or insert costs. This is not the case for malice and gross negligence of the publishers, their legal representatives and intermediate assistants. The publishers' extent of liability for damages due to failure to provide warranted quality remains unaffected.
- In commercial business transactions, the publisher are not liable for the gross negligence of intermediate assistants; in remaining cases, the extent of liability for gross negligence towards tradesmen is limited to the foreseeable damages up to the corresponding costs. Complaints - except for not obvious faults - must be forwarded within four weeks after receipt of invoice and voucher.
10. The advertiser himself is responsible for typographical errors if the publisher sends him a proof and if he failed to correct the mistake or to return the proof in time.
  11. For payment of the advertisement invoice within 8 days after date of invoice a 2% discount is granted, payment after 30 days is net. In case of delay or postponement of payment, the advertiser is charged with default interest amounting to 3% above the rate of discount of the Deutsche Bundesbank and with the collection costs. The publisher may also discontinue the execution of the order until the advertisements already published have been paid for, and may demand advance payment for the remaining advertisements.  
In the case of justifiable doubts in the advertiser's ability to pay, the publisher are entitled to make the publication of further advertisements dependant on the advance payment of the amount and on the settlement of outstanding invoices, even within the duration of an advertising contract and regardless of an originally agreed upon term of payment.
  12. Where the print-run has been reduced, it is possible to claim a partial reduction in price where several adverts have been booked in advance and where the average distributed print-run quoted either on the rate card or elsewhere is higher than the overall average print-run for the year, starting with the appearance of the first advert. A reduction in the print-run is deemed unjustifiable where it has been reduced by 20% or more for a print-run of up to 50000 copies. The percentage total of the price reduction is calculated in direct relation to the fall in the overall print-run.
  13. Advertisement rates do not include costs for graphic work, or for the preparation of photos or digital data. If such work is necessary for the execution of an advertising order it will be charged extra. Also, considerable changes in original order can be brought to the account of the advertiser.
  14. At the advertiser's request, the publisher will give evidence of the circulation of the magazine for which advertisements have been placed.
  15. In box number advertisements the publisher employs the care of a prudent businessman for the custody and punctual transmission of the offer. Registered letters and express letters concerning box number advertisements will be forwarded by normal post only.
  16. Enclosures accompanying offers and applications forwarded to the advertiser in reply to a box number advertisement remain the property of the sender and must be returned to him.
  17. Printing material, which the advertiser does not expressly demand to be returned to him, is kept by the publisher for two years, however, the publisher cannot be held responsible for any damage or loss caused by force majeure.
  18. Place of payment and place of jurisdiction, in as far as the law does not forcibly prescribe otherwise, is Bamberg.  
Even if the residence or usual domicile of the advertiser is unknown at the time of the endorsement of a claim, or if the advertiser moves out of the area covered by the law, after the conclusion of the contract, Bamberg remains the place of jurisdiction.
  19. The advertising mediators and agencies are obliged to respect the rate card of the publishers, in their offers, contracts and accounts with advertisers. The agency commission granted by the publishers may be forwarded neither in part nor in full, neither directly nor indirectly to the advertiser.
  20. Should one of the preceding stipulations be without legal force, the validity of those remaining is not affected.







## Editorial staff:

### Responsible Editor:

Kerstin Barthel

☎ +49 951 861-163

[FAX] +49 951 861-149

✉ k.barthel@dasspielzeug.de

### Editorial department:

Kathrin Erbacher

☎ +49 951 861-112

[FAX] +49 951 861-149

✉ k.erbacher@meisenbach.de

Tanja Kraemer

☎ +49 951 861-119

[FAX] +49 951 861-149

✉ t.kraemer@meisenbach.de

Carmen Mlcoch

☎ +49 951 861-153

[FAX] +49 951 861-149

✉ c.mlcoch@meisenbach.de

Meike Reuter

☎ +49 951 861-107

[FAX] +49 951 861-149

✉ m.reuter@meisenbach.de

Sabine Stenzel

☎ +49 951 861-181

[FAX] +49 951 861-149

✉ s.stenzel@meisenbach.de

### Editorial office:

Erika Neff-Tahiri

☎ +49 951 861-111

[FAX] +49 951 861-149

✉ e.neff.tahiri@dasspielzeug.de

### Head of online editorial office:

Daniel Keienburg

☎ +49 951 861-176

[FAX] +49 951 861-149

✉ d.keienburg@meisenbach.de

### Content Management:

☎ +49 951 861-188

[FAX] +49 951 861-149

✉ service@meisenbach.de

## Advertising Sales and Distribution:

### Advertising Manager:

Christian Matthe

☎ +49 951 861-129

[FAX] +49 951 861-149

✉ c.matthe@meisenbach.de

### Advertising Sales:

Iris Lepach

☎ +49 951 861-123

[FAX] +49 951 861-149

✉ i.lepach@dasspielzeug.de

Viola Kügler

☎ +49 951 861-122

[FAX] +49 951 861-149

✉ v.kuegler@meisenbach.de

Birgit Domani

☎ +49 951 861-120

[FAX] +49 951 861-158

✉ b.domani@meisenbach.de

### Distribution:

Ulla Schiel

☎ +49 951 861-101

[FAX] +49 951 861-149

✉ vertrieb@meisenbach.de

### Bank details:

Sparkasse Mainfranken, Würzburg

IBAN: DE50790500000047955265

Kto-Nr.: 47955265

BLZ: 790 500 00

BIC: BYLADEM1SWU

### Advertising Sales:

Baden-Württemberg, South bavaria

Christian Keller Media

Roc de Caglière

11220 Lagrasse

France

☎ +49 162 2015013

✉ christian.kellermedia.eu

For all other regions, please contact our

Advertising Sales Manager:

Iris Lepach

☎ +49 951 861-123

[FAX] +49 951 861-149

✉ i.lepach@dasspielzeug.de

### Order management:

Monika Schmidt

☎ +49 951 861-100

[FAX] +49 951 861-158

✉ m.schmidt@meisenbach.de

Anna Ugrica

☎ +49 951 861-195

[FAX] +49 951 861-158

✉ a.ugrica@meisenbach.de

### Terms of payment:

3 % discount on payment before publication,  
2 % discount on payment within 8 days from  
date of invoice, net 30 days from invoice.

Place of fulfilment and court of jurisdiction  
is Bamberg.

(Unless otherwise determined by law)

## Publishing house:

Meisenbach GmbH

Franz-Ludwig-Straße 7a

96047 Bamberg

P.O. Box: 20 69

96011 Bamberg

☎ +49 951 861-0

[FAX] +49 951 861-158

✉ info@meisenbach.de

www.meisenbach.de

Managing Director:

Ulrich Stetter

Head of editorial office:

Sabine Stenzel

Head of online editorial office:

Daniel Keienburg

Manager sales /distribution/marketing:

Christian Matthe