



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 (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.

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During Spielwarenmesse distribution at hotels in Nuremberg

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Specialist press stand at the Spielwarenmesse and "das spielzeug's" exhibition stand

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