

TOY FAIR SPECIAL

by

das spielzeug

WHAT IS IT?

Already in the run-up of the Toy Fair Nuremberg you like to inform our international and national reader in the retail stores about your new products?

Then you are well placed with your advertisement in our high-circulation and bilingual magazine TOY FAIR SPECIAL.

The magazine picks up product news, informs about up-to-date licenses, trends as well as POS-topics and offers service-tips around the fair.

For this issue we work together closely with the colleagues of 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). In addition we increase the coverage of the ePaper with promotion in our newsletter before and during the Toy Fair Nuremberg

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:

(AD SIZE = WIDTH X HEIGHT in mm)

1/1 page 4C (170 x 240)	EUR 1,976.00
1/2 page 4C (170 x 120 or 82,5 x 240)	EUR 1,029.00
1/3 page 4C (170 x 80 or 56 x 240)	EUR 790.00
1/4 page 4C (170 x 60 or 70,5 x 99)	EUR 590.00
1/8 page 4C (70,5 x 49)	EUR 350.00

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MAGAZINE FORMAT: 170 x 240 mm (width x height)

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DISTRIBUTION:

13.12.2019: International distribution

20.12.2019: supplement in the January
preview of **das spielzeug**

During the fair: in Nuremberg hotels

FAIR DISTRIBUTION:

Toy Fair Nuremberg (29.01.-02.02.2020)

- on the press booth of the Toy Fair

- on the press booth of "das spielzeug"

CONTACT AT THE PUBLISHING HOUSE:

Kerstin Barthel | Editor in Chief
k.barthel@dasspielzeug.de | Telephone 0951 861 163

Iris Lepach | Advertising Sales
i.lepach@dasspielzeug.de | Telephone 0951 861 123

Menschen. Märkte. Meisenbach.

