

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.

Thanks to the extensive distribution with promoters at Nuremberg main station and in the surrounding hotels, visitors are already prepared for the day in the morning before the start of 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 (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 (29.01.2020 + 30.01.2020 + 31.01.2020)

Print-run/daily: 5,000 copies

Qualified print-run:/daily: 4,900 copies

Qualified print-run:

The issues are distributed at the hotels in and around Nuremberg, exclusively by promoters at Nuremberg main station 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: (advertisement size width x height in mm)

1/1 page 4c (170 x 240): 2,950.- €

1/2 page 4c (170 x 120 o. 82,5 x 240): 1,650.- €

1/3 page 4c (170 x 80 o. 56 x 240): 1,150.- €

1/4 page 4c (170 x 60 oder 70,5 x 99): 825.- €

1/8 page 4c (70,5 x 49): 399.- €

front cover page: 3,850.- €

2nd cover page: 3,450.- €

4th cover page: 3,600.- €

4-page bound insert: 2,800.- €

Rates do not include VAT

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