

Toy Fair Special by das spielzeug 2021



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. In addition we push the coverage of the e-papers with promotions in our newsletters before and during the Spielwarenmesse. Further channels for distributing the e-paper are planned.

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: Edition 1 at 28.06.2021
Edition 2 at 15.12.2021

Advertising deadline: Edition 1: 07.06.2021
Edition 2: 22.11.2021

Print-run: 10,000 copies each
Qualified print run: 9,900 copies each

Language: German/English

Distribution:

International distribution and loose insert in the July/August and November/December 2021 issue of das spielzeug
During Spielwarenmesse distribution at hotels in Nuremberg
Display at the fair: depending on hygiene concept

Format: 170 mm x 240 mm

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 o. 82,5 x 240)	1,029.– €
1/3 page 4c (170 x 80 oder 56 x 240)	790.– €
1/4 page 4c (170 x 60 oder 70,5 x 99)	590.– €
1/8 page across 4c (70,5 x 49)	350.– €