



spielwarenmesse®

Nuremberg 30 Jan – 3 Feb 2024

USE OUR SERVICES TO IMPROVE YOUR MARKETING STRATEGY

- Advertising measures – INDOOR
- Advertising measures – OUTDOOR
- Advertising spaces – INDIVIDUAL
- Spielwarenmesse Digital
- Social Media & Content
- Contact
- Press services
- Secondary Placements



ADVERTISING MEASURES – INDOOR

DRAW ATTENTION TO YOUR STAND!



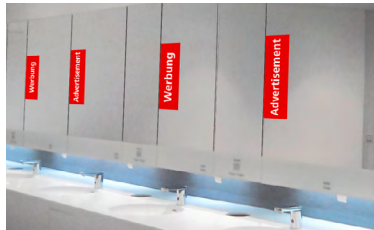
BLOWUP COLUMN

Price: 3,850.00 €



LIGHTPYLON

Price: 900.00 €



**MIRROR ADVERTISING
(TOILETS)**

Price: 130.00 €



**SANITARY ADVERTISING
(TOILET DOOR)**

Price: 220.00 €



INDOOR-BANNER

Price: 750.00 €

**DEADLINE FOR ALL
ADVERTISING MEASURES:
15 DECEMBER 2023
BOOK HERE!**



ADVERTISING MEASURES – INDOOR

DRAW ATTENTION TO YOUR STAND!

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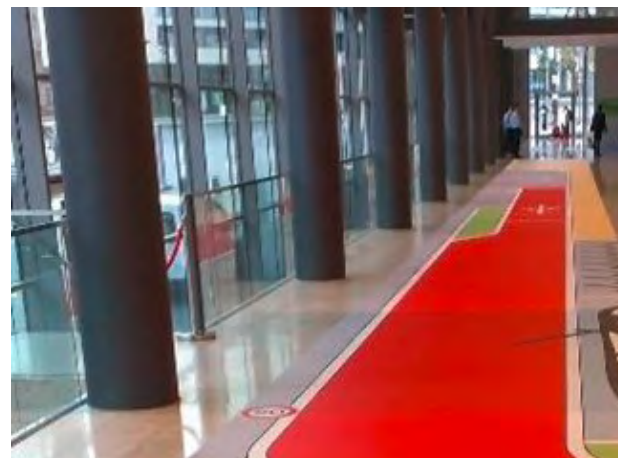
EXPRESS ROUTE CEILING PANELS

Price: 4,000.00 €



WALKING ACT

Permit fees: 210.00 €



FOTOBODEN™

Price: 350.00 €/m²



STAIR ADVERTISING

Price per Step: 240.00 €

ADVERTISING MEASURES – INDOOR

DRAW ATTENTION TO YOUR STAND!



spielwaremesse®



RIGGBANNER

Price: 15,000.00 €



GIGABANNER

Price: 30,000.00 €



GALERIEBANNER

Price: 6,600.00 €

**DEADLINE FOR ALL
ADVERTISING MEASURES:
15 DECEMBER 2023
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ADVERTISING MEASURES – OUTDOOR

YOUR EYE-CATCHER ON THE WAY TO THE FAIR

DEADLINE FOR ALL
ADVERTISING MEASURES:
15 DECEMBER 2023
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ADVERTISING TOWER

Price: 9,000.00 €



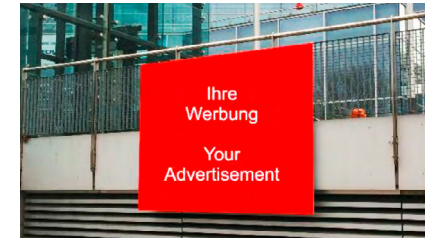
LARGE POSTER

Price: 3,600.00 €



ADVERTISING CUBE

Price: 2,100.00 €



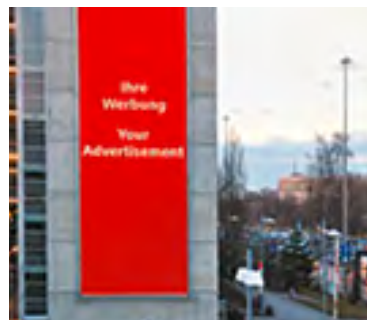
**ADVERTISING PANELS
ON THE WAY TO THE ENTRANCES**

Price: 850.00 €



OUTDOOR-BANNER

Price: starting at 890.00 €



**MULTI-STOREY
CAR PARK BANNER**

Price: 15,000.00 €



LARGE AWNING

Price: 4,600.00 €



**CITYLIGHT VITRINE
AT THE BUS STOP –
DOUBLE SIDED**

Price: 1,200.00 €



**ADVERTISING PANELS
AT THE METRO BRIDGE**

Price: 4,500.00 €

ADVERTISING MEASURES – INDOOR AND OUTDOOR

EXCLUSIVE EYE-CATCHERS FOR MORE ATTENTION

DEADLINE FOR ALL
ADVERTISING MEASURES:
15 DECEMBER 2023
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OUTDOOR



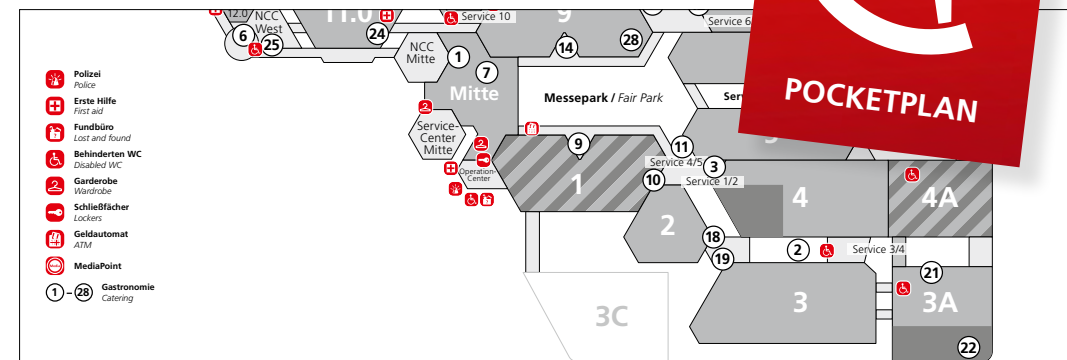
INDOOR



ENTRANCE MITTE

LED Video Wall OUTDOOR and INDOOR
Price: 10,500.00 €

ADVERTISING MEASURES PRINT



GASTRONOMIE VOR ORT / CATERING ON SITE

RESTAURANTS

- ① Restaurant Behaims – Mitte, level 0
- ② Restaurant Süd-Ost – between Hall 3/4
- ③ Restaurant Süd – Service 4/5, level 1
- ④ Restaurant Vasco da Gama – NCC Ost, level 1
- ⑤ Restaurant Nord – Service B/9, level 1
- ⑥ Restaurant West – NCC West, level 1

BREAKFAST SERVICE (open from 7:45 am)

- ⑦ Brainfood – Mitte, level 0
- ⑧ Coffee Bar – Ost, level 0

IMBISS / FOOD STALL

- ⑨ Bistro 1 – Service 1
- ⑩ Bistro 1/2 – Service 1/2
- ⑪ Bistro 4/5 – Service 4/5
- ⑫ Bistro 6/7 – Service 6/7
- ⑬ Bistro 7 – Service 7
- ⑭ Bistro 9 – Service 9
- ⑮ Bistro 12 – Service 12
- ⑯ Grill Station – between Hall 7/8
- ⑰ Hot Dog Station – Passage Hall 7A
- ⑱ Foodtruck „Kreuz & Quer“ – Passage Hall 2, 3, 4

CAFÉ & SNACKS

- ⑲ Foodtruck „Sandybel“ – Passage Hall 2, 3, 4
- ⑳ Toscano – Service 5/6
- ㉑ Lunch Time – Hall 3A
- ㉒ Coffee Bar – Hall 3A, B-30
- ㉓ Holtmann Bar – Hall 7A, F-31
- ㉔ Spielecafé – Hall 11.0 Foyer
- ㉕ Brezenstand – NCC West
- ㉖ Coffee Bar – Hall 7, B-73
- ㉗ Ice Cream – Passage NCC Ost, 4A
- ㉘ Coffee Bar – Hall 9, A-79

Ihre
Werbung

Your
Advertisement

POCKETPLAN

Placement: Inside back cover (W7.5 x H10 cm), Print run: 35,000 units
Free distribution in front and on the fairground
Price: 6,900.00 €

ADVERTISING SPACES – INDIVIDUAL

EXCLUSIVE EYE-CATCHERS FOR MORE ATTENTION

DEADLINE FOR ALL
ADVERTISING MEASURES:
15 DECEMBER 2023
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ADVERTISING SPACE INDOOR
Price: starting at 1,000.00 €/m²



ADVERTISING SPACE OUTDOOR
SIZE S (approx. 6 m²)
Price: 6,000.00 €



ADVERTISING SPACE OUTDOOR
SIZE M (approx. 9 m²)
Price: 9,000.00 €



ADVERTISING SPACE OUTDOOR
SIZE L (approx. 12 m²)
Price: 12,000.00 €

ADVERTISING SPACE MESSEPARK

Price: on request



SPIELWARENMESSE DIGITAL

BENEFIT FROM THE DIGITAL REACH OF THE SPIELWARENMESSE



spielwarenmesse®

ADVERTISING PLACEMENT

Selfie background in the Spielwarenmesse® App	990.00 €
Push Notification in the Spielwarenmesse® App	1,900.00 €
Live Stream Ad Break	4,900.00 €
Button Banner	965.00 €
Sandwich Banner	starting at 390.00 €
“Top of the list” company	3,900.00 €
“Top of the list” product groups	1,900.00 €
Billboard Banner	2,495.00 €
Voucher	49.00 €

COMPANY PROFILE

More prominent tile size in the exhibitor list	490.00 €
Additional product category	9.00 €
Product entry (incl. text and image)	19.00 €
Brand entry	19.00 €
Upload press release	69.00 €
Image video in header graphic	150.00 €
Job offers	49.00 €

Take advantage of our digital bundles **“High visibility”** or **“Maximum reach”** and get the most out of your Spielwarenmesse Digital presence!

► [More information about the bundles](#)

LECTURES

Present yourself on-site as well as digital: “Live on stage” in our Toy Business Forum in hall 3A including upload on Spielwarenmesse Digital 990.00 €

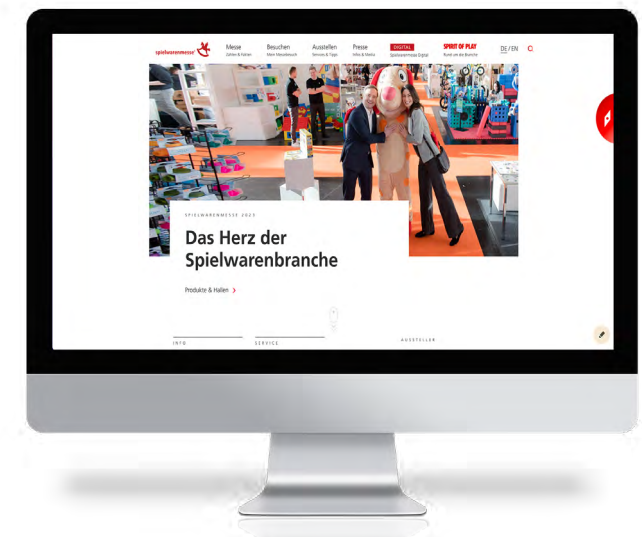
WEBSITE

MORE THAN 1 MIO

visitors SWM website [german](#)
visitors SWM website [english](#)

MORE THAN 4 MIO

page impressions [german](#)
page impressions [english](#)



**DEADLINE “SPIELWARENMESSE DIGITAL”:
31 DECEMBER 2023
BOOK HERE!**





spielwarenmesse®

NEWSLETTER

Newsletter numbers: as august 2023



25,553

Newsletter subscribers
german



70,092

Newsletter subscribers
english



7-10 %

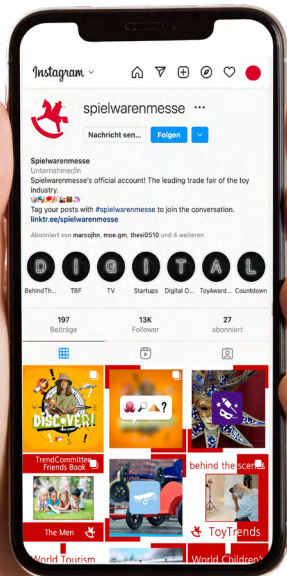
Newsletter clickrate
per link **german**

8-12 %

Newsletter clickrate
per link **english**

SOCIAL MEDIA

Social Media numbers: as august 2023



17,751

Instagram followers

79,200

Instagram Impressions



34,048

Facebook followers

22,492

Facebook reach



6,770

LinkedIn followers

8,126

LinkedIn page visitors

SOCIAL MEDIA & CONTENT

TAKE ADVANTAGE OF THE WORLD'S LARGEST B2B NETWORK IN THE TOY INDUSTRY

Digital magazine "Spirit of Play": Editorial contribution	2,900.00 €
Facebook Post	290.00 €
LinkedIn Post	290.00 €
Instagram Post	290.00 €
Instagram Story	290.00 €
Nesletter: Editorial Article	2,490.00 €
Newsletter Banner	1,900.00 €

**DEADLINE SOCIAL MEDIA & CONTENT:
23 JANUARY 2024
BOOK HERE!**





BOOK YOUR ADVERTISING MEASURES

CONTACT US IF YOU HAVE ANY QUESTIONS.

ADVERTISING SPACES – INDIVIDUAL

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ADVERTISING MEASURES – INDOOR AND OUTDOOR SPIELWARENMESSE DIGITAL, SOCIAL MEDIA & CONTENT

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Spielwarenmesse® Media Services
NEUREUTER FAIR MEDIA GmbH
mediaservice@spielwarenmesse.de
Tel. +49 201 36547-370



PRESS SERVICES

GET INTO DIALOGUE WITH THE MEDIA!

■ PRESS BOXES

Give journalists from all over the world easy and fast access to information about your fair presentation and your innovations. Use the press boxes in the Press Center Ost and distribute your press information widely via Spielwarenmesse Digital at the same time. In the Press Center Ost we are referring to your press box via QR-Code.

Book our services in our [Online Service Center](#) and in our [Spielwarenmesse Digital Shop](#).

Price: 69.00 €

Deadline: 31 December 2023

■ NEW: PRESSDAY WITH EXHIBITOR ATTRACTIONS

PressDay will take place on the first day of the trade show in all halls. As an exhibitor, you are called upon to have creative, media-effective attractions ready at your stand to invite the press representatives to your stand and present your innovations throughout the day.

The PressDay will start shortly before 9 a.m. in front of the Press Center in NCC Ost with your [registered walking act](#) and a marching band.

Price: free of charge

Deadline: 30 November 2023

Register your activity at the press center at presse@spielwarenmesse.de

Register your walking act in our [Online Service Center](#)

ATTRACTIVE SECONDARY PLACEMENTS

SHOW YOUR INNOVATIONS WITH OUR EXCLUSIV SPECIALS

New Product Gallery

NEW PRODUCT GALLERY, HALL 3A

Showcases present your most promising novelties in the limelight.

Price: starting from 360.00 €

Deadline: 15 December 2023

► [Further information](#)



TOYAWARD, HALL 3A

Enter your new products for the ToyAward at the Spielwarenmesse® in six categories.

The products submitted by the winners and nominees will be shown during the fair.

Price: free of charge

Deadline: 31 October 2023

► [Further information](#)



TOYS GO GREEN, HALL 2

Show your sustainable products and take advantage of the media attention.

Price: free of charge

Deadline: 1 December 2023

► [Further information](#)



LIFE'S A PLAYGROUND – TOYS FOR KIDSTERS, KIDULTS & CO, HALL 3A

The new, interactive world „Life's a Playground – Toys for Kidsters, Kidults & Co“, covering an area of around 400 m², will be a big attraction for visitors and journalists at the Spielwarenmesse® 2024. Take advantage of the unique opportunity to present your products in one of the four categories: “Collectibles”, “Premium Collectibles”, “Creative Fantasy” and “Tabletop Games”.

Price: free of charge

Deadline: 1 December 2023

► [Further information](#)



INSIGHTS-X AREA, HALL 4

Present your innovations from the paper, office and stationery area.

Price: free of charge

Deadline: 1 December 2023

► [Further information](#)



SPECIAL MODEL RAILWAYS AND MODEL CONSTRUCTION, HALL 7A

Showcases for the highlights from the product group Model Railways and Model Construction.

Price: free of charge

Deadline: 1 December 2023

► [Further information](#)