

# THE LARGEST B2B TOY MAGAZINE IN THE WORLD AND THE ONLY ONE WITH GLOBAL DISTRIBUTION

## TARGET GROUP:

Buyers and decision-makers in the toy industry as well as complementary sectors, e.g. specialized trade for baby products, books, stationery and much more

## DISTRIBUTION:

- Postal shipping worldwide to more than 50 countries (including Germany, Austria, Switzerland, UK, Italy, Spain, France, USA, Japan, China)\*
- Online version at [www.spielwarenmesse.de/en/spiritofplay](http://www.spielwarenmesse.de/en/spiritofplay)
- Distribution at the Spielwarenmesse®
- Copies for advertisers at free disposal
- PR and marketing promotion activities

## EDITORIAL CONCEPT:

“Spirit of Play” is the magazine of the Spielwarenmesse®, the world’s largest trade fair for toys. With international topics and industry knowledge, the magazine is aimed at buyers and specialist retailers. It features trends, new products, innovations in retailing and market developments along with topics such as licenses. Both industry giants and up-and-coming toy start-ups provide exclusive insights into their latest ideas and strategies.

Readers of the “Spirit of Play” will find everything worth knowing about the Spielwarenmesse® and the ToyCity Nuremberg.

## PUBLISHER:

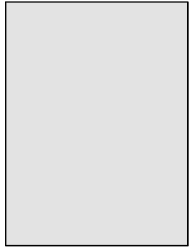
Spielwarenmesse eG  
Herderstr. 7  
90427 Nürnberg · Germany

**INCREASED CIRCULATION!**

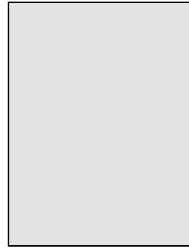
- CIRCULATION: APPROX. 56,000
- EDITION: #3 (PAST EDITIONS AVAILABLE ONLINE)
- LANGUAGES: GERMAN AND ENGLISH
- FORMAT: 200mm x 260mm
- ADVERTISING DEADLINE: 24 AUGUST 2018
- SUBMISSION DEADLINE: 31 AUGUST 2018

\*Complete list of countries on request

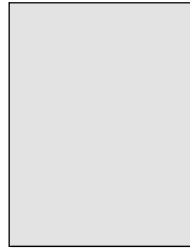




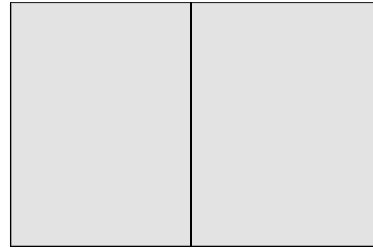
Cover page 2  
Format: 200mm x 260mm



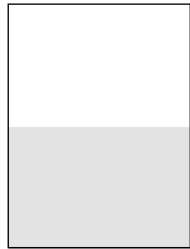
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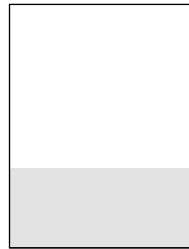
1/1  
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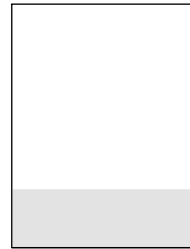
1/1 x2  
Format: 400mm x 260mm



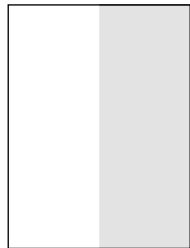
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Format: 200mm x 130mm



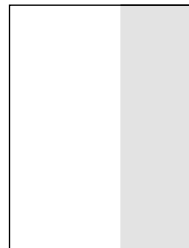
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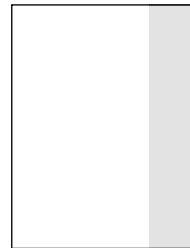
1/4 landscape  
Format: 200mm x 65mm



1/2 portrait  
Format: 100mm x 260mm



1/3 portrait  
Format: 66mm x 260mm



1/4 portrait  
Format: 50mm x 260mm



THE GLOBAL TOY MAGAZINE

## PRICES:

1/1	€ 5,145
1/2 landscape/portrait	€ 2,830
1/3 landscape/portrait	€ 1,887
1/4 landscape/portrait	€ 1,415
Cover page 2	€ 5,917
Cover page 3	€ 5,660
1/1 x2	€ 9,261

## TECHNICAL DATA:

5mm gutter, 3mm trim

Min. 300 dpi resolution

- Other formats on request, minimum size 1/4 page
- Advertisement language: English (on request German advertisement in the German version possible)
- Prices valid as of 10 January 2018

## ADVERTISEMENT SALES

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## NEED SUPPORT IN AD DESIGN?

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c.medelnik@dierotenreiter.com

