



Mayanna Media Verlag

# MEDIA KIT 2024

planet  
toys

**LIZENZEN!**

babykompakt

New: the planet toys newsletter!

**DEEP DIVE**  
von planet toys



# TOPICS AND DEADLINES 2024

DATES	MAIN FOCUS	FEATURES	CATEGORIES
<b>planet toys 1/24</b>			
PD: 23.01.2024 AD/PDD: 11.01.2024 ED: 03.01.2024	Toy Fair Nuremberg 2024 <b>magazine-in-a-magazine babykompakt 2024</b>	Easter gifts Call of nature Cars, emergency vehicles & planes	Licenses Books Game test
<b>planet toys 2/24</b>			
PD: 01.04.2024 AD/PDD: 15.03.2024 ED: 07.03.2024	Toy Fair Nuremberg: Post report Sustainability	Games, wooden toys Girl's toys Building & experimenting	Licenses Books Game test
<b>planet toys 3/24 as XXL special issue LIZENZEN!</b>			
PD: 12.06.2024 AD/PDD: 15.05.2024 ED: 12.05.2024	BRANDmate 2024	Licensing trends GfK Entertainment Merchandise Panel Movie and TV hits for kids	Books & Radio plays Vehicles Game test
<b>planet toys 4/24</b>			
PD: 30.07.2024 AZ/DU: 17.07.2024 ED: 10.07.2024	Babies & toddlers/Dolls/plush toys DIY for young and old/in the studio Advent calendars	Games to bring along Play figures/action toys TOP 10 toy nominations- Animal toys	Licenses Books Game test
<b>planet toys 5/24</b>			
PD: 27.09.2024 AD/PDD: 13.09.2024 ED: 10.09.2024	Spiel' 24 Essen <b>magazine-in-a-magazine LIZENZEN!</b>	Puzzles, party & costumes, technical toys/model making low priced items for advent calendars shopping/kitchen	Books Game test
<b>WeihnachtsWünsche</b>			
PD: 07.11.2024 AD/PDD: 01.10.2024 ED: 24.09.2024	consumer magazine	Media data on request	

# PRICING AND FORMATS

Valid from 22.10.2023



**1/1 page, 4C: € 4,100**

PS: 160 x 250 mm (W x H)  
B: 210 x 297 mm



**1/2 page, 4C: € 2,300**

horiz. PS: 160 x 120 mm  
B: 210 x 137 mm  
vert. PS: 90 x 250 mm  
B: 95 x 297 mm



**1/3 page, 4C: € 1,650**

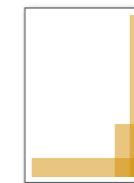
horiz. PS: 160 x 90 mm  
B: 210 x 92 mm  
vert. PS: 60 x 250 mm  
B: 67 x 297 mm



**1/4 page, 4C: € 1,300**

horiz. PS: 160 x 45 mm  
B: 210 x 62 mm  
vert. PS: 50 x 250 mm  
B: 57 x 297 mm  
2-col. 80 x 120 mm

Bleed formats plus 3 mm bleed. PS: print size, B: Bleed



**1/8 page, 4C: € 800**

horiz. PS: 160 x 25 mm  
B: 210 x 40 mm  
vert. PS: 25 x 250 mm  
B: 32 x 297 mm  
1-col. 63 x 120 mm

**Inserts:**

Price on request.

**Tip-On-Card:**

A6 format or on request.  
Carrier advertisements 1/1 or 1/2 page. Price on request.

**Special prints:**

on request.

**Advertorials & product**

**placement:**

Implementation in consultation with the editorial team. Price on request.

## TECHNICAL DATA

**Format:**

210 mm wide x 297 mm high (A4)

**Color:**

Euroscale; surcharge per special color: € 200

**Grid:**

up to 80 offset

**Data transmission:**

Up to 10 MB by e-mail, larger files by WeTransfer or download link

**Data formats:**

We recommend sending X3- or X4-PDF files. Otherwise separated files in EPS or TIFF format; open data (e.g. InDesign) should be avoided. The file must at the very least be printable, i.e. all fonts used must be embedded, halftone images require a resolution of 300 dpi, line art at least 600 dpi.

**Print files via e-mail:**

[hello@mayanna-mediaverlag.de](mailto:hello@mayanna-mediaverlag.de)



# XXL SPECIAL ISSUE LIZENZEN!

The supplement reports twice a year – each time at high-profile industry events – on current licensing trends and new products.

advertorials & product placement  
Implementation in consultation with the editorial team.  
Price on request.



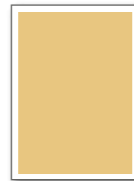
## DATES

planet toys 3/24 –  
**XXL special issue LIZENZEN!**  
PD: 12.06.2024  
AD/PDD: 15.05.2024  
ED: 12.05.2024

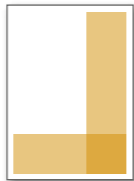
## special-issue-in-a-magazine LIZENZEN!

PD: 27.09.2024  
AD/PDD: 13.09.2024  
ED: 10.09.2024

## PRICING AND FORMATS XXL SUPPLEMENT



**1/3 page, 4C: € 1,100**  
PS: 175 x 282 mm (W x H)  
B: 200 x 322 mm



**1/2 page, 4C: € 2,300**  
horiz. PS: 85 x 282 mm  
B: 95 x 322 mm  
vert. PS: 175 x 136 mm  
B: 200 x 153 mm

Bleed formats plus 3 mm bleed.

**1/3 page, 4C: € 1,650**  
horiz. PS: 55 x 282 mm  
B: 72 x 322 mm  
vert. PS: 175 x 90 mm  
B: 200 x 110 mm

**1/4 page, 4C: € 1,300**  
horiz. PS: 40 x 282 mm  
B: 55 x 322 mm  
vert. PS: 175 x 67 mm  
B: 200 x 87 mm

# XXL SPECIAL ISSUE LIZENZEN!

## THEME AREAS

Cover stories +++ News +++ Facts  
Trade +++ Products +++ Interviews



# SPECIAL ISSUE IN THE BABYKOMPAKT MAGAZINE

babykompakt – the special issue within the magazine – shows which toys are important in the first years of life.

## THIS IS INSIDE

- Baby toys
- Cover story
- Company portraits
- Trade
- Trends

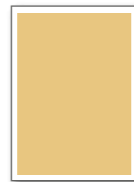
**advertorials & product placement**  
Implementation in consultation with the editorial team.  
Price on request.



## DATE

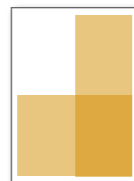
PD: 23.01.2024  
AD/PDD: 11.01.2024  
ED: 03.01.2024

## PRICING AND FORMATS



**1/1 page, 4C: € 4,100**

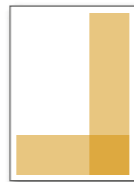
PS: 160 x 250 mm  
B: 210 x 297 mm



**1/2 page, 4C: € 2,300**

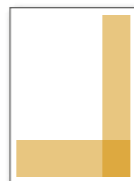
horiz. S: 160 x 120 mm  
A: 210 x 137 mm  
vert. S: 90 x 250 mm  
A: 95 x 297 mm

Bleed formats plus 3 mm bleed.



**1/3 page, 4C: € 1,650**

horiz. PS: 160 x 90 mm  
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vert. PS: 60 x 250 mm  
B: 67 x 297 mm



**1/4 page, 4C: € 1,300**

horiz. PS: 160 x 45 mm  
B: 210 x 62 mm  
vert. PS: 50 x 250 mm  
B: 57 x 297 mm  
2-sp. 80 x 120 mm

# SPECIAL-ISSUE-IN-A-MAGAZINE BABYKOMPAKT

- ✓ **PROFILE** – unmistakable. Exceptional magazine concept as magazine of planet toys with a high service character for the trade. Attention guaranteed.
- ✓ **TARGET GROUP** – clearly defined. Baby and children's outfitters, baby speciality stores, toy retailers, key account managers.
- ✓ **CONTENT** – indispensable. babykompakt presents facts & figures, stories and the must-have products of the year.
- ✓ **APPEARANCE** – well designed. babykompakt is published in February at the start of the season.



# DEEP DIVE – THE PLANET TOYS NEWSLETTER

The digital approach to expertise for retailers & manufacturers, analysts & investors

Deep Dive regularly provides the toy industry with relevant digital background knowledge. Dispatch: by e-mail to over 10,600 contacts (entire toy industry incl. retailers, associations, baby equipment suppliers, bookshops, school supply and stationery shops and craft shops within the German speaking countries)



## ONLINE FORMATS

### Sponsored content in the newsletter

**Size of picture:** 170 KB; 600 x 336 Px  
**Headline:** max. 35 characters  
**Teaser-Text:** 300 characters + link to your homepage

**Price:** 660,- net

We accept a maximum of two sponsored contents in each newsletter, more exposure for your advertising message.

### Exclusive newsletter

Exclusive newsletter with a content determined by you. We additionally publish this content on our own website and provide a link to it from the newsletter. To ensure the optimum quality of the editorial context we supplement your content with a maximum of two editorial features.

**Headline:** max. 35 characters  
**Basic text:** approx. 5,000 characters and three images (1,920 x 1,080 px) and a maximum of five product images incl. picture caption.

Access to moving images and videos is provided via linked content on our website.  
**Linking options:** Text link (max. three), button to your homepage and your own sponsored content (image + teaser text: 300 characters)

**Price: 3.650,- net** (please note our content guidelines: not excessively promotional)

## WHAT THE READERS SAY

„planet toys has become an indispensable part of the industry.“

Michael Zapf,  
BVS-Vorstand

„planet toys is a very important part of the cohesion and networking of our industry.“

Nils Hartfelder,  
Hartfelder Spiel,  
Hamburg

„The magazine highlights topics that affect the owner-managed trade. Keep it up!“

Florian & Wieland Sulzer,  
Sulzer Spielwaren,  
Marburg

„The strengths are a high level of professional expertise, a critical approach even to difficult topics, attractive design.“

Gerhard Gollnest,  
Gollnest & Kiesel,  
Güster

„For me, planet toys is a valuable must-read that keeps us up to date.“

Christian Krömer,  
Spielwaren Krömer,  
Schrobenhausen

„The distinctive cover with clear conception offers entertainment but also expert knowledge on the pulse of time.“

Paul-Heinz Bruder,  
Bruder Spielwaren,  
Fürth

„The contents are editorially well prepared and the opinions of the editors also find their place.“

Adrian Juriatti,  
Spiel + Freizeit,  
Bürs/Österreich

„It is like all good products, the overall package is just right.“

Patrick Lutz,  
Spielkiste Schweiz,  
Tenniken/Schweiz



# FACTS AND CONTACT INFORMATION

<b>Target audience:</b>	Toy trade, associations and organisations of toy industry in Germany, Austria and Switzerland, selected bookshops
<b>Print run:</b>	7,500 copies
<b>Edition:</b>	23st edition 2024
<b>Institution:</b>	Official body of the BVS, Federal Association of Toy Retailers e.V.
<b>Membership:</b>	Licensing International
<b>Publishing company:</b>	Mayanna Media Verlag   Yvonne Mayanna
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