

# SPiELZEUG *international*



MEDIA KIT  
2017

## 1 Brief characteristics:

The international trade journal SPIELZEUG *international* aims at promoting communication between industry and trade on an international level.



SPIELZEUG *international* reports about novelties and comments on new developments of various forms of trade and sales changes. SPIELZEUG *international* reaches top executives and decision makers in the toy business and related branches. Besides monthly news from organisations and companies SPIELZEUG *international* supplies reports on international

trade fairs, a fair calendar, monthly TopSeller-Top10 lists Germany from Npdgroup Deutschland and several pages in English.

Editorial features include classic toys, games, models, creative design and hobby/handycrafts, stationery/school products, gifts, multimedia/entertainment, carnival and festive articles, toys for babies and toddlers, electronic toys and licences.

## Special fair issues „messtrends“:

The up-to-date special issues “messtrends” are published on the first three days of Spielwarenmesse



in Nuremberg. “messtrends” will be available at the fair-ground e.g. at the booth of SPIELZEUG *international* in the foyer of hall 12 during the whole fair. They include information on new products as well as news from press conferences of groups and organisations. “messtrends” will be also available online by download.

## 2 Official organ:

TTT The Toy Traders, based in Nuremberg, including the European Association of the toy retail trade and the European Federation of the toy whole-sale and foreign trade.

## 3 Frequency of publication:

Monthly along with three special issues “messtrends” on occasion of Spielwarenmesse in Nuremberg.

## 4 Year / Volume:

2017/23<sup>rd</sup> year

## 5 Publication house:

ITM Verlags GmbH & Co. KG

## 6 Publisher and Editor-in-chief:

Alfred G. Kropfeld

## 7 Directors:

Alfred G. und Ingrid Kropfeld

## 8 Editorial office:

SPIELZEUG *international*

## 9 Postal address / contact:

Debert 32  
91320 Ebermannstadt  
Deutschland / Germany

Phone: + 49(0)9194 / 7378-0

Fax: + 49(0)9194 / 7378-20

Email: [spielzeug@spielzeuginternational.de](mailto:spielzeug@spielzeuginternational.de)

Internet: <http://www.spielzeuginternational.de>

## 10 Subscription:

Annual subscription:

Germany: € 89.- (plus VAT)

European countries: € 99.-

Oversea countries / by airmail: € 166.-

Single copy price: € 9.40 (plus VAT)

No compensation entitlement will be granted in case of delay or failure of delivery for reasons outside the publishing house's sphere of influence.

## 11 ISSN:

1861-7689

## 12 Publications:

The acceptance of an article attributes the exclusive rights for duplication and distribution on the publishing house. No liability will be assumed for unsolicited manuscripts.

## 13 Place of jurisdiction:

Ebermannstadt (industrial tribunal Forchheim and district court Bamberg). Moreover please refer to our General Terms of Business (see page 7). Terms of business differing from those of the principal will not be acknowledged. In this case, the rules of disposing law will apply.

## 14 Content analysis:

2015: 12 issues (Double issue June/July)

Total pages: 924 pages = 100.00 %

Editorial pages: 706.5 pages = 76.46 %

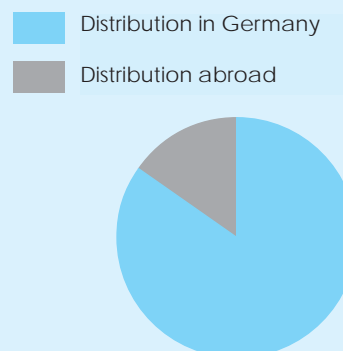
Advertisements: 217.5 pages = 23.54 %

Loose inserts: 12

**15** Print run controlled by IVW 

**16** Circulation analysis: IVW I/2016

Print-run:	10,667	
Circulation:	10,524	thereof abroad: 1,594
Sold print run:	957	153
Subscription:	451	103
Other sales:	506	50
Free copies:	9,567	1,441



**17** Geographical distribution I/2016

	total		thereof abroad	
	copies	percent	copies	percent
Trade:	8,895	84.52	1,082	67.88
Manufacturers:	919	8.73	220	13.80
Agents/Others:	710	6.75	292	18.32
Distributed circulation:	10,524	100.00	1,594	100.00

**18** Geographical distribution analysis I/2016

	percentage of distributed circulation	
	copies	percent
Germany:	8,930	84.85
Abroad:	1,594	15.15
Distributed circulation:	10,524	100.00

Germany

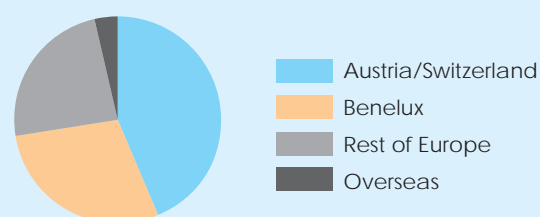
Distribution in German postal code areas

Postal code	copies	percent
0	773	8.66
1	822	9.20
2	928	10.39
3	930	10.41
4	947	10.60
5	806	9.03
6	768	8.60
7	849	9.51
8	1,017	11.39
9	1,090	12.21
total	8,930	100.00

Abroad

Distribution

country	copies	percent
Austria/Switzerland	699	43.85
Benelux	458	28.73
Rest of Europe	383	24.03
Overseas	54	3.39
total	1,594	100.00



Issue	Editorial Features/ <i>Fairs, Location</i>	Deadline for Editorials	Ad Materials Due	Date of Publication
01/2017 January	Preview of the international toy shows <i>Fairs: Paperworld/Christmasworld/ Creativeworld, Frankfurt</i>	Nov 28 2016	Dec 05 2016	Dec 21 2016
02/2017 February	Fair issue – 68 <sup>th</sup> Spielwarenmesse, Nuremberg	Dec 20 2016	Jan 09 2017	Jan 24 2017
<b>messtrends</b> 1/2017 <b>messtrends</b> 2/2017 <b>messtrends</b> 3/2017	Special daily issues with top news from the 68 <sup>th</sup> Spielwarenmesse, Nuremberg	Jan 09 2017	Jan 16 2017	Feb 1, 2017 Feb 2, 2017 Feb 3, 2017
03/2017 March	Highlights from the international toy fairs, children's books, RC toys	Feb 06 2017	Feb 13 2017	March 1 2017
04/2017 April	Toys for babies and toddlers, wooden toys, home entertainment	March 06 2017	March 13 2017	March 29 2017
05/2017 May	Model construction, models, construction toys, summer trends/outdoor, back to school	April 10 2017	April 18 2017	May 3 2017
06-07/2017 June/July	Plush, soft toys, dolls/girl's toys, playfigures, carnival and festive articles <i>Fair: Tendence, Frankfurt</i>	May 08 2017	May 15 2017	May 31 2017
08/2017 August	Licence toys, electronic toys, educational computers <i>Fair: Gamescom, Cologne</i>	July 3 2017	July 10 2017	July 26 2017
09/2017 September	Children's vehicles, toys for summer/outdoor, games, puzzles, children's books, home entertainment <i>Fair: Kind+Jugend, Cologne</i>	Aug 07 2017	Aug 14 2017	Aug 30 2017
10/2017 October	Multimedia/edutainment, model railways, slot car racing sets, DieCast/RC models, creative design/hobby and handycrafts <i>Fair: Spiel '17, Essen</i>	Sep 04 2017	Sep 11 2017	Sep 27 2017
11/2017 November	Wooden toys, displays, decoration and shop construction, shop concepts	Oct 02 2017	Oct 09 2017	Oct 25 2017
12/2017 December	Licences, Preview of 2018	Oct 30 2017	Nov 06 2017	Nov 22 2017

In case you should have any questions, don't hesitate to call or email us!  
Phone: +49 (0) 9194 / 73 78-0  
E-Mail: [spielzeug@spielzeuginternational.de](mailto:spielzeug@spielzeuginternational.de)

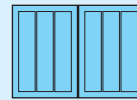
Ratecard No. 9 – Valid as of September 19, 2016 – All prices are in Euro € per advertisement

1c-Adverts = black & white

size	colour	1 time placement	3 time placement (5% discount)	6 time placement (10% discount)	9 time placement (15% discount)	11 time placement (20% discount)
2/1 double page	1c	4,497.-	4,272.-	4,047.-	3,822.-	3,598.-
	4c	7,870.-	7,477.-	7,083.-	6,690.-	6,296.-
1/1 page	1c	2,554.-	2,426.-	2,299.-	2,171.-	2,043.-
	4c	4,470.-	4,247.-	4,023.-	3,800.-	3,576.-
1/2 page	1c	1,405.-	1,335.-	1,265.-	1,194.-	1,124.-
	4c	2,458.-	2,335.-	2,212.-	2,089.-	1,966.-
1/3 page	1c	994.-	944.-	895.-	845.-	795.-
	4c	1,742.-	1,655.-	1,568.-	1,481.-	1,394.-
1/4 page	1c	767.-	729.-	690.-	652.-	614.-
	4c	1,340.-	1,273.-	1,206.-	1,139.-	1,072.-
1/6 page	1c	498.-	473.-	448.-	423.-	398.-
	4c	870.-	827.-	783.-	740.-	696.-
1/8 page	1c	383.-	364.-	345.-	326.-	306.-
	4c	672.-	638.-	605.-	571.-	538.-
1/16 page	1c	195.-	185.-	176.-	166.-	156.-
	4c	339.-	322.-	305.-	288.-	271.-

**Formats**  
(Bleed adverts pls. see below)

Width x Height in mm



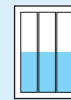
420 x 297



175 x 267



210 x 297



175 x 131



85 x 267



175 x 86



55 x 267



175 x 63



115 x 86



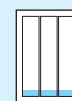
175 x 40



115 x 63



55 x 131



175 x 29



115 x 51



55 x 85



115 x 24



55 x 51

**Formats for bleed advertisements:**

Please add 3 mm for all bleed edges

Type or illustrative material not intend to bleed must be kept 5 mm from each bleed edge

- 1/1 page: trim: 210 wide x 297 mm high (plus 3 mm bleed at all edges)
- 1/2 page vertical: trim: 100 wide x 297 mm high (plus 3 mm bleed at all edges)
- 1/2 page horizontal: trim: 210 wide x 141 mm high (plus 3 mm bleed right, left and bottom)
- 1/3 page vertical: trim: 70 wide x 297 mm high (plus 3 mm bleed at all edges)
- 1/3 page horizontal: trim: 210 wide x 96 mm high (plus 3 mm bleed right, left and bottom)
- 1/4 page horizontal: trim: 210 wide x 73 mm high (plus 3 mm bleed right, left and bottom)

**No extra charge**  
for  
bleed  
advertisements

Technical specifications: please see page 6

Contact: advertising department: phone: +49(0)9194 73 78-0, E-Mail: spielzeug@spielzeuginternational.de

## 6 AD RATES **messtrends**

Rate card No. 9 – Valid as of September 19, 2016 – All prices are in Euro € per advertisement

size	colour	1x	2x	3x
			5 % discount	10 % discount
2/1 page	1c	3,319.-	3,153.-	2,987.-
	4c	5,810.-	5,520.-	5,229.-
1/1 page	1c	1,874.-	1,780.-	1,687.-
	4c	3,277.-	3,113.-	2,949.-
1/2 page	1c	1,030.-	979.-	927.-
	4c	1,802.-	1,712.-	1,622.-
1/3 page	1c	719.-	683.-	647.-
	4c	1,258.-	1,195.-	1,132.-
1/4 page	1c	563.-	535.-	507.-
	4c	984.-	935.-	886.-
1/6 page	1c	364.-	346.-	328.-
	4c	639.-	607.-	575.-
1/8 page	1c	280.-	266.-	252.-
	4c	494.-	469.-	445.-
1/16 page	1c	141.-	134.-	127.-
	4c	248.-	236.-	223.-

### messtrends:

The up-to-date special issues "messtrends" are published on the first three days of Spielwarenmesse in Nuremberg in English and German. These issues will be available at the fairground, e. g. at the booth of SPIELZEUGinternational in the foyer of hall 12.0 in Nuremberg and in leading hotels in Nuremberg. „messtrends“ will also be available online at [www.spielzeuginternational.de/messtrends](http://www.spielzeuginternational.de/messtrends)



## Technical Specifications

**Format of the magazine:** 210 mm wide x 297 mm high

**Type area:** 175 mm wide x 267 mm high

**Columns:** 3 columns, 55 mm width

**Print:** Offset print on paper of 90g/sq. m in colours of the European ink Chart CEI 12-66 / DIN 16539 in the sequence Cyan, Magenta, Yellow, Black

**Screen ruling:** 60er grid pattern

**Binding:** glue binding

**Printing material:** Adobe PDF format required, high quality printing, preferable in PDF/X3-standard, made with Adobe Distiller

For colour adverts please send us a proof, otherwise we can't guarantee correct colour reproduction.

**Digital photos:** CMYK mode, high res. print quality, 300 dpi

**Data transfer:**

On CD to our postal address: please see page 2 or by E-Mail (up to 20 MB): [spielzeug@spielzeuginternational.de](mailto:spielzeug@spielzeuginternational.de)  
Please name the advert like this: issueXX\_client name

**Extra charge for special colours:** Prices for special and luminous colours upon request

**Preferred positions in SPIELZEUGinternational:**

2<sup>nd</sup> cover page: 5,236.- €

3<sup>rd</sup> cover page: 4,980.- €

4<sup>th</sup> cover page: 5,747.- €

**Special positions** (e. g. right hand page, or on certain pages): 10% of the b/w rates

**Box number fee:** 9.- €

**Bound inserts and folders (per issue):**

1 sheet = 2 pages: 2,744.- €

(2 – 5 sheets: each additional sheet 700.- €;  
further sheets upon request)

in the size of the magazine DIN A4) and with a paper weight from minimum 110 g/sq. m. up to 150 g/sq. m;  
for higher paper weight plus € 120.- for each additional 25 g/sq. m.

Please supply bound inserts folded and trimmed to size in a format of 216 mm wide x 303 high mm two weeks prior to the publication date

**Loose inserts:** Inserted loose, maximum size DIN A4, price upon request

**Stickers and special ads:** e. g. cover-gatefold or back-gatefold, prices upon request

**Right of cancellation:** Six weeks prior to the date of publication

## Terms of Payment and Bank Details

**Terms of payment:**

Advance payment until the date of publication: 3 % discount  
within 8 days after invoice date: 2 % discount  
within 14 days after invoice date: strictly net

**Bank details:**

Bank name: Commerzbank, branch Forchheim  
IBAN: DE 35 7608 0040 0725 0460 00  
BIC: DRESDEFF760

or

Bank name: Sparkasse Ebermannstadt  
IBAN: DE 27 7635 1040 0000 0443 88  
BIC: BYLADEM1FOR

1. "Advertising" order as defined by the following General Terms and Conditions is the contract for the publication of one or more advertisements by an advertiser or other interested party in a publication for the purpose of circulation.

2. In cases of doubt, advertisements have to be called up for publication within a year after signing of the contract. If the right to call up individual advertisements has been granted in the framework of a contract, the order must be carried out within 12 months after signing of the contract.

3. When a contract is concluded, the customer is entitled to call further advertisements within the period agreed or the period stated in clause 2, even beyond the advertisement quantity stated in the order.

4. If an order is not performed for reasons for which the publisher is not responsible, the customer has to reimburse the publisher the difference between the rebate granted and the rebate corresponding to the actual number of orders called, notwithstanding any legal obligations. Reimbursement is not payable if non-performance is due to acts of God within the publisher's area of risk. 5. Advertisements which are not recognisable as advertisements due to their design are marked as such by the publisher with the word "advertisement".

6. All orders for advertisements and inserts from external firms, which in accordance with statements received are only to be published in certain issues, certain editions or in certain places in the publication, must have been received by the publisher five working days before the advertising deadline so that the customer can be informed before the advertising deadline if the order cannot be executed in this way.

7. The publisher reserves the right to reject advertising orders – including individual calls within the framework of a contract – and insert orders on account of the content, the origin or the technical form in accordance with uniform, objectively justified principles of the publisher, if the content breaches the law or official regulations, or if publication is unacceptable for the publisher. Loose and bound-in inserts are only binding for the publisher after a sample of the loose or bound-in insert has been submitted and approved. Loose and bound-in inserts containing external advertisements or giving the impression that they are editorial sections through their make-up will not be accepted. The customer is informed immediately of the rejection of an order.

8. The customer holds sole responsibility for the timely supply and unobjectionable condition of suitable printing material or other promotional means. When supplying digital printing material, the customer is obliged to supply correct artwork for advertisements, which must comply with the format and/or technical specifications of the publishers. The material must have arrived in due time before publication of the advertisement. The customer must bear all expenses incurred by the publishers arising for desired or possible amendments to the artwork. The standard condition of the advertisements in the framework of the opportunities offered by the artwork is agreed upon for the title ordered in line with the stipulations given in the rate card and the order confirmation. This only applies for the case that the customer respects the publishers' specifications regarding the production and transmission of printing material.

9. If the print of the advertisement is wholly or partly illegible, incorrect or incomplete, the customer has a claim to reduction of the price or a correct replacement advertisement, but only to the extent that the purpose of the advertisement was not fulfilled. To this extent, the customer has no right to rescind the contract. If the publisher allows a reasonable deadline to pass, or if the replacement advertisement is again not correct, the customer has the right to claim a reduction in price or cancellation of the order. Claims for damages based on positive violation of claims, culpa in contrahendo and unlawful act shall not be accepted, even if the order is placed by telephone. Claims for damages based on impossibility of performance and delay in performance are restricted to compensation for the foreseeable damage and to the amount payable for the advertisement or insert in question. This does not apply in case of intent or gross negligence on the part of the publisher, the publisher's legal representative and vicarious agent. Liability of the publisher for damages due to the absence of warranted qualities is not affected.

Furthermore, in commercially organised business, the publisher accepts no liability for gross negligence on the part of vicarious agents either. In other cases, the liability towards businesspersons for gross negligence is restricted in scope to the foreseeable damage up to the amount payable for the advertisement in question. Except in the case of apparent defects, complaints must be submitted within four weeks after receipt of the invoice or record.

10. Proofs are supplied exclusively upon the explicit request of the customer against cost refund; also, the advertisement must be

guaranteed to arrive by the deadline stated for printing material. The customer holds responsible for the correctness of the proofs returned to us. If the customer fails to return the proof sent to him/her in due time, we assume that the approval for print has been granted.

11. If no particular size stipulations have been given, charges are based on the usual actual print height in accordance with the type of advertisement.

12. If the customer does not pay in advance, the invoice will be mailed at the latest on the 5th day after the appearance of the advertisement. Advertisement invoices are payable with a cash discount of 2 percent for payment within eight days, after 14 days net. In case of delay in payment or respite, interest on arrears will be charged at 3 percent above the discount rate of the German Central Bank, and collecting fees will also be charged. In case of delay in payment, the publisher can defer further execution of the current order until payment of the advertisements that have already appeared, and can demand payment in advance for the remaining advertisements. If there is justified doubt about the customer's ability to pay, the publisher is entitled, even during the currency of an advertisement contract, to make the appearance of further advertisements dependent on the advance payment of the amount and on the settlement of outstanding invoice amounts, irrespective of any originally agreed credit. In case of delay in payment, the publisher is entitled to withdraw from the contract without allowing any period of grace and to charge all rebates granted.

13. If the advertising order is supplied with an agency acting as a purchaser, the purchaser cedes a security to the publishers amounting to that part of his/her claim to his/her customer at the date of signing of the order, which corresponds to the amount of the advertising invoice. If the claim ceded for security reasons in this way is distrained by a third party, the purchaser is obliged to inform the publishers by return enclosing copy of the distress and remittal warrant. The publishers are obliged to release the securities due to them at purchaser's request and under reserve of selection in as far as the value of the securities exceeds the claims to be secured by more than 30 percent.

14. The customer has to bear the costs for the production of ordered printing documents as well as for considerable modifications to originally agreed versions if these modifications are desired by the customer or if the customer is responsible for such modifications.

15. If a contract has been concluded for several advertisements, a claim for price reduction can be inferred from a reduction in circulation if the average sold circulation for the total average of the year beginning with the first advertisement is less than the circulation stated in the price list or otherwise stated (with technical journals the average circulation actually achieved) of the previous calendar year. A reduction in circulation is only a deficiency allowing a price reduction if it is more than 20 percent (circulation of up to 50,000 copies). Beyond this, no price reduction claims can be accepted for contracts if the publisher has informed the customer of the drop in circulation in good time for the customer to be able to withdraw from the contract before the advertisement appears.

16. With box number advertisements, the publisher applies the due care and diligence of a prudent businessman for the safe-keeping and timely forwarding of offers. No further liability is accepted. Registered letters and express letters in reply to box number advertisements are only forwarded by normal post. In the interests of and for the protection of the customer, the publisher reserves the right to open incoming offers for purposes of examination to eliminate abuse of the box number service. The publisher is not obliged to forward commercial recommendations or offers for negotiation.

17. Printed documents are only sent back to the customer on special request. The duty to preserve documents ends two months after expiry of the contract.

18. As long as the law makes no other provisions, place of fulfilment is the location of the main offices of the publisher (Ebermannstadt in the District of Forchheim Local Court and District of Bamberg Regional Court). In commercial business with businessmen, legal persons under public law or in the case of special assets under public law, Forchheim or Bamberg is the place of jurisdiction for legal action. Insofar as claims by the publisher cannot be put forward by means of dunning letters, the place of jurisdiction for non-businessmen is determined by their place of residence. If the place of residence or customary place of abode of the customer is unknown at the time the action is brought forward, even for non-businessmen, or if the customer has transferred his/her place of residence or customary place of abode outside the area of applicability of the law, Bamberg is agreed on as the place of jurisdiction.

# **SP***i***ELZEUG** *international*

SPIELZEUG*international* is published by the ITM publishing house



ITM Verlags GmbH & Co. KG

Contact:

*SPIELZEUGinternational*

Debert 32, 91320 Ebermannstadt,  
Germany

Phone: +49(0)9194/7378-0

Fax: +49(0)9194/7378-20

Email: [spielzeug@spielzeuginternational.de](mailto:spielzeug@spielzeuginternational.de)  
[www.spielzeuginternational.de](http://www.spielzeuginternational.de)