

# świat

MAGAZINE FOR TOY INDUSTRY

# ZABAWEK

NOWOŚCI | WYDARZENIA | BIZNES | PRAWO | CONSULTING



| MAGAZINE  
| PORTAL  
| VIDEO  
| SOCIETY

## MEDIA INFO 2018

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## ABOUT US

For more than 20 years, Świat Zabawek (Toy World) magazine has been Polish leading toy industry media brand. Our reputation is built by our journalistic quality and integrity, and most of all on the depth our relationships with industry players. As the only trade magazine for toy and baby articles sectors **we appear 9 times a year..**

Hardcopies and website: swiatzabawek.net, as well as the subscribers of our e-newsletter is a reliable source of information, which delivers them the insightful and accurate coverage of new developments and trends in the toy sector.

Świat Zabawek is a premium marketing platform for companies involved in:

- Toy development/manufacturing
- Toy wholesaling/distribution
- Licensing
- Industry regulation
- Industry education
- Exhibition organisation
- Branding and marketing
- Consulting

## WE ARE LOOKING FORWARD HEARING FROM YOU:

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## DISTRIBUTION

Świat Zabawek is distributed throughout many channels:

- subscription
- subscription serviced by press distributors (GLM, Garmond, Kolporter, Ruch, Poczta Polska)
- free handout during trade fairs
- free handout during private fairs and branch events
- rotational mailing to professionals
- free handout by the wholesalers

## READERS

The content is addressed to:

- buyers from retail chains and modern trade chains
- wholesale distributors
- retailers
- bloggers
- e-commerce operators






from sectors:

- toys,
- puzzles,
- games,
- festivities,
- plush,
- gifts,
- outdoor etc.

## TECHNICAL INFORMATION

Publication: 9 times a year  
Circulation: 3 500 copies  
Format: 230x300 mm  
Portal: swiatzabawek.net  
Society: [www.facebook.com/swiatzabawek](http://www.facebook.com/swiatzabawek)

PUBLICATION SCHEDULE				
ISSUE	PUBLICATION DATE	ORDER DEADLINE	DEADLINES FOR PRINTING MATERIALS	FOCUS ON
1/18	19.01.2018	10.01.2018	12.01.2018	BOARD GAMES FOR TODDLERS • ENCYCLOPEDIA AND VOCABULARIES FOR KIDS • EVERGREENS • PLUSH TOYS • WOODEN TOYS
2/18	20.02.2018	14.02.2018	16.02.2018	FAMILY BOARD GAMES • BOOKS FOR READING AND MORE • INFLATED TOYS • DOUGH&MODELLING • OUTDOOR TOYS • BATH TOYS
3/18	23.03.2018	16.03.2018	20.03.2018	ACTION BOARD GAMES • CHILDREN'S DAY GIFTS • BABY WALKERS, BIKES ETC. • CREATIVE TOYS • VEHICLE TOYS (CARS, DIE-CAST, GARAGE ETC.)
4/18	24.04.2018	20.04.2018	12.04.2016	ULTIMATE BATTLE • CONSTRUCTION TOYS • BOOKS FOR KIDS • GRADUATION GIFTS • FIRST COMUNION GIFTS
5-6/18	26.05.2018	18.05.2018	21.05.2018	PARTY, CARD, ADVANCED BOARD GAMES • ZOMBIE AND CO. • DRONES • HOBBY MODELS • RC TOYS • OPTICAL ILLUSION TOYS
7-8/18	02.08.2018	20.07.2018	27.07.2018	DOLLS AND ACCESSORIES • COOKING&BAKING TOYS AND MORE • SENSORY TOYS • MATH AND WORD BOARD GAMES
9/18	03.09.2018	21.08.2018	24.08.2018	SANTA CLAUS RECOMMENDS • S.T.R.E.A.M. TOYS • FIRST TOYS • PUZZLE&MAZE BOOKS AND MEMO CARDS • SORTERS • BABY CUBES
10/18	12.10.2018	05.10.2018	09.10.2018	SANTA CLAUS RECOMMENDS • PUZZLES • FIRST BOOKS • CLASSIC BOARD GAMES • GAMES OF CHANCE • GIGA FUN&PLAY
11-12/18	20.11.2018	13.11.2018	16.11.2018	COLLECTIBLES • VR&AR FUN • KIDS TALENT SHOW (MUSICAL TOYS) • LITLLE LADY • CARNIVAL ARTICLES • LOGIC BOARD GAMES • PREMIUM TOYS

FORMATS AND RATES (NET PRICE)			
	1/1	230x300 mm	1 250 EUR
	1/2	113x300 mm (vertical) 230x150 mm (horizontal)	930 EUR
	1/3	83x300 mm (vertical) 230x100 mm (horizontal) 146x150 mm (corner)	750 EUR
	1/4	230x75 mm (horizontal) 113x150 mm (corner)	580 EUR
	1/6	75x150 mm (corner)	470 EUR
		Advertorial	ON REQUEST
		Classified ad	ON REQUEST
		Ist cover (230x210 mm)	2 700 EUR
		IInd cover	2 150 EUR
		IIIrd cover	1 970 EUR
		IVth cover	2 400 EUR
		inserts	ON REQUEST
		special formats	ON REQUEST



PORTAL: SWIAZABAWEK.NET; MAILINGS	
Banner XL - 960x100 px	35 EUR
Fullsize - 710x100 px	25 EUR
Button - 210x120 px	12 EUR
Other Formats	Ask for Special Offer!
Moderated Data Base	Ask for Special Offer!
Advertorial	Ask for Special Offer!
Mailing	Ask for Special Offer!
Above rates are calculated for weekly impression	