

# SPIELMITTEL

THE JOURNAL FOR PARENTS

Your direct way to the consumer

## Media Kit

Price list no. 30, valid as of 01/01/2012

(Rates in €, VAT extra; v = vertical format, l = landscape format)

Size	width x height mm	colours	insertions within one year discount in %		
			1x	3x/4x	5x
1/1 page	184 x 255	b/w colour	1,900 2,800	5	10
2/3 page	120 x 255 (v)	b/w colour	1,370 1,970	5	10
1/2 page	90 x 255 (v) 184 x 127 (l)	b/w colour	1,050 1,500	5	10
1/3 page	56 x 255 (v) 184 x 85 (l)	b/w colour	720 1,020	5	10
1/4 page	184 x 64 (l)	b/w colour	550 790	5	10
1/6 page	184 x 42 (l)	b/w colour	370 550	5	10
1/8 page	184 x 32 (l)	b/w colour	310 430	5	10
Next to editorial: 1/3 1/4		20% additional charge 61 x 242 (u) or 43 x 242 (u)			

Size of magazine: DIN A4 (210 x 297 mm)

Bleed size: Bleed difference on all edges: 3mm

Cover 5,200.-  
Inside front cover 3,800.-  
Inside back cover 3,500.-  
Back cover 4,400.-

Printing process: Offset. We use inks of the European Ink Chart; special colours 350.- each; extra charge for litho and layouts if applicable

Screen required: 54 lines per cm<sup>2</sup> (approx. inch screen: 133)

Printing material: We recommend submitting PDF files in CMYK mode. Otherwise unseparated files in EPS or TIF format. In any case the data have to be printable, i.e. all used fonts need to be embedded (or attached if the data are open). Half-tone images need a resolution of at least 300 dpi, black-and-white images at least 600 dpi. Digital material up to 8 MB can be e-mailed to [nostheide@nostheide.de](mailto:nostheide@nostheide.de) (copy to [bianca.dohnert@nostheide.de](mailto:bianca.dohnert@nostheide.de)). Please use our FTP server for larger data volumes (access information on request).

Loose inserts: on request

Bound inserts: size DIN A4, folded; maximum weight per copy: 150 grams per m<sup>2</sup>; 2 sheet = 4 pages = € 3,000.-; additional sheets on request.

Paper quality of bound inserts similar to magazine. Inserts must reach our printers 14 days prior to publication.

## Deadlines 2012

Issue	Topics	Copy date	Publication date
No. 1	Novelties from the Toy Fair in Nuremberg, Easter	03/05/2012	03/27/2012
No. 2	Spring / summer issue: outdoor, amusement parks, play vehicles, water, school, "Kindertag" (German children's day June 1st) etc.	05/01/2012	05/21/2012
No. 3	Autumn issue: outdoor toys, games, consumer fairs	08/13/2012	09/03/2012
No. 4	1st Christmas issue: gift advices, handicrafts, plush, game of the year, model trains / construction kits	10/03/2012	10/29/2012
No. 5	2nd Christmas issue: gift advices, winter clothing, outdoor, children's games and puzzles for Christmas	11/08/2012	11/30/2012

Other categories: baby items, software, children's books, children's games, licences, What's new on CD&DVD

## Short characteristic:

**SPIELMITTEL** is the only special interest magazine in German language regularly informing the consumer about the most important domains of the whole supply of toys.

Since 1988 we have been delivering **SPIELMITTEL** - the journal for parents - to paediatricians in Germany. It is available there in the waiting rooms and reaches about 650,000 parents with every issue (every month up to 3 million parents consult a paediatrician with their children). The target group are parents of children at the age of 0-12.

**Publisher:** w. nostheide verlag gmbh, Bahnhofstr. 22, 96117 Memmelsdorf / Germany  
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**Terms of payment:** Net cash 21 days after invoice date. For payment prior to publication we grant a discount of two per cent provided old invoices are not overdue. VAT, if applicable, will be charged extra.

**Banking details:** Sparkasse Bamberg, account no. 220 375 620, bank code no. 770 500 00  
IBAN: DE 33 770 500 000 220 375 620; SWIFT-BIC: BYLADEM1SKB  
Postbank Nürnberg, account no. 1077 31 858, bank code no. 760 100 85  
IBAN: DE 48 760 100 850 107 731 858; SWIFT-BIC: PBNKDEFF  
Payments are also accepted via **PayPal** to barbara@nostheide.de.

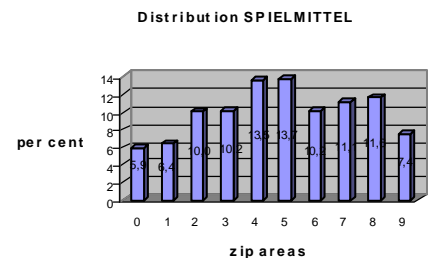
**Frequency of publication:** 5 issues per year

**Annual subscription:** € 20.00 in Germany  
€ 25.00 in other countries, surface mail

**Place of publication:** D-96117 Memmelsdorf

**Circulation:** 10,500 copies

Distribution: waiting rooms of app. 6,700 paediatricians, kindergartens, elementary schools, educational institutions, other subscriptions



Cover pages can be cancelled until three months prior to the publication, ads or advertorials inside the magazine until four weeks before. Otherwise we have to charge a cancellation fee of 50%.

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