

SPIELMittel



THE JOURNAL FOR PARENTS

Your direct way to consumers | 8-10 weeks without wastage

Media Data

Price list No. 38, valid as of 2020/1/1

(Rates in €, VAT extra; v = vertical format, l = landscape format)
bs = bleed size, tps = text print space)

also available as
free ePaper!

Readly
Ø 4,700 Readers per issue

Size	width x height mm		Co-lours	insertions within one year		
				1/2x	3-4x	5x
1/1 page	bs	216 x 303	4c	2,800	5%	10%
2/3 page	tps	120 x 255 (v)	4c	1,970	5%	10%
1/2 page	tps	90 x 255 (c) 184 x 127 (v)	4c	1,500	5%	10%
1/3 page	tps	56 x 255 (v) 184 x 85 (l)	4c	1,020	5%	10%
1/3 page NEXT TO EDIT	tps	61 x 242 (v)	4c	20% add. charge	5%	10%
1/4 page	tps	184 x 64 (l)	4c	790	5%	10%
1/4 page NEXT TO EDIT	tps	43 x 242 (v)	4c	20% add. charge	5%	10%
1/6 page	tps	84 x 42 (l)	4c	550	5%	10%
1/8 page	tps	184 x 32 (l)	4c	430	5%	10%
Cover	bs	216 x 195	4c	5,200	5%	10%
Inside Front cover		216 x 303		3,800		
Inside back cover		216 x 303		3,500		
Back cover		216 x 303		4,400		

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

Bleed size: Bleed difference on all edges: 3 mm;
bs-formats already include bleed difference

Printing process: Offset. We use inks of the European Ink Chart;
special colours 350 € each

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 20 MB can be e-mailed to: bianca.dohnert@nostheide.de.
Please use our FTP server for larger data volumes (access information on request).

Inserts:

Loose inserts: on inquiry - paper quality similar to magazine size DIN A4 (210x297mm), uncircumcised, folded;
Bound inserts: maximum weight per copy 150 grams per m²; paper quality similar to magazine
2 sheet (4 pages) = 3,000 € (further sheets on request)

Delivery: 14 days prior to publication



„AR“ available! Rates and further information on request.

issue	Topics	Publication date	Copy date
1	Novelties from the Toy Fair in Nuremberg, Easter	2020-03-20	2020-02-24
2	Spring / summer issue: outdoor, theme parks, toy vehicles, water, school	2020-05-15	2020-04-27
3	Autumn issue: outdoor toys, games, consumer fairs Nominations: „TOP 10 Spielzeug“ / „Das Goldene Schaukelpferd“	2020-09-04	2020-08-17
4	1st Christmas issue: gift ideas, handicrafts, plush, „Spiel des Jahres“, model trains / construction kits	2020-10-23	2020-10-02
5	2nd Christmas issue: gift ideas, winter clothing, outdoor, novelties children's games and puzzles for Christmas	2020-11-20	2020-10-30

Regular categories: baby items, software test, children's books, children's games, licences