

SPIELMittel



THE JOURNAL FOR PARENTS

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

Media Data

Price list No. 39, valid as of 2021/1/1

(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	210 x 297	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	210 x 192	4c	5,200	5%	10%
Inside Front cover		210 x 297		3,800		
Inside back cover		210 x 297		3,500		
Back cover		210 x 297		4,400		

Size of magazine: DIN A4 (210 x 297 mm)
Bleed size: Bleed difference on all edges: 3 mm
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).
Loose inserts: on inquiry
Bound inserts: paper quality similar to magazine size DIN A4 (210x297mm), uncircumcised, folded; 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

In addition to your (PR-)advertisement, book:

- „AR“: ...from 300 €
- Video-embedding in the ePaper: ...100 €

Benefit from our other advertising services on our social media channels!



issue	Topics	Publication date	Copy date
1	New releases spring, Easter	2021-03-19	2021-02-26
2	Spring / summer issue: outdoor, theme parks, toy vehicles, water, school	2021-05-14	2021-04-23
3	Autumn issue: outdoor toys, games, consumer fairs Nominations: „TOP 10 Spielzeug“ / „Das Goldene Schaukelpferd“	2021-09-03	2021-08-13
4	1st Christmas issue: gift ideas, handicrafts, plush, „Spiel des Jahres“, model trains / construction kits	2021-10-22	2021-10-01
5	2nd Christmas issue: gift ideas, winter clothing, outdoor, novelties children's games and puzzles for Christmas	2021-11-19	2021-10-29

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

Kurzcharakteristik:

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. SPIELMITTEL offers accurate consumer advertising directed at parents as buyers of toys in two ways:

- ➔ direct address in the paediatricians' waiting rooms
- ➔ indirect address through the pedagogic multipliers



New in the mag is „**Augmented Reality**“ (AR) - a medial instrument that is full of fascinating possibilities. This is about linking print objects to virtual elements (3D animations, graphics or videos). With the help of the free „myAR“ app and a mobile device, digital content can be conjured up on the pages of an „analogue“ magazine.

Publisher:

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Frequency of publication:

5 issues per year


Annual subscription:

€ 20 Germany
€ 25 foreign countries (standard shipping)

Place of publication:

D-96117 Memmelsdorf

Parents contacs per issue:

about 650.000 (estimated),
Ø 4.700 Readers per issue 

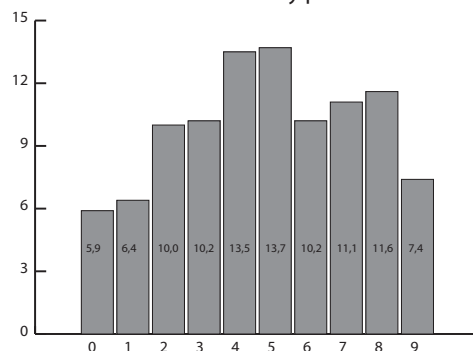
Circulation:

10,500 copies

Distribution:

Waiting room of paediatricians in Germany (about 6,700), kindergartens, elementary schools, educational institutions, other subscribers, 

Distribution SPIELMITTEL by postal code area



The cancellation of a cover page must take place no later than 4 months prior to publication, otherwise a 50 % cancellation fee applies. Ads within the magazine have to be cancelled no later than 12 weeks prior to publication (otherwise 25 % cancellation fee).



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