

baby&junior

babyundjunior.de

# MEDIAKIT 2023

Ad rates no. 49, valid from 1 October 2022, as per: 19 June 2023

Menschen. Märkte. Meisenbach.





The trade magazine for children's and youth fashion and products for children



Novelty show – BRAND NEWS (German/English)

Target group by industry and function: Bricks-and-mortar retailers and online stores, as well as manufacturers, agencies, associations, buying groups, cooperatives, market research and trade institutes, department stores, furniture and interior design stores, pharmacies, health and beauty stores, midwives and book sellers.

Print run:  
4,500 copies

Frequency:  
6 issues per year + BRAND NEWS

Volume:  
65<sup>th</sup> Volume 2023



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# Brief Description

baby&junior, the international trade magazine for children's products and fashion, has been the mouthpiece of the trade and industry for 60 years and is read in around 30 countries. baby&junior has the children's market in its sights – always objective, always competent. Appearing six times per year, baby&junior presents the latest outfitting products for babies and children including car seats, prams, furniture, textiles, care products and toys as well as children's and maternity fashion. Reports and articles on trade fairs, associations, manufacturers, the retail trade and e-commerce complement the featured topics, whilst constituting a valuable decision-making tool for buyers.

In September, the bi-lingual "Trade Fair News" by baby&junior appears in an attractive newspaper format at the annual Kind + Jugend exhibition, featuring outstanding

products as well as news about this important event for trade buyers. The magazine will contain innovations from all over the world and will be published digitally worldwide. It will focus on the innovations and highlights of the second half of the year. A wide range of products for baby and child is shown.

baby&junior's website – [babyundjunior.de](http://babyundjunior.de) – and its English-language counterpart – [babyundjunior.de/en](http://babyundjunior.de/en) - complement the print edition with current news items and industry reports as well as product information, competitions, picture galleries and interactive elements such as our daily social stream and our live blog at Kind + Jugend. Our online portfolio also includes the baby&junior Newsletter and our social media presence on Facebook, Instagram, LinkedIn and Twitter.



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# Topics and Dates

## 1/2023

Editorial deadline: 23.01.2023  
 Advertising deadline: 01.02.2023  
 Publication date: 24.02.2023

### Focal themes

- Sustainable fashion for wind and weather: A/W 2023/24
- Let's go: safely on the move in strollers, child car seats, infant carriers & Co.
- Sustainable and new play ideas: Dolls, plush, wooden toys and more
- Baby's first products: products from pregnancy to birth around the topics of care and hygiene, feeding and drinking, nursing and diapering equipment, baby fashion

### Trade fairs

Toy Fair, Nuremberg  
 Geburtshilfe im Dialog, Mannheim

## 2/2023

Editorial deadline: 06.03.2023  
 Advertising deadline: 17.03.2023  
 Publication date: 12.04.2023

### Focal themes

- On tour with baby and child: strollers, stretchers, vehicles, running bikes, children car safety seat
- Desire for summer: accessories, fashion and water toys
- At the table, please: tableware, bottles, bibs, chairs

## 3/2023

Editorial deadline: 25.05.2023  
 Advertising deadline: 06.06.2023  
 Publication date: 30.06.2023

### Focal themes

- News from the fashion world: preview of the (Green) Fashion F/S 2023
- Scandi Style: beautiful products in Scandinavian style
- Back to school: drinking bottles, lunchbox, schoolbags, books, fashion & more

### Trade fairs

Innatex, Hofheim-Wallau  
 Supreme Kids, Munich  
 Kindermoden Nord, Hamburg  
 Jot Juniormode, Salzburg/Austria  
 ClIFF Kids, Kopenhagen/Denmark  
 Playtime, Paris/France  
 4-Kidz.eu, Neuss  
 Kids World, Frankfurt  
 Pitti Bimbo, Florenz/Italy

From fashion to baby equipment to interior and toys – baby&junior has suitable space for your strong advertising presence in each issue.





# Topics and Dates

## 4/2023

Editorial deadline: 27.07.2023  
 Advertising deadline: 08.08.2023  
 Publication date: 01.09.2023

### Focal themes

- Licensed products from A to Z
- Sustainable products: recycled materials, environmentally conscious manufacturing, certifies products
- Products for a good start in life until infancy

### Trade fairs

Kind + Jugend, Cologne  
 Kids Austria, Salzburg/Austria

## 5/2023

Editorial deadline: 11.09.2023  
 Advertising deadline: 22.09.2023  
 Publication date: 17.10.2023

### Focal themes

- Gift ideas for christmas for everyone
- Animals: trendy animal prints and designs
- Safety first: baby monitor and music boxes for the childrens room
- Baby mobile: car safety seats, (E)prams and strollers

## 6/2023

Editorial deadline: 17.11.2023  
 Advertising deadline: 28.11.2023  
 Publication date: 20.12.2023

### Focal themes

- Children's oasis of well-being: children's furniture, high chairs, rockers, textiles and decoration
- The first 1000 days: products for a good start in life until infancy
- Made of paper: postcards, posters, packaging and decoration
- Preview of fashion trends 2024
- EXTRA: Pocket Diary 2024

### Trade fairs

Innatex, Hofheim-Wallau  
 Supreme Kids, Munich  
 Kindermoden Nord, Hamburg  
 Jot Juniormode, Salzburg/Austria  
 ClFF Kids, Kopenhagen/Denmark  
 Playtime, Paris/France

From fashion to baby equipment to interior and toys – baby&junior has suitable space for your strong advertising presence in each issue.



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# Topics and Dates

## baby&junior Hey Baby

Editorial deadline: 04.04.2023  
Advertising deadline: 14.04.2023  
Publication date: 12.05.2023

### Focal themes

First equipment: accessories for the first days such as strollers, car seats & infant carriers, care, fashion & accessories, gift ideas, midwifery tips and much more.

B2C magazine with distribution in retail stores

## baby&junior BRAND NEWS

Editorial deadline: 31.07.2023  
Advertising deadline: 11.08.2023  
Publication date: 05.09.2023

### Focal themes

Special edition for Kind + Jugend 2023: Product innovations, industry news & information about the fair

Distribution of the trade fair magazine for Kind + Jugend in Cologne hotels, distribution with promoters at Kind + Jugend

## baby&junior Pocket Diary 2024

Advertising deadline: 08.08.2023  
Publication date: 01.09.2023

### Facts

- 92 x 157 mm (width x height), plus 3 mm bleed on all sides
- Print run: 4,600 copies

The calendar will be available at Kind + Jugend and will be enclosed in the issue 6

From fashion to baby equipment to interior and toys – baby&junior has suitable space for your strong advertising presence in each issue.

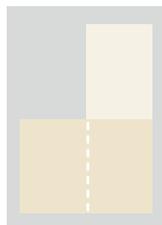




# Ad Rates and Ad Formats\*



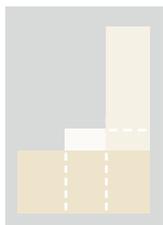
**1/1 page**  
B: 210 mm x 297 mm  
**5,150.- €**



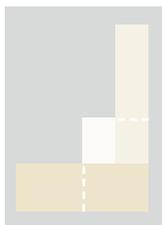
**1/2 page**  
B: 210 mm x 151 mm  
B: 100 mm x 297 mm  
**2,820.- €**



**2/1 page**  
B: 420 mm x 297 mm  
**8,000.- €**



**1/3 page**  
B: 210 mm x 106 mm  
B: 78 mm x 297 mm  
**2,000.- €**



**1/4 page**  
PS: 192 mm x 65 mm  
PS: 94 mm x 131 mm  
PS: 62 mm x 197 mm  
**1,480.- €**



**1/6 page**  
PS: 192 mm x 43 mm  
PS: 94 mm x 86 mm  
PS: 62 mm x 131 mm  
**1,050.- €**



**1/8 page**  
PS: 94 mm x 66 mm  
PS: 62 mm x 99 mm  
PS: 192 mm x 33 mm  
**780.- €**

**Best Placement:**

Front + Back cover page	9,500.- €
Opening spread (2nd cover page + page 3)	8,900.- €
Front cover page	6,450.- €
2nd cover page	5,500.- €
3rd cover page	5,400.- €
Back cover page	5,950.- €
Eye-catcher	3,800.- €
Lead page	2,350.- €

Surcharge for other compulsory placement instructions and confirmed placements 10 %

\* Special formats on request

PS: Print Space B: Bleed  
Formats = width x height

Ad formats bleed off:  
Bleed ad format plus 3 mm allowance on all sides



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# Ad Rates and Ad Formats

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

Colour:  
Colours from the Euro Colour Scale CEI 12-66 DIN 16539 included in price / special colours  
(no discount available) each 1,250.- €

Magazine format:  
DIN A 4, 210 mm wide x 297 mm high

Discounts:  
Ads within 12 months (insertion year):  
Frequency discount  
3 Ads 5 %  
6 Ads 10 %

Correction and release details:  
A release cycle is included in the excellent price for the following products:  
Advertorial Print, Eye-catcher, Lead story, Advertorial Online, Special Newsletter.  
Each additional cycle is charged at a flat rate of 150.- €.

Ad rate for job offers  
(mm-ad rate in b/w): on request

Ad specials:  
Inserts/price per thousand  
up to 25 g: 500.- €  
up to 50 g: 600.- €

Maximum format available for loose inserts:  
205 x 297 mm

Rates for bound inserts on request

Pocket diary  
Cover page 750,- €  
Inner part 635,- €



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# Advertorial Print

An increasingly popular advertising medium, the Advertorial offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary - the text and images are embedded in the editorial section both in terms of look and feel.

## ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact - creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

### 1 page Advertorial: 3,500.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
2 images | Company logo | Main text minimum: 1,600 characters | Maximum: 3,500 characters (incl. blanks, headline and picture captions).

Plus 700.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the baby&junior layout.\*

\*Any net travel expenses will be billed to the customer. Our correction and release details can be found on p. 8.

### 1/2 page Advertorial: 2,000.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
1-2 images | Company logo | Main text minimum: 600 characters | Maximum: 1,200 characters (incl. blanks, headline and picture captions).

Plus 350.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the baby&junior layout.\*

We will also be glad to publish your advertorial online as an option. You will find the prices for this on page 18.



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# Eye-catcher

The EYE-CATCHER is our creative double-sided format 2/1. If you have a particularly beautiful picture of one of your products or of your company, it gets a very special appearance with our eye-catcher.

Double-sided eye-catcher:  
3,800,- €

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (\*.jpg, 300 dpi or 3,508x4,961 pixels)
- a short descriptive text (\*.txt, \*.docx) with max. 1,000 characters (excluding spaces)
- Your desired web address (URL)
- QR code

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.



Our correction and release details can be found on p. 8.



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# Lead page

With our LEAD PAGE, you can skilfully showcase your image as an eye-catcher on an entire print page. The lead page opens up a new subject area or a specific focus topic in the magazine.

## One-sided lead page:

2,350,- €

We need the following data from you:

- a picture, ideally based on the focus topic, in portrait format and in printable quality (\*.jpg, 300 dpi or at least 3,000 pixels)
- a short descriptive text (\*.txt, \*.docx) with max. 450 characters (including spaces)
- your desired web address (URL)
- the placement of a QR code is also possible

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.

Our correction and release details can be found on p. 8.



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# Novelty show – BRAND NEWS



## Brief description

In September, the bi-lingual "Trade Fair News" by baby&junior appears in an attractive newspaper format. The magazine will contain innovations from all over the world and will be published digitally worldwide. It will focus on the innovations and highlights of the second half of the year.

Print run: 5,500 copies (incl. 600 copies hotel distribution)

Newspaper format: 245 mm wide x 340 mm high

Print space: 215 mm wide x 290 mm high

Closing date Editorial: 31.07.2023

Closing date Advertising: 11.08.2023

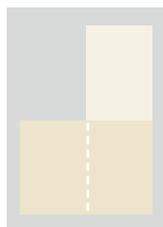
Publication date: 05.09.2023



1/1 page

B: 245 x 340 mm

5,150.- €

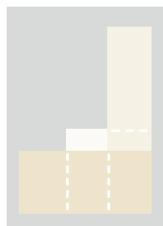


1/2 page

B: 120 x 340 mm

B: 245 x 168 mm

2,820.- €

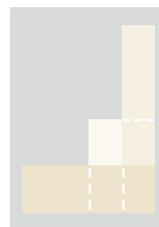


1/3 page

B: 82 x 340 mm

B: 245 x 115 mm

2,000.- €



1/4 page

PS: 50 x 290 mm

PS: 215 x 70 mm

PS: 105 x 145 mm

1,480.- €



1/6 page

PS: 105 x 95 mm

PS: 215 x 45 mm

1,050.- €



1/8 page

PS: 105 x 70 mm

PS: 215 x 35 mm

780.- €

Maximum format for loose insert: 240 x 340 mm (width x height)  
Ad formats bleed off: Bleed ad format plus 3 mm allowance on



# Specifications

Magazine format: 210 mm wide x 297 mm high

Print space: 192 mm wide x 263 mm high

Printing and binding methods: 4c offset printing (80 lpc-screen, PSocoated\_v3.icc) on double-sided multi-coated paper. Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.

Data creation and delivery: Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PSocoated\_v3.icc) with 3 mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 115.- EUR/hour.

Your data can be processed by us with the following programs:

- Adobe Acrobat Pro DC
- Adobe InDesign (Version CC)
- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

Colours: Bio-Printing inks (CMYK, special colours available on request.

Proof: When making the proof please consider that our printer works with standard PSO-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PSocoated\_v3.icc. If you are interested, please contact Odine Gränke

(odine.graenke@meisenbach.de, +49 951 861-195) who will also tell you the costs.

Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

Guarantee: By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

Contact:  
Odine Gränke, Order Management  
odine.graenke@meisenbach.de  
+49 951 861-195

Delivery address:  
Schleunungdruck GmbH  
Inserts: for attention of Thomas Gesell  
Eltertstraße 27



# Distribution

## 1 Subscription prices 2023

Subscription prices print 2023*	
Issues per year	6
Domestic incl. postage and 7 % VAT	98,- €
Abroad Europa	105,- €
Abroad world	162,- €

Subscription prices digital 2023*	
Digital	88,- €
Premium (print + digital) domestic	113,- €
Premium (print + digital) Europa	120,- €
Premium (print + digital) world	177,- €

\*Prices valid from 01.01.2023. All prices incl. delivery charges.

Terms of payment: After invoicing by bank transfer, credit card or PayPal.

European Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.

Other foreign countries: VAT-free

## 2 Geographical distribution analysis:\*

Geographical distribution analysis (Percentage of print run actually distributed)	
Germany	84,01 %
Abroad	15,99 %
Print run actually distributed	100,00 %

\*Average in percent - Issues July 2021 – June 2022

## 3 Classified potential of recipients:

Distribution Germany, Austria, Switzerland  
(Multiple answers possible)

Trade	Number
Specialist retail trade	23.145
Retail trade - clothing	9.525
Retail trade - furniture, interior fittings	3.701
Retail trade - baby and children's products	2.703
Retail trade - toys	2.864
Retail trade - textiles, home textiles	1.259
Drugstores, pharmacies	399
Department stores, mail order business	1.488
Book trade	1.206
Wholesale, trade agencies	1.853
Manufacturers	2.049
Total number of recipients	27.047



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# Cross-Media Opportunities

## coverage (print + online)

baby&junior	4,500 copies
Newsletter	1,868 recipients
Website	116,531 pageimpressions
Website	15,676 visits

## fans social media

Facebook	3,289 follower
Twitter	987 follower
Instagram	1,436 follower
LinkedIn	227 follower

status: May 2022



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# PODCAST – WITH ADVERTISING

Give your target group something to listen to!



## Expand your marketing mix!

### Options in the baby&junior podcast:

Advertising spot created by you  
as a pre, mid or post ad

Advertising spot created by us as a native ad  
(can also be booked as a package)

**Top distribution:**  
**[www.babyundjunior.de](http://www.babyundjunior.de)\***  
**<https://podcast.babyundjunior.de>**  
**Spotify, Apple, Amazon, Google Podcasts**

Push via our newsletter  
which goes out to 1,800 recipients

Menschen. Märkte. Meisenbach. 

Your contact:  
Maria Radovanovic / Media Consultant  
[maria.radovanovic@babyundjunior.de](mailto:maria.radovanovic@babyundjunior.de)  
Tel. +49 951-861-126

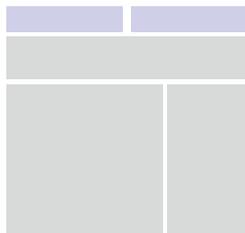
Iris Lepach / Media Consultant  
[iris.lepach@babyundjunior.de](mailto:iris.lepach@babyundjunior.de)  
Tel. +49 951-861-123





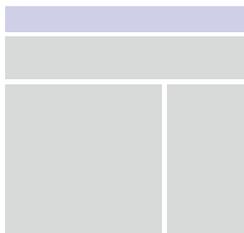
# Ad Banner on www.babyundjunior.de

1 Full Banner



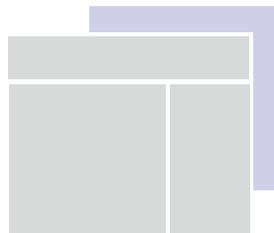
Size: 560 x 110 pixels  
Price\*: 990.- €

2 Superbanner



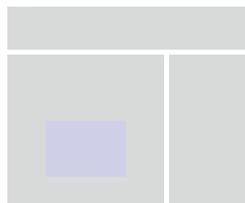
Size: 1,170 x 110 pixels  
Price\*: 2,050.- €

3 Hockeystick



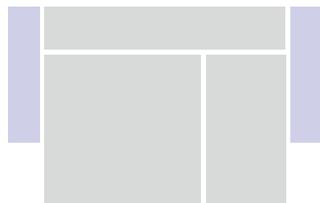
Size: 735 x 110 pixels +  
160 x 600 pixels  
Price\*: 1,600.- €

4 Content Ad



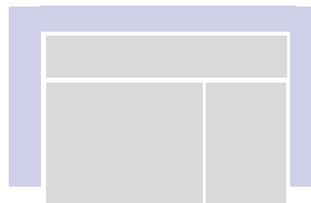
Size: 300 x 250 pixels  
Price\*: 1,250.- €

5 Skyscraper



Size: 160 x 600 pixels  
Price\*: 1,250.- €

6 Webskin



Size: (2x) 160 x 600 pixels +  
1,200 x 110 pixels  
Price\*: 2,200.- €

## Discounts:

Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

\*Price for 4 weeks duration

Formats valid from 1 April 2023.

Delivery of the banner data incl. linking by e-mail stating the customer name to Oline Gränke (odine.graenke@meisenbach.de).



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# Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.

All advertorial guidelines can be found on page 19.

All advertorials will be published in our newsletter and displayed as sliders on our website!

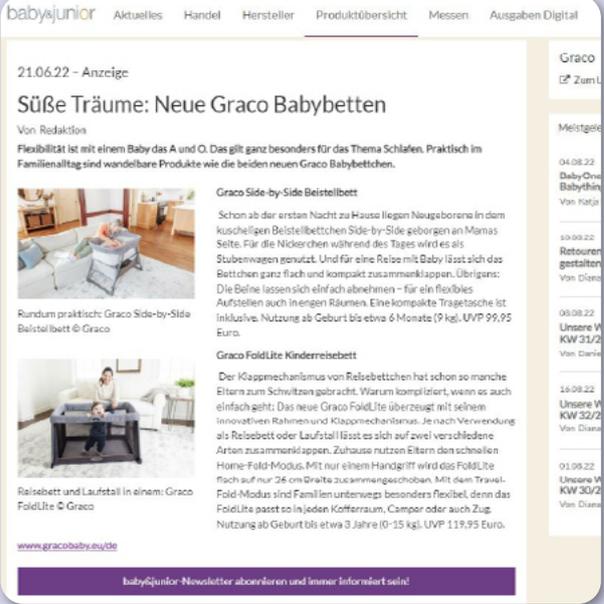
Price: 895.- €

Bookable in combination with print adverts – we will be happy to make you an individual offer.

Optional: Increase your reach with our social media package!

Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook, Twitter and LinkedIn.   

Surcharge: 200.- € per portal



The screenshot shows a website page for baby&junior. The main article is titled "Süße Träume: Neue Graco Babybetten" and is dated 21.06.22. It features two main sections: "Graco Side-by-Side Beistellbett" and "Graco FoldLite Kinderreisebett". Each section includes a photograph of the product in use and a short text description. The "Side-by-Side" section describes it as a flexible, compact bed for newborns. The "FoldLite" section describes it as a travel bed with a folding mechanism. A sidebar on the right lists other articles with dates and titles. At the bottom, there is a purple banner for a newsletter subscription.

Our correction and release details can be found on p. 8.



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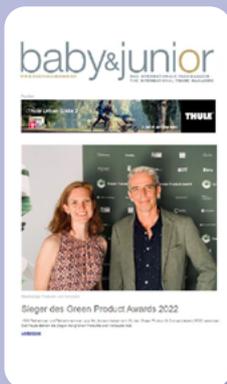


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# Ad Opportunities Newsletter

## Banner



General information: The baby&junior Newsletter informs late-breaking on all important news of the trade industry. The Newsletter is sent in HTML-format. Banner can be run between articles and columns.

Data formats: JPG, 700 x 120 pixels, max. size 100K  
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer's name, to Odine Gränke (odine.graenke@meisenbach.de).

Rates per Ad (Banner): 500.- €

## Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

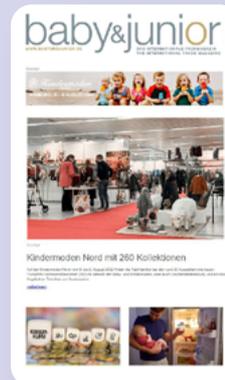
For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

1-2 Advertorial(s):

- Headline: max. 35 characters, teaser text: max. 350 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi
- Main text: max. 2,000 characters

Banner:

- 700 x 120 pixels, max. 100K



Our correction and release details can be found on p. 8.





# Instagram-Package

A picture is worth a thousand words! This is one of the reasons why more and more retailers in our industry are using Instagram – to reach their customers but also to inform themselves about new products.

### Package prices:

5 posts (per calendar year): 925.- €

10 posts (per calendar year): 1,725.- €

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram you can integrate up to 18 hashtags in addition to your text.

Via Instagram we have built up an extensive retailer-network from which you can also benefit: Use our Instagram package to present your products and innovations or to publish an image campaign.



<https://www.instagram.com/babyundjunior/>



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# Online Product Specials

With our product specials we offer you the opportunity to place your print ads in a thematically appropriate environment. Additionally we make your entire collection or all new products visible in a picture gallery.

## Online-Specials:

On selected times (Advent, Christmas, Easter, etc.) we „open“ a door on our website every working day (Mon.-Fri.) behind which your product can be hidden (Similar to an advent calendar). The daily interaction awakens the reader's curiosity and the product specials receive great feedback.



## Picture galleries:

Let pictures speak! If you want to present not just one product, but a whole collection, our picture galleries are particularly suitable - here every novelty gets the attention it deserves.

Price for 7 pictures: 1,410.-€  
every additional picture 50.-€



## Guidelines:

- pictures at least 72 dpi (minimum width 1.200 pixel)
- Headline (ca. 35 signs) + Teaser (300-500 signs) + captions (max. 300 signs)
- max. 7 pictures – definition of the 1st picture (=Slider), landscape format preferred – order of pictures definable



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## Terms of payment:

3% discount on payment before publication,

2% discount on payment within 8 days from

date of invoice, net 30 days from invoice.

Place of fulfilment and court of jurisdiction

is Bamberg. (Unless otherwise determined by law)

All prices exclude VAT, which is charged at the currently applicable rate. Our Standard Terms and Conditions apply: <https://content.meisenbach.de/en/AGB>



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