



# hey BABY

– **born for  
your success:**

Hey Baby is a B2C magazine that is published directly by the classic baby retailers and concept stores in Germany, Austria and Switzerland. Retailers pass it on free of charge to their customers, a nice gift for (expectant) parents, grandparents, family members and everyone who shops there. With a print run of 30,000 copies of Hey Baby, you will reach exactly this target group. The focus topic is initial equipment: This includes products for the first days of life, such as baby carriages, car seats & infant carriers, care products, fashion & accessories or gift ideas. Midwife and event tips, helpful information and exciting background reports round off the spectrum.

**Publication date:** 12.05.2023  
**Editorial deadline** 04.04.2023  
**Advertising deadline:** 14.04.2023  
**Format:** 205 x 271 mm  
**Circulation:** 30,000 copies

## ADVERTISEMENT/ADVERTORIAL RATES IN EUR

Opening Spread (inside front cover + page 3)	10,680.-
Inside front cover	6,600.-
Inside back cover	6,400.-
2/1 page	9,600.-
1/1 page	6,180.-
1/2 page	3,384.-
1/3 page	2,400.-
1/4 page	1,776.-
1 page advertorial	4,200.-
1/2 page advertorial	2,400.-
Eye-catcher (2/1 picture)	4,560.-
Opening page special topic	2,820.-

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