

baby&junior

babyundjunior.de

# MEDIAKIT 2024

Ad rates no. 50, valid from 1 October 2023, as per: 01 July 2024

Menschen. Märkte. Meisenbach.





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



Novelty show – BRAND NEWS (German/English) in oversize special format

**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:**

66<sup>th</sup> Volume



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# Brief Description

The international trade magazine baby&junior has been the industry organ for trade and industry for over 60 years and is distributed in around 30 countries. The German-language publication, which appears six times a year, presents equipment such as child car seats, strollers, furniture, textiles, care products and toys, as well as baby, children's and maternity fashion. Reports on trade shows, associations, manufacturers, the retail trade and e-commerce complement the respective key topics.

In September, the bilingual BRAND NEWS will be published in oversize format and worldwide in digital form for the Kind + Jugend trade fair in Cologne, presenting new products and providing trade fair visitors with information about the event.

Since 2023, there has also been the B2C

magazine Hey Baby, which is available free of charge directly from traditional baby retailers and concept stores in Germany, Austria and Switzerland. Here everything turns around baby and infant equipment.

The baby&junior website [www.babyundjunior.de](http://www.babyundjunior.de) and its English counterpart [www.babyundjunior.de/en](http://www.babyundjunior.de/en) round off the range with industry news - rounded off by the newsletter and the social media presences on Instagram, Facebook and LinkedIn.



**Katja Keienburg**

Responsible Editor

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# Topics and Dates

## 1/2024

**Editorial deadline:** 17.01.2024  
**Advertising deadline:** 29.01.2024  
**Publication date:** 21.02.2024

### Focal themes

- Baby and children's fashion trends A/W 2024/25
- Practical things from pregnancy to birth around care, feeding and baby
- Beautiful paper products: Books, postcards, posters, packaging, decorations

## 2/2024

**Editorial deadline:** 07.03.2024  
**Advertising deadline:** 15.03.2024  
**Publication date:** 10.04.2024

### Focal themes

- On the road with child: stretchers, strollers, bicycles, vehicles, child car seats
- The summer can come: Water toys, fashion, sun protection, sunglasses, care
- Sitting safely: High chairs, baby bouncers and swings, seating

### Trade fairs

Babini, Stuttgart  
 Pitti Bimbo, Florenz/Italy

## baby&junior Hey Baby

**Editorial deadline:** 02.04.2024  
**Advertising deadline:** 09.04.2024  
**Publication date:** 07.05.2024

### 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

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

## 3/2024

**Editorial deadline:** 17.05.2024  
**Advertising deadline:** 27.05.2024  
**Publication date:** 20.06.2024

### Focal themes

- Chic in summer: Preview of (sustainable) Fashion F/S 2025
- Scandi Style: Diverse products in Scandinavian style
- I'm going to be a school kid: backpacks, fashion, drinking bottles & boxes, books

### Trade fairs

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

## 4/2024

**Editorial deadline:** 29.07.2024  
**Advertising deadline:** 01.08.2024  
**Publication date:** 30.08.2024

### Focal themes

- Innovations on the occasion of Kind + Jugend
- All-round sustainability: certified products, recycling and upcycling, environmentally conscious production
- Soother special: Soothers, pacifier chains, cleaning and accessories

### Trade fairs

Kind + Jugend, Cologne  
 ShowUp, Amsterdam/Netherlands  
 Kids Austria, Salzburg/Austria

## baby&junior BRAND NEWS

**Editorial deadline:** 31.07.2024  
**Advertising deadline:** 02.08.2024  
**Publication date:** 03.09.2024

### Focal themes

Special edition for Kind + Jugend 2024:  
 Product innovations, industry news &  
 information about the fair

Distribution of BRAND NEWS in  
 Cologne hotels, distribution with  
 promoters at Kind + Jugend

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

## 5/2024

**Editorial deadline:** 09.09.2024  
**Advertising deadline:** 20.09.2024  
**Publication date:** 15.10.2024

### Focal themes

- **Baby Mobil:** strollers, buggies, car seats, baby carriers
- **Trendy animal motifs:** baby and children's products in animal design
- **Cuddly autumn highlights:** Footmuffs, blankets and pillows, fashion and accessories, plush animals

## 6/2024

**Editorial deadline:** 12.11.2024  
**Advertising deadline:** 22.11.2024  
**Publication date:** 18.12.2024

### Focal themes

- **Children's oasis of well-being:** furniture, lamps, textiles, decoration
- **Sustainable and new play ideas on the occasion of the International Toy Fair**
- **Outlook for fashion trends in 2025**
- **EXTRA:** Pocket calendar 2025

### Trade fairs

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

## baby&junior Pocket Diary 2025

**Advertising deadline:** 01.08.2024  
**Publication date:** 30.08.2024

### Facts

- 92 x 157 mm (width x height), plus 3 mm bleed on all sides
- Print run: 5,300 copies

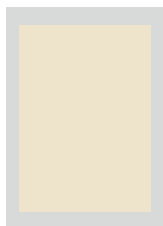
The calendar will be available at Kind + Jugend, on other fairs and will be enclosed in the issue 6

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





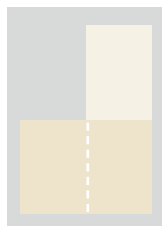
# Ad Rates and Ad Formats\*



**1/1 page**

B: 210 mm x 297 mm

**5,250.- €**

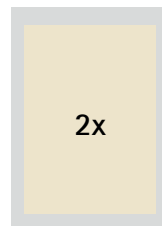


**1/2 page**

B: 210 mm x 151 mm

B: 100 mm x 297 mm

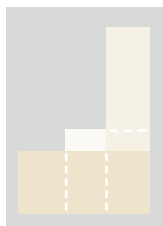
**2,870.- €**



**2/1 page**

B: 420 mm x 297 mm

**8,160.- €**

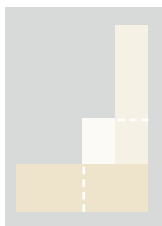


**1/3 page**

B: 210 mm x 106 mm

B: 78 mm x 297 mm

**2,040.- €**



**1/4 page**

B: 210 mm x 75 mm

PS: 94 mm x 131 mm

PS: 62 mm x 197 mm

**1,500.- €**



**1/6 page**

PS: 192 mm x 43 mm

PS: 94 mm x 86 mm

PS: 62 mm x 131 mm

**1,070.- €**



**1/8 page**

PS: 94 mm x 66 mm

PS: 62 mm x 99 mm

PS: 192 mm x 33 mm

**800.- €**

## Best Placement:

Front + Back cover page **9,690.- €**

Opening spread **9,070.- €**

(2nd cover page + page 3)

Front cover page **6,570.- €**

2nd cover page **5,600.- €**

3rd cover page **5,500.- €**

Back cover page **6,060.- €**

Eye-catcher **3,880.- €**

Lead page **2,400.- €**

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 1,275.- €**

## 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

## 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.- €.

**10 %**

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

**on request**

## Ad specials:

Inserts/price per thousand

up to 25 g:

**510.- €**

up to 50 g:

**612.- €**

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: 4,000.- €

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:  
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: 2,300.- €

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 20.**





# 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: 3,880.- €

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:

2,400.- €

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 bilingual BRAND NEWS appears to the Kind + Jugend fair in Cologne in an attractive oversize special format. The magazine will contain innovations from all over the world and will be published digitally worldwide. It will focus on the innovations and high-lights of the second half of the year.

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

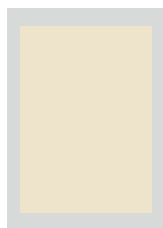
**Special format:** 245 mm wide x 340 mm high

**Print space:** 215 mm wide x 290 mm high

**Closing date Editorial:** 31.07.2024

**Closing date Advertising:** 02.08.2024

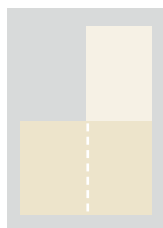
**Publication date:** 03.09.2024



**1/1 page**

B: 245 x 340 mm

**5,250.- €**

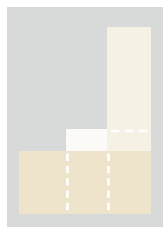


**1/2 page**

B: 120 x 340 mm

B: 245 x 168 mm

**2,870.- €**

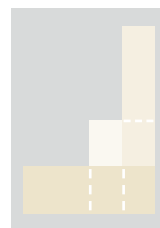


**1/3 page**

B: 82 x 340 mm

B: 245 x 115 mm

**2,040.- €**



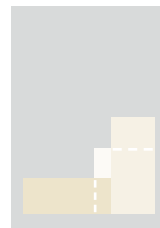
**1/4 page**

PS: 50 x 290 mm

PS: 215 x 70 mm

PS: 105 x 145 mm

**1,500.- €**



**1/6 page**

PS: 105 x 95 mm

PS: 215 x 45 mm

**1,070.- €**



**1/8 page**

PS: 105 x 70 mm

PS: 215 x 35 mm

**800.- €**

Maximum format for loose insert: 240 x 340 mm (width x height)

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



# hey BABY

– born for  
your success:

**Publication date:** 07.05.2024  
**Editorial deadline:** 02.04.2024  
**Advertising deadline:** 09.04.2024  
**Format:** 205 x 271 mm  
**Circulation:** 30,000 copies

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 circulation of 30,000 copies of Hey Baby, you will reach exactly this target group.

Here everything evolves around baby and toddler equipment: we show products like baby carriages, car seats & infant carriers, care products, fashion & accessories or gift ideas. We also show sustainable products for everyday life with child. Midwife and event tips, helpful information and exciting background reports round off the spectrum.

## ADVERTISEMENT/ADVERTORIAL RATES IN EUR

Opening Spread (Inside front cover + page 3)	11,100.-
Inside front cover 205 x 271 mm	6,800.-
Inside back cover 205 x 271 mm	6,600.-
2/1 page 410 x 271 mm	9,800.-
1/1 page 205 x 271 mm	6,430.-
1/2 page high: 102 x 271 mm; across: 205 x 135 mm	3,520.-
1/3 page high: 68 x 271 mm; across: 205 x 90 mm	2,500.-
1/4 page high: 102 x 135 mm; across: 205 x 67 mm	1,850.-
1 page advertorial*	4,400.-
1/2 page advertorial*	2,600.-
Eye-catcher (2/1 picture)*	4,740.-
Opening page special topic*	2,930.-

## Contact

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# Pocket calendar 2025

Attendant for the year 2025.

Book your ads for a preferred month (depending on availability) and benefit from the sustainable advertising medium.



- Ad format:** 92 x 157 mm (width x height), plus 3 mm allowance on all sides
- Advertising deadline:** 01.08.2024
- Publication date:** 30.08.2024; the calendar will be distributed at Kind + Jugend and other fairs and enclosed in issue 6 (day of publication: 18.12.2024).
- Advertising rates:** 1/1 page for 635.- €, cover pages 750.- €
- Circulation:** 5,300 copies



# 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 Oline Gränke (odine.graenke@meisenbach.de, tel +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:

Oline Gränke, Order Management  
odine.graenke@meisenbach.de  
Tel +49 951 861-195

## Delivery address:

Schleunungsdruck GmbH  
Inserts: for attention of Thomas Gesell  
Eltertstraße 27  
97828 Markttheidenfeld  
Tel +49 9391 6005-9133



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# Distribution

## 1 Subscription prices 2024

### Subscription prices print 2024\*

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

### Subscription prices digital 2024\*

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	82,48 %
Abroad	17,52 %
<b>Print run actually distributed</b>	<b>100,00 %</b>

\*\*Average in percent - Issues July 2022 – June 2023

## 3 Classified potential of recipients: Distribution Germany, Austria, Switzerland (Multiple answers possible)

Trade	Number
<b>Specialist retail trade</b>	<b>23.190</b>
Retail trade - clothing	9.498
Retail trade - furniture, interior fittings	3.715
Retail trade - baby and children's products	2.754
Retail trade - toys	2.888
Retail trade - textiles, home textiles	1.262
Drugstores, pharmacies	395
Department stores, mail order business	1.467
Book trade	1.211
<b>Wholesale, trade agencies</b>	<b>1.849</b>
<b>Manufacturers</b>	<b>2.063</b>
<b>Total number of recipients</b>	<b>27.102</b>



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# Cross-Media Opportunities

## coverage (print + online)

baby&junior	4,500 copies
Newsletter	1,800 recipients
Website	116,461 page impressions
Website	18,634 visits

## fans social media

Facebook	3,272 follower
LinkedIn	342 follower
Instagram	1,702 follower

status: July 2023



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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



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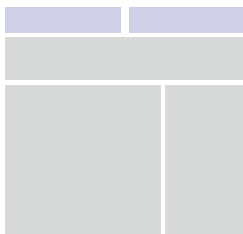


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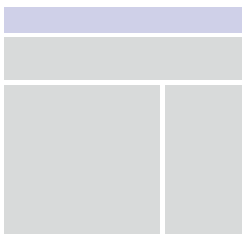
# Ad Banner on www.babyundjunior.de

## 1 Full Banner



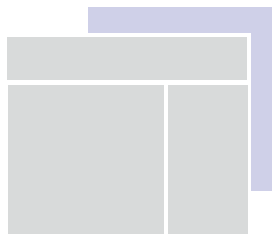
Size: 560 x 110 pixels  
Price\*: 1,010.- €

## 2 Superbanner



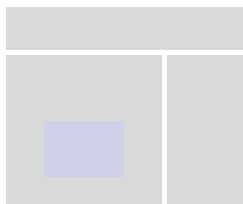
Size: 1,170 x 110 pixels  
Price\*: 2,090.- €

## 3 Hockeystick



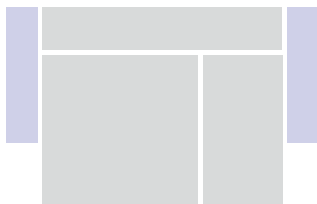
Size: 735 x 110 pixels +  
160 x 600 pixels  
Price\*: 1,630.- €

## 4 Content Ad\*\*



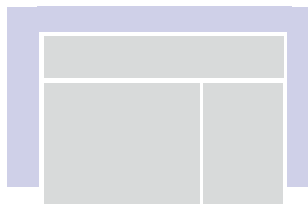
Size: 300 x 250 pixels  
Price\*: 1,275.- €

## 5 Skyscraper



Size: 160 x 600 pixels  
Price\*: 1,275.- €

## 6 Webskin



Size: (2x) 160 x 600 pixels +  
1,200 x 110 pixels  
Price\*: 2,240.- €

\*\*This banner is also visible in the mobile version and always remains in the field of view of the reader.

## 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 [Odine Gränke \(odine.graenke@meisenbach.de\)](mailto: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.

## Advertorial guidelines:

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

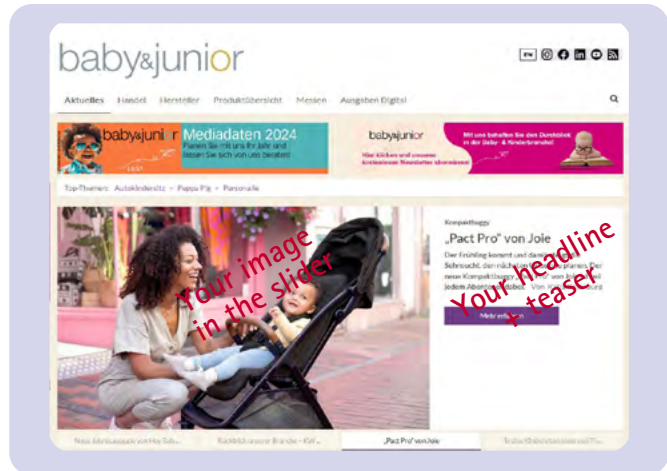
All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 915.- €

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

**Optional: Book our social media package!** Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook and LinkedIn.

Surcharge: 205.- € per portal



In the slider on our home page, your advertorial is always visible for 10 seconds.



Click here or take a picture – here you get to the Advertorial Online example



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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): 515.- €**

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

### Banner:

- 700 x 120 pixels, max. 100K

**Price: 2,140.- €**



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



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# 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): 945.- €

10 posts (per calendar year): 1,760.- €

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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# LinkedIn-Paket

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

**Package prices:**  
 5 posts (per calendar year): **945.- €**  
 10 posts (per calendar year): **1,760.- €**  
 Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 3,000 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on LinkedIn you can integrate up to 18 hashtags in addition to your text.



Join now

Join with Google

Sign in



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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.

Price: 510.- €



## 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: 1,440.-€  
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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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 appli-

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