

hey BABY

NEW! Hey Baby Autumn Edition is coming!

Our new Autumn Edition gives brands an additional platform for everything baby & family – complemented by seasonal topics and inspiration for the Christmas season.

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.

Publication date:	11/12/2026
Editorial deadline:	10/08/2026
Advertising deadline:	10/15/2026
Format:	205 x 271 mm
Circulation:	30,000 copies

ADVERTISEMENT/ADVERTORIAL RATES IN EUR

Opening Spread (Inside front cover + page 3)	11,500.-
Inside front cover 205mm x 271mm	7,030.-
Inside back cover 205mm x 271mm	6,820.-
2/1 page 410mm x 271mm	10,170.-
1/1 page 205mm x 271mm	6,670.-
1/2 page high: 102 x 271mm; across: 205 x 135mm	3,650.-
1/3 page high: 68 x 271mm; across: 205 x 90mm	2,600.-
1/4 page high: 102 x 135mm; across: 205 x 67mm	1,920.-
1 page advertorial*	4,490.-
1/2 page advertorial*	2,650.-
Eye-catcher (2/1 picture)*	4,830.-
Opening page special topic*	2,990.-

* The price includes one proofing cycle. Every additional proofing cycle we charge 150.- €.
For all ad sizes plus 3mm allowance on all sides. The specified formats are width x height.

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