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# hey BABY

**– born for  
your success:**

**Publication date:** 05.05.2025  
**Editorial deadline:** 31.03.2025  
**Advertising deadline:** 07.04.2025  
**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.



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



CONTACT



## ADVERTISEMENT/ADVERTORIAL RATES IN EUR

Opening Spread (Inside front cover + page 3)	11,300.-
Inside front cover 205 x 271 mm	6,900.-
Inside back cover 205 x 271 mm	6,700.-
2/1 page 410 x 271 mm	9,900.-
1/1 page 205 x 271 mm	6,550.-
1/2 page high: 102 x 271 mm; across: 205 x 135 mm	3,590.-
1/3 page high: 68 x 271 mm; across: 205 x 90 mm	2,550.-
1/4 page high: 102 x 135 mm; across: 205 x 67 mm	1,890.-
1 page advertorial*	4,490.-
1/2 page advertorial*	2,650.-
Eye-catcher (2/1 picture)*	4,830.-
Opening page special topic*	2,990.-

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