



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 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)	11,500.-
Inside front cover 205mm x 271mm	7,030.-
Inside back cover 205mm x 271mm	6,820.-
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* 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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