

baby&junior

babyundjunior.de

MEDIAKIT 2025

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

67th Volume



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

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 and its English counterpart 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

Telefon: +49 951 861-122

E-Mail: katja.keienburg@babyundjunior.de



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



Topics and Dates

1/2025

Editorial deadline: 21.01.2025
Advertising deadline: 31.01.2025
Publication date: 27.02.2025

Focal themes

- New baby and children's fashion trends for the H/W 2025/26 season
- Products for care, feeding and baby fashion from pregnancy to birth
- Please take a seat: Highchairs, baby bouncers and swings, seating
- News from the toy fair: Sustainable and new play ideas

2/2025

Editorial deadline: 07.03.2025
Advertising deadline: 15.03.2025
Publication date: 10.04.2025

Focal themes

- Mobile with baby: Carriers, pushchairs, bikes, vehicles, child car seats
- Nice things for the summer: water toys, fashion, sun protection, sunglasses, care
- Finally a school and daycare child: backpacks, fashion, drinking bottles & boxes, books

Trade fairs
Babini

baby&junior Hey Baby

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

Focal themes

For a good start in life: Accessories for the first few years such as pushchairs, car seats & infant carriers, care, fashion & accessories, gift ideas, midwife 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

3/2025

Editorial deadline: 22.05.2025
Advertising deadline: 01.06.2025
Publication date: 25.06.2025

Focal themes

- Chic in summer: preview of (sustainable) fashion for the F/S 2026 season
- Scandi style: A wide range of products in Scandinavian style
- Soother special: soothers, soother chains, cleaning and accessories

Trade fairs

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

4/2025

Editorial deadline: 03.08.2025
Advertising deadline: 06.08.2025
Publication date: 04.09.2025

Focal themes

- Innovations on the occasion of Kind + Jugend
- Focus on sustainability: Certified products, recycling and upcycling, environmentally conscious production

EXTRA: 2026 pocket diary

Trade fairs

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

baby&junior BRAND NEWS

Editorial deadline: 06.08.2025
Advertising deadline: 08.08.2025
Publication date: 09.09.2025

Focal themes

Special edition for Kind + Jugend 2025:
 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.





Topics and Dates

5/2025

Editorial deadline: 15.09.2025
Advertising deadline: 27.09.2025
Publication date: 23.10.2025

Focal themes

- Baby Mobil: pushchairs, buggies, car seats car seats, baby carriers
- Animal-friendly: baby and children's products in animal designs
- Cosy novelties: footmuffs, blankets and cushions, fashion and accessories, soft toys
- Best of: What we saw at Kind + Jugend

6/2025

Editorial deadline: 12.11.2025
Advertising deadline: 22.11.2025
Publication date: 18.12.2025

Focal themes

- The children's room as a feel-good place: furniture, lamps, textiles and decoration
- Sustainable and new play ideas on the occasion of the toy fair
- Outlook on the 2026 fashion trends

Trade fairs

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

baby&junior Pocket Diary 2025

Advertising deadline: 06.08.2025
Publication date: 04.09.2025

Facts

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

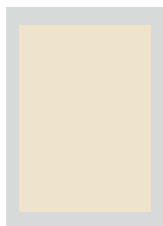
The calendar will be available at Kind + Jugend, on other fairs and will be enclosed in the issue 6

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





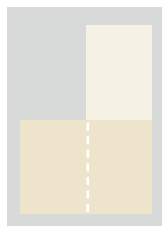
Ad Rates and Ad Formats*



1/1 page

B: 210 mm x 297 mm

5,350.- €



1/2 page

B: 210 mm x 151 mm

B: 100 mm x 297 mm

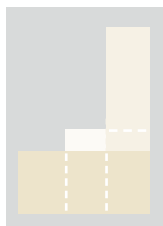
2,930.- €



2/1 page

B: 420 mm x 297 mm

8,320.- €

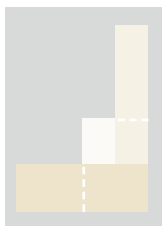


1/3 page

B: 210 mm x 106 mm

B: 78 mm x 297 mm

2,080.- €



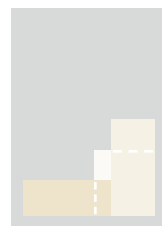
1/4 page

B: 210 mm x 75 mm

PS: 94 mm x 131 mm

PS: 62 mm x 197 mm

1,530.- €



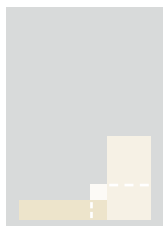
1/6 page

PS: 192 mm x 43 mm

PS: 94 mm x 86 mm

PS: 62 mm x 131 mm

1,090.- €



1/8 page

PS: 94 mm x 66 mm

PS: 62 mm x 99 mm

PS: 192 mm x 33 mm

820.- €

Best Placement:

Front + Back cover page

9,880.- €

Opening spread

9,250.- €

(2nd cover page + page 3)

Front cover page

6,600.- €

2nd cover page

5,700.- €

3rd cover page

5,600.- €

Back cover page

6,180.- €

Eye-catcher

3,950.- €

Lead page

2,450.- €

€

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



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

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:

520.- €

up to 50 g:

624.- €

Maximum format available for loose inserts:
205 x 297 mm

Rates for bound inserts on request

Pocket diary

Cover page

Inner part

760,- €

650,- €



Maria Radovanović

Media Consultant

Tel.: +49 (0)951 861-126

E-Mail: maria.radovanovic@babyundjunior.de



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

LOOKING FOR AN EMPLOYEE?

Our readers – Your future specialists!



Print ad

1/4 page (width x height 94 x 131mm)	740.-€
1/2 page (width x height 210 x 151mm or 100 x 297mm)	1.430.-€
1/1 page (width x height 210 x 297mm)	2.700.-€

Online ads

Newsletter + website	800.-€
----------------------	--------

Your job advertisement will be pushed in the newsletter and also appears on the website (duration 4 weeks) with a lead text and integrated PDF.



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: 4,080.- €

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: 2,350.- €

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 21.



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.



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

Double-sided eye-catcher: 3,950.- €

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.

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: 2,450.- €

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.



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



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)

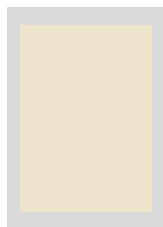
Special format: 245 mm wide x 340 mm high

Print space: 215 mm wide x 290 mm high

Closing date Editorial: 06.08.2025

Closing date Advertising: 08.08.2025

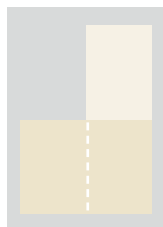
Publication date: 09.09.2025



1/1 page

B: 245 x 340 mm

5,350.- €

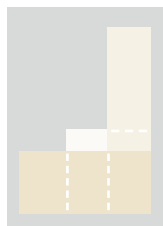


1/2 page

B: 120 x 340 mm

B: 245 x 168 mm

2,930.- €

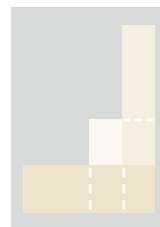


1/3 page

B: 82 x 340 mm

B: 245 x 115 mm

2,080.- €



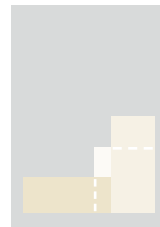
1/4 page

PS: 50 x 290 mm

PS: 215 x 70 mm

PS: 105 x 145 mm

1,530.- €



1/6 page

PS: 105 x 95 mm

PS: 215 x 45 mm

1,090.- €



1/8 page

PS: 105 x 70 mm

PS: 215 x 35 mm

820.- €

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



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



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.-

Contact

Katja Keienburg
 Tel.: +49 951 861-122
katja.keienburg@babyundjunior.de

Maria Radovanović
 Tel.: +49 951 861-126
maria.radovanovic@babyundjunior.de

*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.



Pocket calendar 2026

Attendant for the year 2026.
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:** 06.08.2025
- Publication date:** 04.09.2025; the calendar will be distributed at Kind + Jugend and other fairs and enclosed in issue 6 (day of publication: 18.12.2025).
- Advertising rates:** 1/1 page for 650.- €, cover pages 760.- €
- 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



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

Distribution

1 Subscription prices 2025

Subscription prices print 2025*

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

Subscription prices digital 2025*

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	82,87 %
Abroad	17,13 %
Print run actually distributed	100,00 %

**Average in percent - Issues July 2023 – June 2024

3 Classified potential of recipients:

Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number
Specialist retail trade	23.104
Retail trade - clothing	9.453
Retail trade - furniture, interior fittings	3.701
Retail trade - baby and children's products	2.761
Retail trade - toys	2.882
Retail trade - textiles, home textiles	1.257
Drugstores, pharmacies	389
Department stores, mail order business	1.459
Book trade	1.202
Wholesale, trade agencies	1.837
Manufacturers	2.059
Total number of recipients	27.000



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



Cross-Media Opportunities

coverage (print + online)

baby&junior	4,500 copies
Newsletter	1,800 recipients
Website	192,721 page impressions
Website	49,848 visits

fans social media

Facebook	3,223 follower
LinkedIn	575 follower
Instagram	2,010 follower

status: August 2024



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



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*
<https://podcast.babyundjunior.de>
Spotify, Apple, Amazon, Google Podcasts

Push via our newsletter
which goes out to 1,800 recipients

Menschen. Märkte. Meisenbach. 

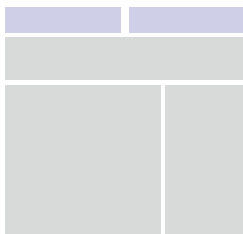
Your contact:
Maria Radovanovic / Media Consultant
maria.radovanovic@babyundjunior.de
Tel. +49 951-861-126





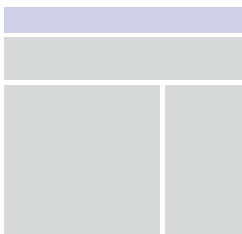
Ad Banner on www.babyundjunior.de

1 Full Banner



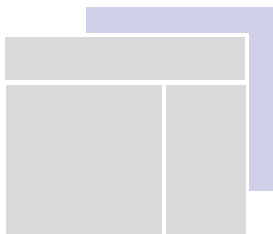
Size: 560 x 110 pixels
Price*: 1,030.- €

2 Superbanner



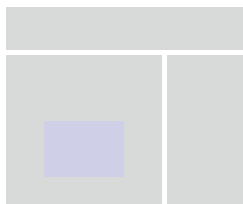
Size: 1,170 x 110 pixels
Price*: 2,130.- €

3 Hockeystick



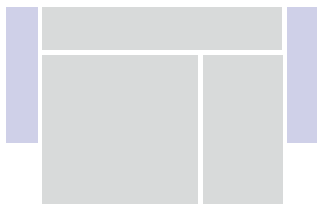
Size: 735 x 110 pixels +
160 x 600 pixels
Price*: 1,660.- €

4 Content Ad**



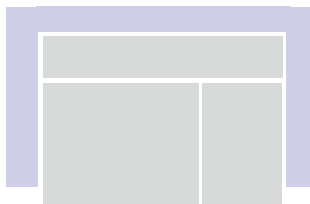
Size: 300 x 250 pixels
Price*: 1,300.- €

5 Skyscraper



Size: 160 x 600 pixels
Price*: 1,300.- €

6 Webskin



Size: (2x) 160 x 600 pixels +
1,200 x 110 pixels
Price*: 2,280.- €

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

Delivery of the banner data incl. linking by e-mail stating the customer name to Odine Gränke (odine.graenke@meisenbach.de).

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



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

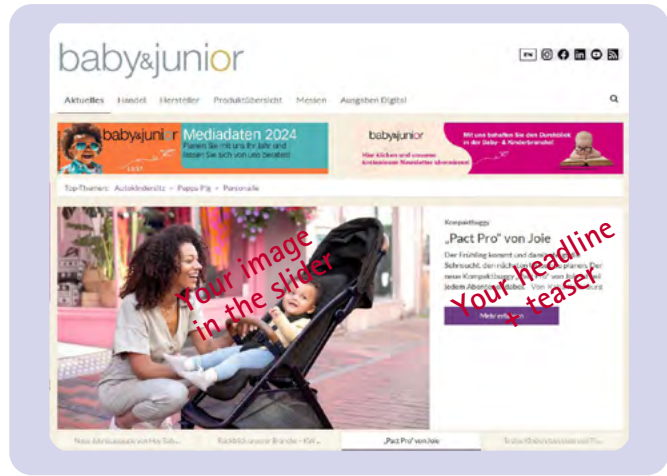
All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 930.- €

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



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



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): 530.- €

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: 2,180.- €



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



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT



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): 960.- €

10 posts (per calendar year): 1,790.- €

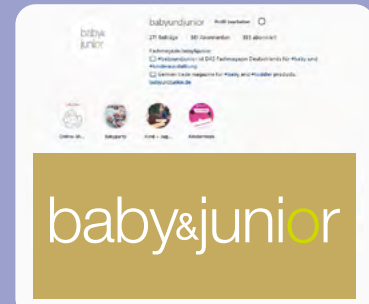
Larger quantity on request

- 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/>



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

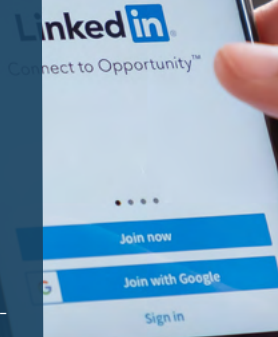


LinkedIn-Paket

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): **960.- €**
 10 posts (per calendar year): **1,790.- €**
 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.



© wichayada | stock.adobe.com



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

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: 520.- €



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: 1,470.-€
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



Ad Sales & Distribution:

Media Consultant:

Maria Radovanović

☎ +49 951 861-126

✉ maria.radovanovic@babyundjunior.de

Distribution:

Ulla Schiel

☎ +49 951 861-101

✉ vertrieb@meisenbach.de

Commercial Agency:

Baden-Württemberg, Südbayern

Christian Keller Media

Boulevard de la Promenade 46

11220 Lagrasse

Frankreich

☎ +49 162 2015013

✉ christian@kellermedia.eu

Order Management:

Odine Gränke

☎ +49 951 861-195

✉ odine.graenke@meisenbach.de

Foreign Representative

Türkiye

Feustel Fairs & Travel

Y.Emre Yardimci

Hacimimi Mah.,

Kemeraltı Cad. 27,

Kitapçibaşı Merkezi K:4,
34425 Beyoğlu, İstanbul

☎ +90 212 2459600

☎ +90 212 2459605

✉ emre.yardimci@feustelfairs.com.tr

Publishing house:

Meisenbach GmbH

Geisfelder Straße 14

96050 Bamberg

P.O. Box: 20 69

96011 Bamberg

☎ +49 951 861-0

✉ info@meisenbach.de

www.meisenbach.de

Managing Director: Ulrich Stetter

Head of editorial office: Sabine Stenzel

Head of online editorial office: Daniel Keienburg

Editorial staff:

Responsible Editor:

Katja Keienburg

☎ +49 951 861-122

✉ katja.keienburg@babyundjunior.de

Editorial Office:

Irene Friedrich

☎ +49 951 861-111

✉ irene.friedrich@meisenbach.de

Head of online editorial office:

Daniel Keienburg

☎ +49 951 861-176

✉ daniel.keienburg@meisenbach.de

Bank details:

Sparkasse Mainfranken, Würzburg

IBAN: DE50 7905 0000 0047 9552 65

Kto-Nr.: 47955265

BLZ: 790 500 00

BIC: BYLADEM1SWU

Terms of payment:

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-

cable rate. Our Standard Terms and Conditions apply: [https://](https://content.meisenbach.de/en/AGB)

content.meisenbach.de/en/AGB



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT