

baby&junior

babyundjunior.de

# MEDIA KIT 2026

Ad rates no. 51, valid from 1 October 2025,  
as per: 05. May 2026

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:**

68th 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**

Editor in Chief

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# Topics and Dates

## 1/2026

Editorial deadline: **26.01.2026**  
Advertising deadline: **30.01.2026**  
Publication date: **26.02.2026**

### Focal themes

- New baby and children's fashion trends for the autumn/winter 2026/27 season
- Products for mums and babies covering care, feeding and baby fashion
- Safe sitting and playing: high chairs, baby bouncers and swings, seat cushions and play furniture
- Highlights of the Spielwarenmesse: sustainable and new play ideas

## 2/2026

Editorial deadline: **13.03.2026**  
Advertising deadline: **19.03.2026**  
Publication date: **17.04.2026**

### Focal themes

- Out and about with baby: baby carriers, push-chairs, balance bikes, vehicles, car seats
- Get ready for summer: water toys, fashion, sun protection, sunglasses, care products
- Lovely things for school and nursery children: rucksacks, fashion, drinking bottles & boxes, books
- Sleep, baby sleep: sleeping bags, dummies, baby monitors, textiles and furniture

### Trade fairs

Toys & Baby Milano

## baby&junior Hey Baby

Editorial deadline: **02.04.2026**  
Advertising deadline: **09.04.2026**  
Publication date: **08.05.2026**

### Focal themes

For a good start in life: accessories for the early years such as prams, car seats and infant carriers, care, fashion and accessories, gift ideas, midwife tips, children's rooms, baby sleep and much more.

### B2C magazine with distribution in retail stores Fairs

Babini, Kinderfestival, BabyExpo Wien,  
Infalino sowie Fachmessen

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

**3/2026**

Editorial deadline: **11.05.2026**  
Advertising deadline: **19.05.2026**  
Publication date: **17.06.2026**

## Focal themes

- Chic in summer: preview of (sustainable) fashion for the spring/summer season 2027
- Scandi style: Scandinavian-style products
- Dinner is served: crockery, cutlery, bottles, bibs, high chairs

## Trade fairs

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

**4/2026**

Editorial deadline: **05.08.2026**  
Advertising deadline: **12.08.2026**  
Publication date: **08.09.2026**

## Focal themes

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

EXTRA: 2027 pocket diary

## Trade fairs

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

**baby&junior**  
**BRAND NEWS**

Editorial deadline: **12.08.2026**  
Advertising deadline: **19.08.2026**  
Publication date: **15.09.2026**

## Focal themes

Special edition for Kind + Jugend 2026:  
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

5/2026

Editorial deadline: **28.09.2026**  
Advertising deadline: **02.10.2026**  
Publication date: **29.10.2026**

## Focal themes

- Baby mobility: buggies, pushchairs, car seats, baby carriers
- Animalistic business: baby and children's products with animal designs
- Cosy autumn: textiles, footmuffs, blankets and pillows, fashion and accessories, soft toys
- Best of Kind + Jugend 2026

6/2026

Editorial deadline: **16.11.2026**  
Advertising deadline: **20.11.2026**  
Publication date: **17.12.2026**

## Focal themes

- Children's rooms to feel good in: furniture, lamps, textiles and decoration
- Sustainable and new play ideas at the 2027 Toy Fair
- Outlook on 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  
HdM Kids World, Eschborn  
Pitti Bimbo, Florenz/Italy  
ShowUp, Amsterdam/Netherlands  
Kids Time, Kielce

**baby&junior**  
**Pocket Diary 2026**

Advertising deadline: **12.08.2026**  
Publication date: **08.09.2026**

## Facts

- 92mm x 157mm (width x height), plus 3mm 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.



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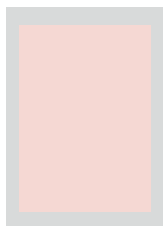


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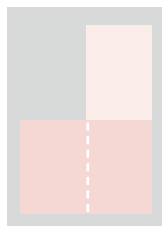
# Ad Rates and Ad Formats\*



**1/1 page**

B: 210mm x 297mm

**5,450.- €**



**1/2 page**

B: 210mm x 151mm

B: 100mm x 297mm

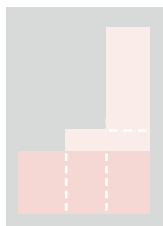
**2,980.- €**



**2/1 page**

B: 420mm x 297mm

**8,470.- €**

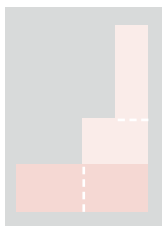


**1/3 page**

B: 210mm x 106mm

B: 78mm x 297mm

**2,120.- €**



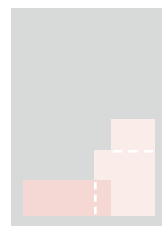
**1/4 page**

B: 210mm x 75mm

PS: 94mm x 131mm

PS: 62mm x 197mm

**1,560.- €**



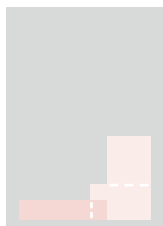
**1/6 page**

PS: 192mm x 43mm

PS: 94mm x 86mm

PS: 62mm x 131mm

**1,110.- €**



**1/8 page**

PS: 94mm x 66mm

PS: 62mm x 99mm

PS: 192mm x 33mm

**840.- €**

## Best Placement:

Front + Back cover page	<b>10,060.- €</b>
Opening spread	<b>9,420.- €</b>
(2nd cover page + page 3)	
Front cover page	<b>6,820.- €</b>
2nd cover page	<b>5,800.- €</b>
3rd cover page	<b>5,700.- €</b>
Back cover page	<b>6,290.- €</b>
Eye-catcher	<b>4,020.- €</b>
Lead page	<b>2,500.- €</b>

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 3mm allowance on all sides

# 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 1,300.- €**

## Magazine format:

DIN A 4, 210mm wide x 297mm high

## Discounts:

Ads within 12 months (insertion year):

Frequency discount

3 Ads	<b>5 %</b>
6 Ads	<b>10 %</b>

## 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.- €.

## Ad rate for job offers

(mm-ad rate in b/w):

on request

## Ad specials:

Inserts/price per thousand

up to 25g: **530.- €**

up to 50g: **635.- €**

Maximum format available for loose inserts:

205mm x 297mm

Rates for bound inserts on request

Pocket diary

Cover page

Inner part

**770.- €**

**660.- €**



## Natalia Rudova

Media Consultant

Tel.: +49 951 861-127

E-Mail: [natalia.rudova@meisenbach.de](mailto:natalia.rudova@meisenbach.de)



# LOOKING FOR AN EMPLOYEE?

## Our readers - Your future specialists!



### Print ad

¼ page (width x height 94mm x 131mm)	760.-€
½ page (width x height 210 x 151mm or 100 x 297mm)	1,470.-€
1/1 page (width x height 210mm x 297mm)	2,780.-€

### Online ads

Newsletter + website	830.-€
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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.

Combined  
discount  
Print | Online  
10 %



# 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: 4,160.- €

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: 2,390.- €

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.**



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# 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: 4,020.- €

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: 2,500.- €

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.



# 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 highlights of the second half of the year.

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

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

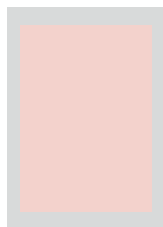
**Print space: 215mm wide x 290mm high**

**Closing date Editorial: 12.08.2026**

**Closing date Advertising: 19.08.2026**

**Publication date: 15.09.2026**

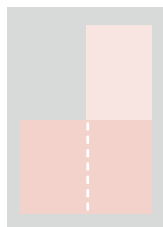
**baby&junior**



**1/1 page**

B: 245mm x 340mm

**5,450.- €**

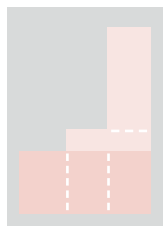


**1/2 page**

B: 120mm x 340mm

B: 245mm x 168mm

**2,980.- €**

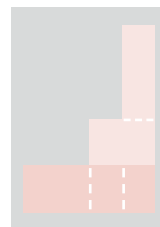


**1/3 page**

B: 82mm x 340mm

B: 245mm x 115mm

**2,120.- €**



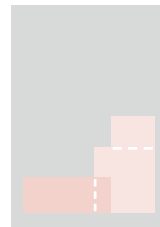
**1/4 page**

PS: 50mm x 290mm

PS: 215mm x 70mm

PS: 105mm x 145mm

**1,560.- €**

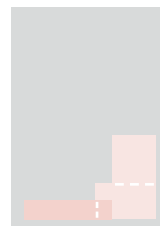


**1/6 page**

PS: 105mm x 95mm

PS: 215mm x 45mm

**1,110.- €**



**1/8 page**

PS: 105mm x 70mm

PS: 215mm x 35mm

**840.- €**

Maximum format for loose insert: 240mm x 340mm (width x height)  
Ad formats bleed off: Bleed ad format plus 3mm allowance on all sides



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[Click here for the current issue of Hey Baby!](#)

**Publication date:** 08.05.2026  
**Editorial deadline:** 02.04.2026  
**Advertising deadline:** 09.04.2026  
**Format:** 205 mm x 271 mm  
**Circulation:** 30,000 copies

### Contact

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

Natalia Rudova  
 Tel.: +49 951 861-127  
 natalia.rudova@meisenbach.de

\*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.

# 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.-
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.-



# Pocket calendar 2027

Your attendant for the year 2027.  
Book your ads for a preferred month  
(depending on availability) and  
benefit from the sustainable  
advertising medium.



**Ad format:** 92 mm x 157 mm (width x height),  
plus 3mm allowance on all sides

**Advertising deadline:** 12.08.2026

**Publication date:** 15.09.2026; the calendar will be distributed at Kind  
+ Jugend and other fairs and enclosed in issue 6  
(day of publication: 17.12.2026).

**Advertising rates:** 1/1 page for 660.- €, cover pages 770.- €

**Circulation:** 5,300 copies



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# Specifications

## Magazine format:

210mm wide x 297mm high

## Print space:

192mm wide x 263mm 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 3mm 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.- €/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

Anna Ugrica (anna.ugrica@meisenbach.de, tel +49 951 861-100) 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:

Anna Ugrica, Order Management  
anna.ugrica@meisenbach.de  
Tel +49 951 861-100

## Delivery address:

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



# Distribution

## 1 Subscription prices 2026

Subscription prices print 2026*	
Issues per year	6
Domestic incl. postage and 7 % VAT	98,- €
Abroad Europa	105,- €
Abroad world	162,- €

Subscription prices digital 2026*	
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 %
<b>Print run actually distributed</b>	<b>100,00 %</b>

\*\*Average in percent - Issues July 2024 – June 2025

## 3 Classified potential of recipients: Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number
<b>Specialist retail trade</b>	<b>23.087</b>
Retail trade - clothing	9.441
Retail trade - furniture, interior fittings	3.699
Retail trade - baby and children's products	2.754
Retail trade - toys	2.878
Retail trade - textiles, home textiles	1.252
Drugstores, pharmacies	381
Department stores, mail order business	1.487
Book trade	1.195
<b>Wholesale, trade agencies</b>	<b>1.823</b>
<b>Manufacturers</b>	<b>2.051</b>
<b>Total number of recipients</b>	<b>26.961</b>



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# Cross-Media Opportunities

## coverage (print + online)

baby&junior	4,500 copies
Newsletter	1,800 recipients
Website	284,391 page impressions
	109,632 visits

## fans social media

LinkedIn	674 followers
Instagram	2,231 followers

status: September 2025



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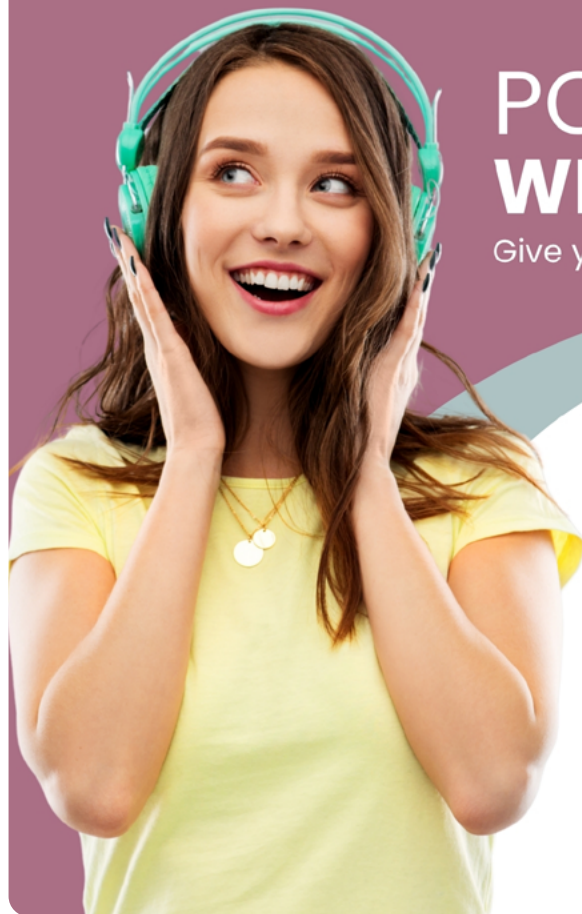
CONTACT



baby&junior

# 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



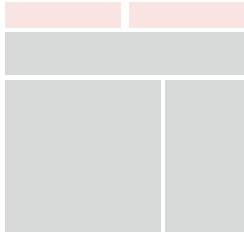
**Your contact:**

Natalia Rudova  
Media Consultant  
[natalia.rudova@meisenbach.de](mailto:natalia.rudova@meisenbach.de)  
+49 951 861-127



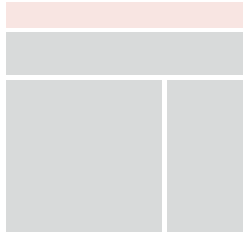
# Ad Banner on www.babyundjunior.de

## 1 Full Banner



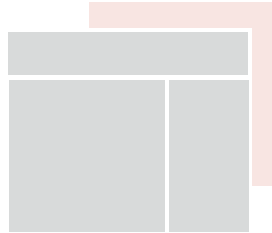
Size: 560 x 110 pixels  
Price\*: **1,050.- €**

## 2 Superbanner



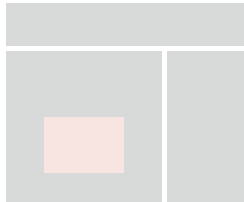
Size: 1,170 x 110 pixels  
Price\*: **2,170.- €**

## 3 Hockeystick



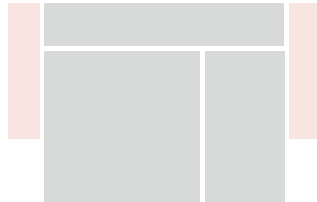
Size: 735 x 110 pixels +  
160 x 600 pixels  
Price\*: **1,690.- €**

## 4 Content Ad\*\*



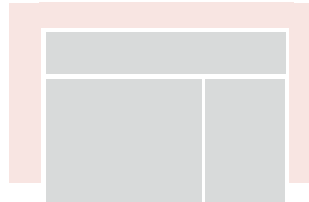
Size: 300 x 250 pixels  
Price\*: **1,320.- €**

## 5 Skyscraper



Size: 160 x 600 pixels  
Price\*: **1,320.- €**

## 6 Webskin



Size: (2x) 160 x 600 pixels +  
1,200 x 110 pixels  
Price\*: **2,320.- €**

\*\*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

Delivery of the banner data incl. linking by e-mail stating the customer name to Anna Ugrica (anna.ugrica@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:

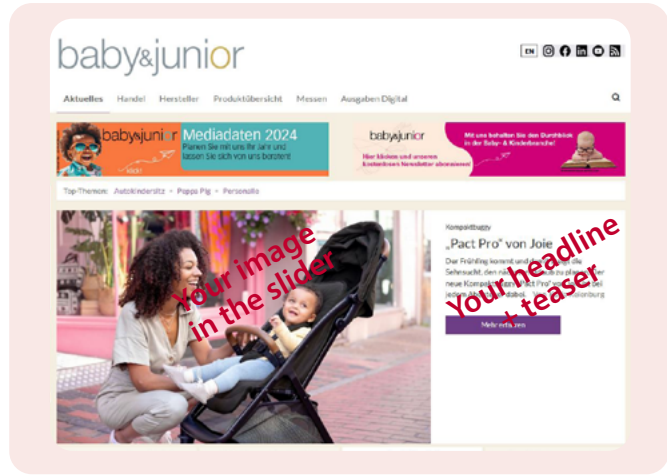
- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

**To attract more attention, your advertorial will be prominently displayed in the slider on our website.**

**To increase the reach of your message, we will also integrate the advertorial into our newsletter and publish it on our Linked-In channel.**

**Price: 1500.- €**

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



**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**

# 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 Anna Ugrica (anna.ugrica@meisenbach.de).

**Rates per Ad (Banner): 540.- €**

## 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: 2,220.- €**



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





# 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): 980.- €
- 10 posts (per calendar year): 1,820.- €
- Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1080 x 1440 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.



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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):	980.- €
10 posts (per calendar year):	1,820.- €
Larger quantity on request	

- We need one photo per post
- Minimum dimensions: 1080 x 1080 pixels, 1080 x 1350 pixels, 1200 x 627 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.



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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: 530.- €



## 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: 1,500.-€  
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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