

świat ZABAWEK

GIER PLANSZOWYCH I KSIĄŻEK

swiatzabawek.net

PRINT



WWW



VIDEO



SOCIAL
MEDIA



Instagram



IN OTHER WORDS

HOW TO REACH BUYERS AND INDEPENDENT RETAILERS?

BY PARTNERING WITH ŚWIAT ZABAWEK GIER PLANSZOWYCH I KSIĄŻEK MAGAZINE, **YOU WILL REACH AN ENGAGED AUDIENCE** OF TOY, BOARD GAMES, HOBBY AND BOOK INDUSTRY PROFESSIONALS.

YOU HAVE ACCESS TO A TRUSTED INTEGRATED MARKETING-COMMUNICATIONS PLATFORM, OFFERING YOU INNOVATIVE CHANNELS AND THEREFORE A LOT OF CREATIVE ADVERTISING AND MARKETING SOLUTIONS.

OUR TEAM CAN DEVELOP AND DELIVER A **TAILORED MARKETING PACKAGE** TO HELP YOUR BRAND ACHIEVE ITS SPECIFIC STRATEGIC OBJECTIVES, FEATURING ELEMENTS INCLUDING:

- ADVERTISING (OFF- AND ONLINE)
- EDITORIAL SUPPORT
- EVENT PARTNERSHIP
- DIRECT MARKETING
- SOCIAL
- INSERTS AND COVERS
- VIDEO (CREATING AND DISTRIBUTING)
- CUSTOM EVENTS
- EDUCATIONAL TOOLS
- REVIEWS

MEDIA INFO 2020

WHAT WE OFFER

EXAMPLES OF B2B COMMUNICATION FORMATS

SWIATZABAWEK.NET



B2B website: swiatzabawek.net, offers our audience easily digestible news and products reviews and features.

Communication possibilities:

- banners
- editorial news
- editorial with video
- product feature

Unique users: ab. 6200 (Sept. 2019)

Banners Editorial news Video Product features

SOCIAL MEDIA



Reach the professionals using our social media:

- Facebook with more than 2000 fans the posts can generate an outstanding range with no promotion activity. The profile is for social news, products features and business news.
- Instagram profile is dedicated to product features
- LinkedIn is dedicated to business news and leads.

VIDEO:

- YOUTUBE – video content is distributed via our newsletter, website and social channels and pdf issues.



ENEWSLETTER



Our newsletters delivers straight to the inboxes of our readers information as well as links to our print magazine issues.

Maintaining their engagement we are sure that information is delivered. It is very essential tool since the time for searching information is strictly limited by other business duties.

Dedicated mailings possible.

Subscribers: 3,982 (Aug. 19)
eNewsletter frequency: once a month

PRINT



ŚWIAT ZABAWEK magazine is on for more than 20 years. Our print magazine is still recognized as a solid source of information, news, opinion, insight, analysis, comment, interviews, articles, product features and much more.

Print magazine reaches all parts of the decision-making chains. As a print we are not in the junk email box but delivered direct on the desks of professionals.

We attend the key toy and licensing events, so print is the excellent tool to maintain the contact with buyers and independent retailers during trade meetings and to increase the visibility of your trade advertising messages.

High quality of print, paper and modern layout is a guarantee that your company will be recognized by our readers as a reliable business partner.

Distribution: 4000 print copies plus pdf file distribution (ab. 1900-2700 copies)

Readership: av. 9000 (publisher statement. One copy reach ab. 2-3 people)

Frequency: 9 issues a year (the only in Poland)

Format: 220x290 mm

Communication formats:

- advertising messages
- covers
- custom advertising solutions
- product feature and review
- special, dedicated editorial formats
- editorial support in news part
- inserts to dedicated part of circulation to attract the attention of your target group
- embedded video to advertisements and editorial in the pdf

PRINT MAGAZINE CALENDAR

ISSUE	PUBLICATION	BOOKING	MATERIALS	PRODUCT REVIEWS TOPICS
1/20	18.01.2020	08.01.2020	11.01.2020	BOARD GAMES FOR TODDLERS • COLLECTIBLES • PLUSH TOYS • WOODEN TOYS • LICENSED • SPORT GAMES AND PLAY
2/20	20.02.2020	14.02.2020	16.02.2020	FAMILY BOARD GAMES • BOOKS FOR READING AND MORE • LEARNING AND EXPERIMENTING • OUTDOOR TOYS • BATH TOYS • JUST PLAY
3/20	22.03.2020	16.03.2020	20.03.2020	ACTION BOARD GAMES • CHILDREN'S DAY GIFTS • BABY WALKERS, BIKES ETC. • CREATIVE TOYS • VEHICLE TOYS (CARS, DIE-CAST, GARAGE ETC.) • BEACH TOYS
4/20	24.04.2020	20.04.2020	12.04.2020	ULTIMATE BATTLE • CONSTRUCTION TOYS • GRADUATION GIFTS • FIRST COMUNION GIFTS • DOUGH&MODELLING, SLIME
5-6/20	24.05.2020	20.05.2020	20.05.2020	PARTY, CARD, ADVANCED BOARD GAMES • KIDULT • OPTICAL ILLUSION TOYS • PROGRAMMING • PLAY IN GARDEN
7-8/20	31.07.2020	20.07.2020	26.07.2020	DOLLS AND ACCESSORIES • COOKING&BAKING TOYS AND MORE • SENSORY TOYS • TECH TOYS • LICENSED
9/20	29.08.2020	20.08.2020	23.08.2020	SANTA CLAUS RECOMMENDS • S.T.R.E.A.M. TOYS • FIRST TOYS • MATH AND WORD BOARD GAMES • SORTERS • BABY CUBES
10/20	15.10.2020	04.10.2020	09.10.2020	SANTA CLAUS RECOMMENDS • PUZZLES • FIRST BOOKS • GAMES OF CHANCE • GIGA FUN&PLAY • WOW EFFECT
11-12/20	29.11.2020	13.11.2020	15.11.2020	DIY • KIDS TALENT SHOW (MUSICAL TOYS) • LITLLE LADY • CARNIVAL AND FESTIVE ARTICLES • LOGIC BOARD GAMES • PREMIUM TOYS

CONTENT

Our print magazine is published on a regular schedule and contain a variety of content:



News from toy, board games, hobby, books sectors



Reports, business analysis, Consulting for retailers, Consumer trends



We attend and create events - then we write about them.



Products features, reviews, novelties, trends

WE SUPPORT YOUR CONTENT AND WE CAN CREATE THE CONTENT FOR YOU!

- ADVERTISING MESSAGE
- EDITORIAL
- VIDEO
- ENEWSLETTERS, BANNERS, LANDING PAGES ETC.

JUST ASK FOR DETAILS