

lek & baby *revyn*



Advertising rates 2020

Our different AD formats



Front cover page



Back cover page



1/1 page



Center fold



Supplier page



1/2 page laying



1/2 page standing



1/4 page

A unique magazine that reaches the toy and baby industry

Lek- & Babyrevyn contain all possible information about the toy and baby industry. It is owned by the Swedish Toy Association and is read by almost all operators in the Swedish toy and baby trade. It also has some spread in the other Nordic countries.

In Lek- & Babyrevyn you can read about:

- Industry and personal news
- New laws and regulations
- Fair reports
- Product news

We do in-depth reportage on:

- Stores
- Chains
- Wholesalers
- eCommerce
- Manufacturers

We monitor and report from trade fairs, both in Sweden and in the rest of the world. Thanks to cooperation within ITMA (International Toy Magazine's Association) and BCMI (Babycare Magazines International) we also publish regular reports from the international market.

Notice! The ad format is measured in width x height.



Publication schedule 2020

No	Deadline for booking	Deadline for submission	Date of publication
1	7/1	8/1	31/1
2	2/3	4/3	20/3
3	14/4	15/4	4/5
4	17/8	19/8	4/9
5	28/9	30/9	16/10
6	16/11	18/11	4/12

AD format and rates (in SEK)

Cut format: A4. The ad format is measured in width x height! Text-face: 160x255 mm. The magazine is printed on uncoated paper. Advertising tax is included. VAT is not included. VAT number is requested inside EU.

BOOKINGS

Lena Hedö. Phone: +4670 590 77 33
e-mail: lena@lekobaby.se

SPECIFICATION FOR DIGITAL ADS

Digital ads should be submitted as **eps** or **pdf**. They should have a resolution of 300 dpi and be in colour mode CMYK. Please create outlines of the text in eps files made in Illustrator.

ADDITIONAL INFORMATION:

Payments in advance may be requested. The magazine reserves the rights to deny any unwanted material. Cancellations later than 3 weeks before publishing date will be charged.

Format	Size in mm	Price	Please notice
Front cover page	210x297	28,900:-	<i>The ad should cover the whole page and have a bleed of at least 3 mm.</i>
Back cover page	210x262	19,900:-	<i>These ads should cover the entire page and have a bleed of at least 3 mm.</i>
Center fold	420x297	28,900:-	
1/1 inside cover page	210x297	17,900:-	
1/1 page	210x297	16,900:-	
1/2 laying	160x125	10,500:-	
1/2 standing	90x255		
1/4 page	160x55	7,500:-	
Supplements		16,900:-	<i>Supplements below 25 gram.</i>
Supplier page		990:-	<i>The price includes your logo and six lines of text.</i>
Employee information		1,290:-	

SUBSCRIPTION

Within Sweden 699 SEK/year
Outside Sweden 899 SEK/year
Lena Hedö, phone: +4670 590 77 33 or lena@lekobaby.se

AD MATERIAL DELIVERY ADDRESS:

Text å Form AH AB
Trädgårdsvägen 19, 2 tr, S-194 46
Upplands Väsby
e-mail: ah1@textaform.se

If there are any questions please call:
Annette Hofvander, +4670 811 46 05.

PRINTING COMPANY for delivery of attachments:
Printfabriken AB
Tennvägen 3, 371 50 Karlskrona

Banner 2020 – Website & Newsletter

www.lekobaby.se



For more information and booking please contact:

Jennifer Rydén Englund
at jennifer@lekobaby.se or
+4670-590 76 97.

Do you want to book a banner at the website and in the newsletter and maybe supplement with an ad in our trade magazine Lek & Babyrevyn. Contact us at info@lekobaby.se or at +4670-590 76 97/+4670-590 73 33.

Banner on the website

A banner on our new website helps you to boost your message and reach the industry quickly and efficiently.

Price:

Half width:	450 x 150	2,600 SEK
	450 x 300	3,700 SEK
Full width:	910 x 150	4,600 SEK
	910 x 300	6,100 SEK

The prices indicate that the banner will appear on the website for 1 month.

Banner in the Newsletter to our members

We give out electronic newsletters to our members around 15 issues a year, not in July. The recipients of the newsletter have agreed to receive the information and it gives the newsletter a high response.

Price:

1024 x 200 pixels 1 200 SEK per entry (full width)
400 x 200 pixels 900 SEK per entry (half width)

The material must be received 7 days prior to publication, do not forget to enter a link address. The banner should be in gif or jpeg and weigh max 100 kB.