

# lek & baby *revyn*

Advertising rates 2023





## A unique magazine that reaches the toy and baby industry

Lek & Babyrevyn contains all conceivable information for everyone who works with toys and baby products. It is owned by the industry organization Swedish Toy and Baby Association and reaches almost everyone in the Swedish toy and baby industry. It also has some spread in the other Nordic countries. It is published 6 times a year and is an excellent tool to reach both retailers and suppliers in the toy and baby industry.

### **In Lek & Babyrevyn you can e.g. read about**

Industry and personal news, new laws and regulations, trade fair reports and product news.

### **We do in-depth reportage about:**

Stores, chains, e-commerce, wholesalers and manufacturers. Thanks to the collaboration within the International Toy Magazines Association and Baby Care Maga-

zines International, we also publish recurring reports from the international market. Issue 1 is distributed at the Spielwarenmesse in Nuremberg and issue 4 is distributed at the Kind + Jugend in Cologne. These issues are printed in larger editions.

We know that Lek & Babyrevyn reaches out widely in the industries and that it is read by many more than the recipient himself. We also know that information regarding new products/ranges must now be obtained more actively from the stores. That's why we have a section in the magazine where you as a supplier/distributor can show off your new products and sell them directly from Revyn! We now also provide space for job advertisements, as well as the opportunity to be seen with a banner in our digital newsletters. There is already the opportunity to present new employees and it remains.



## NEWS in Lek & Babyrevyn!

### Present news

Eight products per page, equal space for everyone. The text may contain up to 240 characters incl. spaces. The image should be 51x65 mm (portrait), or 77x43 (landscape). Feel free to send both landscape and portrait image so we can adjust the layout.

**Price:** SEK 1,900 per product

### Banner in the newsletter

Lek & Babyrevyn has started sending out a digital newsletter that complements the printed newspapers. The newsletter reaches 1,200 people in the toy and baby industry. The goal is to have at least one newsletter a month (except July). Here we offer you to book a banner, 910x300 pixels.

**Price:** SEK 2,900 per newsletter.

### Message board

On the **Message Board** you can for example introduce new co-workers, seek staff, thank staff, lay out your business for sale. Or maybe it's a co-worker that has done something extra you want to lift in the industry. **For personal news**, send a face photo together with a short text and contact information.

**Price:** SEK 1,500/personal news

**Your job postings.** You get up to 400 characters incl. spaces and logo.

**Price:** SEK 3,500, if you want more space, contact [lena@lekobaby.se](mailto:lena@lekobaby.se)

### Editorial advertisement

If you want an editorial ad, this is fine, the cost is the same as for "regular" ads and we layout it for you.

# Advertisal information

## Publication schedule 2023

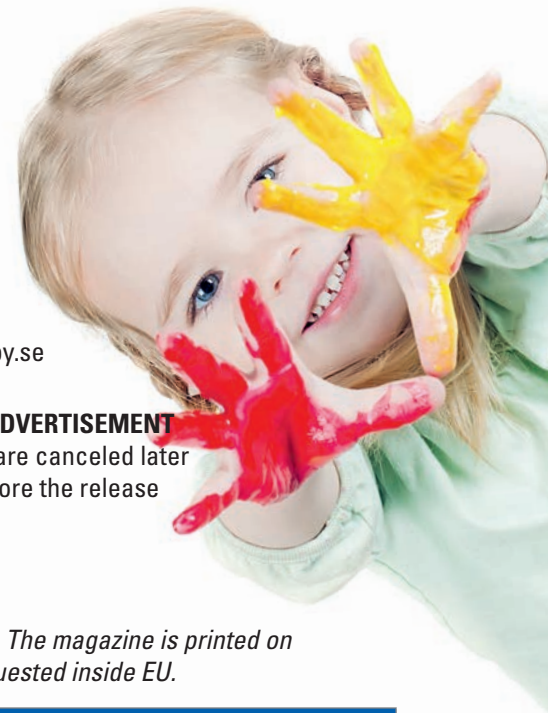
No	Deadline for booking	Deadline for submission	Date of publication
1	9/1	11/1	3/2
2	6/3	8/3	24/3
3	2/5	3/5	19/5
4	14/8	16/8	1/9
5	25/9	27/9	13/10
6	13/11	15/11	1/12

### AD BOOKING

Contact **Lena Hedö**,  
tel: 070-590 77 33,  
e-mail: lena@lekobaby.se

### CANCELLATION OF ADVERTISEMENT

Advertisements that are canceled later than three weeks before the release date will be charged.



## 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.

Format	Size in mm	Price (SEK)	Please notice
Front cover page	210x297	29,900	The ad should cover the whole page and have a bleed of at least 3 mm. Leave space at the top (75 mm) for Lek & Babyrevyn's logo, it will be added by us.
Back cover page	210x262	21,900	These ads should cover the entire page and have a bleed of at least 3 mm.
Center fold	420x297	29,900	
1/1 inside cover page	210x297	19,900	
1/1 page	210x297	18,900	
1/2 laying	160x125	11,500	
1/2 standing	90x255		
1/4 page	160x55	7,900	
Supplements		16,900	Supplements below 25 gram.
Supplier page		990	The price is per issue. The price includes space for your logo plus six lines of text.
Product news		1,900	Eight products per page. Text max 240 characters incl. spaces. Picture 51x65 or 77x43 mm.
Employee information		1,500	
Job advertisement		3,500	Here you get up to 600 characters with spaces and logo, if you want more space, contact us for a quote.
Banner News Letter	910x300 pixels	2,900	

### DIGITAL ADVERTISING MATERIAL

Digital advertising material is submitted as high-resolution pdf files or eps. The files must have a resolution of 300 dpi and be in CMYK color mode. Ai or eps files made in Illustrator must be vectorized.

### PAYMENT AND OTHER

Payment for advertisement can be requested in advance. The newspaper reserves the right to reject unwanted advertisements.

### SUBSCRIPTION

Within Sweden 799 SEK/year  
Outside Sweden 999 SEK/year  
Lena Hedö, phone: +4670 590 77 33 or  
lena@lekobaby.se

### AD MATERIAL DELIVERY ADDRESS:

Annette Hofvander, Text å Form AH AB  
Phone: +4670 811 46 05, e-mail: ah1@textaform.se  
If there are any questions please call or send an e-mail.



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Visiting and delivery address: C/O Lena Hedö • Djupdalsvägen 4E apartment 1402 • S-192 51 Sollentuna

[www.lekobaby.se](http://www.lekobaby.se)

