

Media Kit  
2023

# B2B JUGUETES

Specialized media in the toy and game industry

[www.juguetesb2b.com](http://www.juguetesb2b.com)

[www.interempresas.net](http://www.interempresas.net)

Maximum coverage in the  
spanish toy and game market



# Multichannel circulation

We project the contents to our audience, the professional of the toy and game industry, through different channels establishing a close and constant communication relationship with the professional community.



## PRINTED MAGAZINE

60 years publishing the magazine every two months, with specialized contents, market analysis and reports on product categories, interviews with professionals and companies. Transmitting knowledge about the toy and game industry.



## DIGITAL MAGAZINE

Previous the distribution of the printed magazine, the readers receives the digital version of the magazine in their e-mail.



## WEBSITE

Platform that publishes every day technical and current content of the sector, market analysis and commercial content.



## NEWSLETTER

Every Tuesday the newsletter collects the contents published on the website in previous days and is sent by e-mail to our database of professionals and companies in the sector.

# We take care of your brand

**JUGUETES**  
 Medio especializado del sector del juguete y del juego


We maximize the communication of your company by integrating it into our content and communication channels, multiplying the visibility of your brand and products and the contact with your professional customer.

## MULTICHANNEL CIRCULATION EXAMPLE



PRINTED MAGAZINE



DIGITAL MAGAZINE



NEWSLETTER



WEBSITE



SOCIAL NETWORK

## ¿What are your benefits as an advertiser?

Your company will be present in the only specialized magazine in the Spanish Toy and Games industry.

You will maximize your communication investment with our circulation optimization.

You will be in contact with the most relevant companies and professionals in your sector.

You will reach the best potential customers thanks to the segmentation of our data base.

# Circulation and audience

**MAGAZINE • Circulation: 4.423 copies/edition**

**DOUBLE  
CIRCULATION,  
DOUBLE IMPACT**

Printed edition: **2.060 copies**

| AUDIENCE                                       | %         | COPIES       |
|--|-----------|--------------|
| SPECIALIZED TOYS AND GAMES RETAILERS           | <b>65</b> | <b>1.339</b> |
| RETAILERS GROUPS, WHOLESALERS AND HYPERMARKETS | <b>9</b>  | <b>185</b>   |
| MANUFACTURERS, DISTRIBUTORS AND IMPORTERS      | <b>16</b> | <b>329</b>   |
| ASSOCIATIONS, AGENTS                           | <b>10</b> | <b>206</b>   |

Digital edition: **2.363 deliveries e-mail**

## SECTORAL CHANNEL

**50.000 visits/month**

## NEWSLETTER

**Sent to 2.363 e-mails**

**53% opening average rate**

**Weekly periodicity**

## READER PROFILE

|                                  |            |
|----------------------------------|------------|
| PROFESSIONAL TOY AND GAME BUYERS | <b>65%</b> |
| CEO/MARKETING/COMMERCIAL         | <b>25%</b> |
| OTHER PROFESSIONALS              | <b>10%</b> |

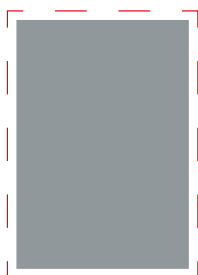
# Editorial Content Calendar (6 editions/year)

| EDITION          | DEADLINE        | MAIN CONTENT   |
|------------------|-----------------|--|
| FEBRUARY nr.252  | <b>02/13/23</b> | <ul style="list-style-type: none"> <li>• Christmas Campaign report - results</li> <li>• 2023 Brand new products and collections</li> <li>• Spielwarenmesse special report</li> <li>• Summer and Outdoor toys report</li> </ul> |
| APRIL nr.253     | <b>04/11/23</b> | <ul style="list-style-type: none"> <li>• International toy trends</li> <li>• Party articles special report</li> <li>• Back to school report</li> <li>• Juguetes b2b Awards 2023</li> </ul>                                     |
| JUNE nr.254      | <b>06/05/23</b> | <ul style="list-style-type: none"> <li>• Commercial Guide for toys and games</li> </ul>  |
| SEPTEMBER nr.255 | <b>09/12/23</b> | <ul style="list-style-type: none"> <li>• Previous next Christmas campaign</li> <li>• Carnival report</li> <li>• Natality report</li> </ul>   |
| NOVEMBER nr.256  | <b>10/31/23</b> | <ul style="list-style-type: none"> <li>• Industry barometer</li> <li>• Toys and games advertising campaign for christmas season</li> <li>• Licensing in the next Christmas campaign</li> </ul>                                 |
| DECEMBER nr.257  | <b>11/30/23</b> | <ul style="list-style-type: none"> <li>• First season toy report 2024</li> <li>• 2024 Previous International fairs</li> <li>• Toy industry guide</li> </ul>  |



# Advertising Spaces

## MAGAZINE

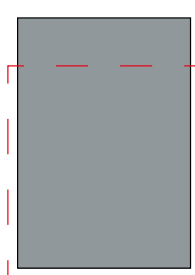


### PAGE

Price: **1.260€**



Measures: 210x297mm,  
+5mm of bleed and cutting marks

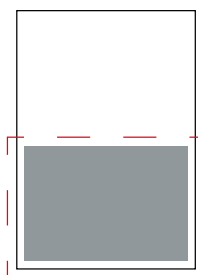


### FRONT COVER

Price: **2.940€**



Measures: 210x230mm,  
+5mm of bleed and cutting marks

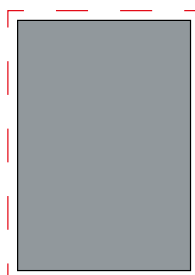


### 1/2 PAGE

Price: **680€**

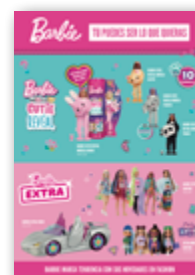


Measures: 190x135mm,  
+5mm of bleed and cutting marks

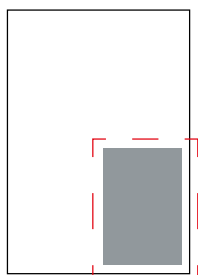


### INSIDE FRONT COVER

Price: **1.785€**



Measures: 210x297mm,  
+5mm of bleed and cutting marks

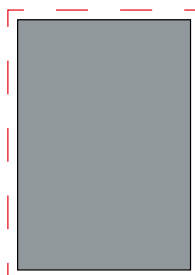


### 1/4 PAGE

Price: **375€**



Measures: 90x130mm,  
+5mm of bleed and cutting marks

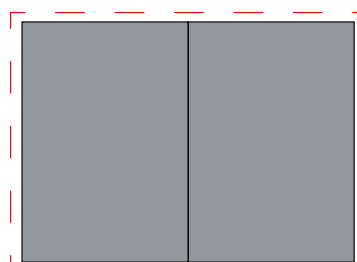


### BACK COVER

Price: **2.275€**



Measures: 210x297mm,  
+5mm of bleed and cutting marks

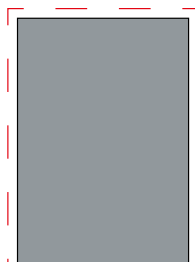


### Advertorial 2p.

Price: **2.095€**



Measures: 420x297mm,  
+5mm of bleed and cutting marks



### INSIDE BACK COVER

Price: **1.460€**



Measures: 210x297mm,  
+5mm of bleed and cutting marks

Discounts by nr. editions / year (6 editions)

|               |    |    |     |     |     |
|---------------|----|----|-----|-----|-----|
| Editions/year | 2  | 3  | 4   | 5   | 6   |
| Discount      | 3% | 6% | 10% | 12% | 15% |

Advertising booking:  
**5 weeks before publication date**

Deadline delivery artwork:  
**2 weeks before publication**

Advertising requirements:  
**Resolution: 300 dpi**  
**Format: JPG, PDF or TIFF**  
**Color: CMYK**

# Advertising Spaces

**JUGUETES**  
 Medio especializado del sector del juguete y del juego

## SECTORIAL CHANNEL

### 1 UPPER BANNER

728x90 px

Price: **35 €/CPM\***

### 2 UPPER SEMIBANNER

234x90 px

Price: **20 €/CPM\***

### 3 SPONSOR

940x250 px

Price: **1.160 €/month**

### 4 INTERSTITIAL

800x600 px

Price: **340 €/week**

### 5 INNER BANNER

728x90 px

Price: **820 €/month**

### 6 VIDEO E-MAGAZINE

Price: **580 €/month**

### 7 OUTSTANDING VIDEO

170x76 px

Price: **110 €/month**

### 8 LINKS OF INTEREST

170x76 px

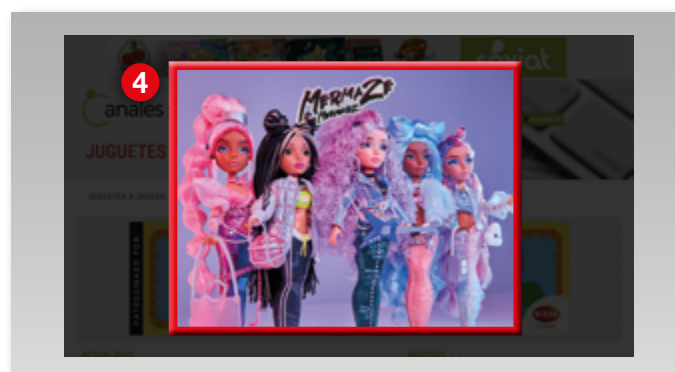
Price: **595 €/month**

### 9 TOP PRODUCT

Price: **150 €/month**

### 10 BRANDED CONTENT

Consult



# Advertising Spaces

## NEWSLETTER

- 1 **UPPER BANNER**  
728x90 px  
Price: **580 €/delivery**
- 2 **CENTRAL BANNER**  
728x90 px  
Price: **460 €/delivery**
- 3 **BEST VIDEO**  
Price: **460 €/delivery**
- 4 **BUTTON FAIRS/EVENTS**  
265x120 px  
Price: **460 €/delivery**
- 5 **OUTSTANDING PRODUCTS**  
Price: **135 €/delivery**



# Virtual fair

## about Toy and Games in Interempresas.net

**JUGUETES**  
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PRODUCTS



CATALOGUES



VIDEOS



NEWS



COMPANY DATA


 OPEN  
24 HOURS  
A DAY

 7 DAYS  
A WEEK

 365 DAYS  
A YEAR

## CATEGORIES

### BASIC Virtual stand

 Price: **115 €/month**

- Contact details
- Geolocation
- Web link
- Up to 15 products
- 1 PDF catalogue
- 1 video

### FULL Virtual stand

 Price: **170 €/month**

- Contact details
- Geolocation
- Web link
- Up to 45 products
- Up to 15 PDF catalogue
- Up to 15 videos
- Press releases

### PLUS Virtual stand

 Price: **230 €/month**

- Contact details
- Geolocation
- Web link
- Up to 75 products
- Up to 25 PDF catalogue
- Up to 25 videos
- Press releases
- Technical articles
- Reports and articles

Positioning and visibility of your products and brand in a b2b environment.

The traffic of your stand is measurable and you will receive monthly statistics for your control.

No fixed term. You can unsubscribe whenever you want and pay only for the current month.

## PRODUCTS CLASSIFIED BY CATEGORY AND SPECIALITY



# Other Services

## WEBINARS

We organise real-time webinars on product presentations, technical conferences or training to share knowledge that brings value to your customers or employees.

We take care of technical management, moderation and audience generation.

Consult the different categories:

**comercial@interempresas.net • T. 93 680 20 27**



## WEBINAR RECOMMENDED



### Multiply the visibility of your webinars through our newsletters

More and more companies are turning to their own webinars or digital conferences to establish contact with their clients. In this sense, with the aim of making the most of the investment and the effort dedicated to carrying it out, Interempresas makes the disclosure of the recording of its webinar available to all companies through a promotional space, in banner format, through of sectorial newsletter.

Price: **300 €/delivery**



The banner in 728 x 90 px format with a predefined template and with the added value of the Interempresas prescriptions, will be published in the newsletter and will link to the URL where the webinar recording is located, thus multiplying the audience.

## Brands that trust on us

**JUGUETES**  
Medio especializado del sector del juguete y del juego

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