

BIZNES

#Wracamy do sklepów
nowa akcja promocyjno-handlowa branży zabawek

TRENDY

Sieć sklepów Świat Zabawek ogłosiła
listę Top 25 prezentów pod choinkę

AKTUALNOŚCI

Rebel świętuje swoje
urodziny

ŚWIAT ZABAWEK

gier planszowych i książek

NR 10/2023 (248) | PAŹDZIERNIK | ISSN: 1427-2334 | CENA 15 ZŁ (W TYM 8% VAT)

playmobil

HORSES
OF
Waterfall



* Seria Horses of Waterfall średnio w ponad 80% z recyklatu oraz ekologicznych materiałów.

Magazyn dla właścicieli sklepów, sprzedawców, kupców i dostawców



MEDIA INFO 2024

BUILD RELATIONSHIPS, INCREASE SALES

Leverage our experience, services, and reach.

You will **increase sales**.

Your new products will become **well-known**.

Strengthen ties with stores, buyers, and wholesalers.



OUR Meetup Biznes na Plusie 2023

UNIQUE OFFER

ŚWIAT ZABAWEK
gier planszowych i książek

Printed

Magazine with
videos and links

PDF

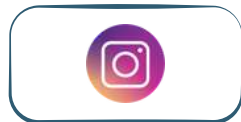
WWW

NEWSLETTER

NEW



FACEBOOK



INSTAGRAM



TIKTOK

ŚWIAT ZABAWEK
gier planszowych i książek



YOUTUBE



LINKED IN



LINKED IN
DOROTA MAZUREK

NEW

NEW



WEBINARS.
Online Sales Presentations



Our event
Meetup
Toy and License Industry



GUIDES (I like to know)
education and guidelines
for salespeople and more



Trade Group
for toy indie stores



AWARDS
Readers and Fans
are voting for the best toys,
tabletop games
and kids' books

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OUR OFFER

MAGAZINE

Printed
Circulation:
4 000 copies
8 times/year

Magazine with videos
and links
11 times/year

PDF
11 times/year








Issue	Publication	Materials Delivery Deadline	BONUS Distribution
1/24	18/01/2024	11/01/2024	Spielwarenmesse
2/24	19/02/2024	08/02/2024	KIDS Time Kielce; Wholesale fair
3/24	11/03/2024	04/03/2024	Wholesale fair
4/24	26/03/2024	18/03/2024	Wholesale fair
NEW 4A/24	16/04/2024	10/04/2024	ONLINE ONLY
5-6/24	24/05/2024	15/05/2024	Meetup BINZES NA PLUSIE vol. 3 2024
7-8/24	09/08/2024	02/08/2024	Wholesale fair
9/24	23/08/2024	16/08/2024	Wholesale fair
10/24	24/09/2024	14/09/2024	Wholesale fair
NEW 10A/24	08/10/2024	01/10/2024	ONLINE ONLY
11-12/24	21/11/2024	14/11/2024	ONLINE ONLY

MAGAZINE

Printed
Circulation:
4 000 copies
8 times/year



FORMATS

Format	Format	Net price
 1/1 page	210x280 mm	1250 EUR
 1/2 page	110x280 mm (vertical) 210x145 mm (horiz.)	930 EUR
 1/3 page	75x280 mm (vertical) 210x95 mm (horiz.)	750 EUR
 1/4 page	55x280 mm (vertical) 210x75 mm (horiz.) 110x145 mm (square)	580 EUR
 1/6 page	75x145 mm (square)	470 EUR

OTHER FORMATS

Format	Net Price
Front Cover (210x190 mm)	2700 EUR
IInd Cover	2150 EUR
IIInd Cover	1950 EUR
Back Cover	2400 EUR
Inserts	Wycena indywidualna
Advertorial	Wycena indywidualna
Other	Wycena indywidualna

DISTRIBUTION:

- Subscription (about 15%)
- Rotational distribution to physical and online stores (about 25%)
- Distribution in wholesalers (about 25%)
- Distribution at fairs and events (about 35%)

MAGAZINE

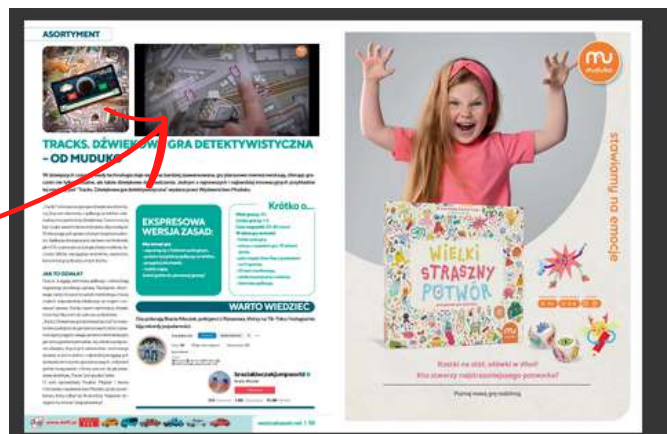
Magazine with videos
and links
11 times/year



GOOD TO KNOW

- The possibility to add videos (automatic playback)
- Active links e.g. linking product catalogs
- The ability to share a link with your clients that directs them straight to our article

Video with game
presentation



DISTRIBUTION:

- newsletter (in 3-4 issues)
- website: swiazabawek.net
- social media
- LinkedIn bulletin (ab. 200 subscribers - IX 2023)

GOOD TO KNOW

- Number of visits per issue: about **3,800** (with an upward trend)
- Average reading time: **5 minutes**
- Sample issue: https://issuu.com/dorotamazurek/docs/sz10_2023_240dpi

WWW



Format	Net Price
950x90	CPM: 50 EUR
385x200	CPM: 350 EUR
710x100	CPM: 40 EUR
Advertorial	40 EUR
Advertorial + Social Media	100 EUR
Product info	40 EUR
Product info+social media	100 EUR

swiatzabawek.net:

- Unique Users /month: av. 12 400
- Sessions /month: av. 34 000

OUR OFFER

NEWSLETTER



INFO: EUR SP 41 (84) | 01.08.2023 | wuj@swiatzabawek.pl | www.swiatzabawek.pl

PREZENTACJE HANDLOWE ONLINE - GWIAZDKA 2023

Format	Net Price
BANER 600x150	250 EUR
NEWS on top	300 EUR
NEWS	200 EUR
HR	150 EUR



12.08.2023 g. 9:00

10.08.2023 g. 9:00

MEDIA SERVICE ZAWADA

PANDA

Zapiekę, kawa i lisa produktów

Zabawki i gry

zabawki

zabawki



17.08.2023 g. 9:00

08.08.2023 g. 9:00

BAYER DESIGN

MGA Entertainment

Lalki, wódek dla lisek, głowy do eksperymentów

Zabawki, w tym zapiekę, kawa i lisa

zabawki

zabawki

INFORMACJE BRANŻOWE



NEWSLETTER - INFO KURIER

- weekly
- Shipping to 4300 addresses
- Of these, approximately 3500 addresses are stores, wholesale, merchants, booksellers.

SOCIAL MEDIA

II 2022

I 2024

PROFILE DOROTA MAZUREK

6 500



PROFILE DOROTA MAZUREK

8 170

PAGE ŚWIAT ZABAWEK

168



PAGE ŚWIAT ZABAWEK

353

LIKING

26 900



LIKING

53 300

FOLLOWERS

4 300



FOLLOWERS

6 510

FOLLOWERS

7 690



FOLLOWERS

8 630

SUBSCRIBERS

1 330



FOLLOWERS

2 140

NUMBER OF VIEWS

165 000



NUMBER OF VIEWS

265 607

FOLLOWERS

227



FOLLOWERS

374

WEBINARS

 **targizabawek.pl**

informacje, oferty handlowe, media plany, materiały do pobrania

SAMPLE CALENDAR OF OUR WEBINARS

EPOCH 2023-08-31 g. 09:00



HARPER COLLINS 2023-09-20 g. 09:00



TM TOYS 2023-09-05 g. 09:00



COBI KLOCKI 2023-09-21 g. 09:00



MZ DYSTRYBUCJA 2023-09-06 g. 09:00



COBI DYSTRYBUCJA 2023-09-22 g. 09:00



MEDIA SERVICE ZAWADA 2023-09-12 g. 09:00



JAWA 2023-09-25 g. 09:00



MUDUKO 2023-09-14 g. 09:00



AMEET 2023-09-26 g. 09:00



TACTIC 2023-09-15 g. 09:00



GRANNA 2023-09-27 g. 09:00



TM TOYS 2023-09-18 g. 09:00



ZURU 2023-10-11 g. 09:00



PRODUCT PROMOTION AND TRAINING IN ONE

includes, among others:

- Inviting visitors (our social media, newsletter, magazine)
- Streaming in up to 5 destinations: webinar room, Facebook, YouTube, LinkedIn Dorota Mazurek, targizabawek.pl
- Distribution of the recording until the end of the contracting season (our social media, newsletter, targizabawek.pl)
- The recording remains on social media channels and on targizabawek.pl
- One webinar per day
- Moderating chats and competitions
- About 20-30 webinars in the season (upward trend)
- We have already completed seven seasons (!!)
- **Over 200 presentations**

WEBINAR

1000 EUR
+ translation
service

WEBINARS
spring/summer season
January-March
autumn/winter season
August-September

OUR OFFER

INDIE SHOPS GROUP

WIEM ODKRYWAM WYOBRAŻAM SOBIE



wow

wyjątkowe sklepy
dla małych i dużych

OUR OFFER

EVENT

TOYS&FRIENDS: ACHIEVE SUCCESS - UNIQUE CHALLENGES, NEW OPPORTUNITIES, AND SALES POWER!

TRENDS&LICENSE TALKS: LICENSES THAT SELL AND ATTRACT CUSTOMERS

A business meetup for toy stores, stationery stores, bookstores, retail chains, and the licensing industry.



KNOW
HOW



BUSINESS

BIZNES
na plusie.pl



EXTRA ZONE
STREFA LICENCJI



MOTIVATION

**3rd edition,
June 5-6, 2024
Warsaw**

POSSIBILITIES

- BOOTH
- inserts in participation bags
- networking

GUIDES

LUBIĘ WIEDZIEĆ

WYDAWNICTWO

co warto wiedzieć

O GRACH PLANSZOWYCH

poradnik dla sprzedawców i promotorów gier planszowych

Jaka jest Wasza ulubiona karcianka? Taka która ma zasady łatwe do wytłumaczenia ale żeby jednak trzeba było trochę pooglądać.

Hej, jaka polecicie grę na wyjazd wakacyjny dla 6 osób? ..

Jakie gry #SmartGames polecacie?

Coś edukacyjnego dla 6 latka fascynaty kosmosu?

Tree Games Publishing

WE FOCUS ON KNOWLEDGE!

Our new publishing brand "Love to Know" is a series of guides for salespeople to help them improve their skills and serve customers better.

We are working on the first one titled "What's Worth Knowing About Board Games"

more titles are in preparation...

What is the USP of our guides?

- Knowledge for practitioners
- A format that facilitates content assimilation Infographics instead of walls of text
- Only the most important information Practical advice and tips
- Topics you won't find in other studies

UNIQUE opportunity to showcase your products and strengthen your image as an expert.

NAJLEPIEJ JEST W LUBNI
A NADZIEWAJEMY SIĘ 30 06 18

koncept kids
KOOPERACYJNA

Liście graczy 4-12
Wiek graczy od 4 lat
Czas rozgrywki ok. 30 minut

Zawieszki puzzle
- 10 klatek
- 16 platform (karty)
- 16 platform podłogowych
- 16 platformy 3D

Wskazano symbole na planszy, pomóż innym członkom rodziny odgadnąć jak rozwiązać hasło i szereg działań na zwycięstwo!

Warto wiedzieć

Koncept Kids Złoty Złoty został ogłoszony zwycięzcą międzynarodowego konkursu na gry planszowe w kategorii 2018 - tytuł Złoty Złoty 2018 przyznany przez portal zabawkowicz.pl dla najbardziej wartościowych, najlepszych i bezpiecznych zabawek dla dzieci.

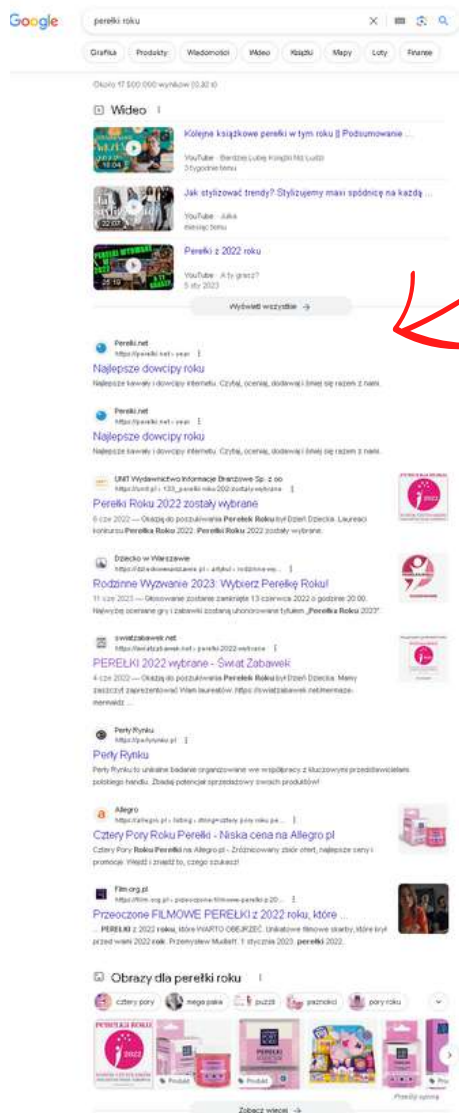
- 2014 - Finalista Ludo del Año
- 2014 - zwycięzca Wzrostu
- 2014 - nominacja Golden Book Best Party Board Game
- 2014 - zwycięzca w kategorii "Nowe Wzrosty"
- 2013 - nominacja Mistrz Dzieci

ciężkie

- 100 kartek przypiętych do planszy i przypiętych do platform
- 16 platform podłogowych
- 16 platform 3D

więcej informacji

AWARDS PEARLS OF THE YEAR



Pearl of the Year at High Positions in Google Search



APPLICATION

for companies purchasing WEBINARS - FREE others
- 250 PLN net/2 products

VOTING

MAY 2024

AWARDS AND FINAL GALA

June 5th, Warsaw - BINZES ON THE PLUS

PROMOTION - ISSUE 7-8/2024

PEARL OF THE YEAR

- awarded since 2019
- our Pearls of the Year are in the TOP Google results
- the most interesting products are chosen by readers and fans of the World of Toys and the Child in Warsaw portal
- promotion on Social Media and in the newsletter
- Final Gala from 2024 during Business Plus



**Let's take
action :)**

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