

Media Kit 2024

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 receive the digital version of the magazine in their e-mail.



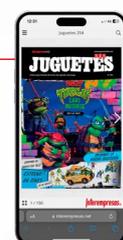
Website

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

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 database.

Circulation and audience

Magazine

Circulation: 4.494 copies/edition

Printed edition: **2.070 copies**

Audience	%	Copies
Specialized toys and games retailers	65	1.350
Retailers groups, wholesalers and supermarkets	9	185
Manufacturers, distributors and importers	16	329
Associations, agents	10	206

Digital edition: **2.424 deliveries e-mail**

Sectorial channel

50.000 visits/month

Newsletter

Sent to 2.424 e-mails

53% opening average rate

Weekly periodicity.

Reader profile

Professional toy and game buyers	65%
CEO/marketing/commercial	25%
Other professionals	10%

Editorial content calendar (6 editions/year)

JG258 February

DEADLINE:
13/02/2024

- Christmas Campaign report - results
- 2024 Brand new products and collections
- Spielwarenmesse special report
- Summer and Outdoor toys report

JG261 September

DEADLINE:
12/09/2024

- Previous next Christmas campaign
- Carnival report

JG259 April

DEADLINE:
09/04/2024

- International toy trends
- Party articles report
- Back to school report
- Juguetes b2b Awards 2023

JG262 November

DEADLINE:
29/10/2024

- Industry barometer
- Toys and games advertising campaign for Christmas season
- Licensing in the next Christmas campaign

JG260 June

DEADLINE:
04/06/2024

- Commercial Guide for toys and games

JG263 December

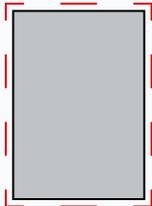
DEADLINE:
26/11/2024

- First season toy report 2025
- 2025 Previous International fairs
- Toy industry guide

Fairs/Events:
SPIELWARENMESSA 2025 NUREMBERG

Advertising Spaces

Magazine

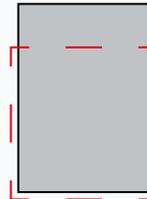


PAGE

Price: **1.300€**



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

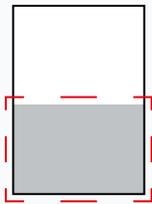


FRONT COVER

Price: **3.030€**



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

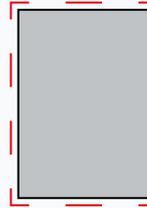


1/2 PAGE

Price: **700€**



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

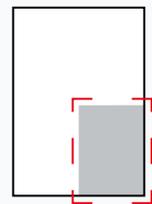


INSIDE FRONT COVER

Price: **1.840€**



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



1/4 PAGE

Price: **385€**



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

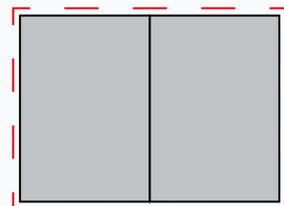


BACK COVER

Price: **2.345€**



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



ADVERTORIAL 2P.

Price: **2.160€**



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



INSIDE BACK COVER

Price: **1.500€**



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

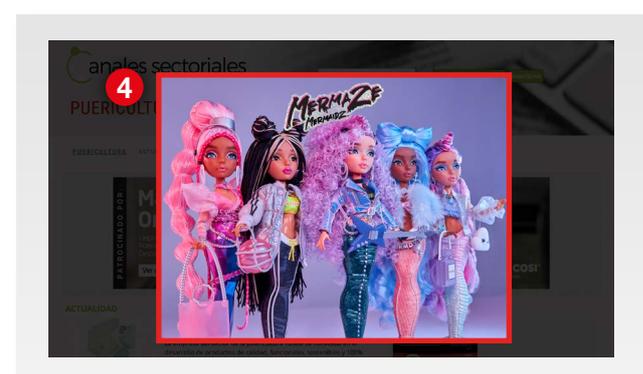
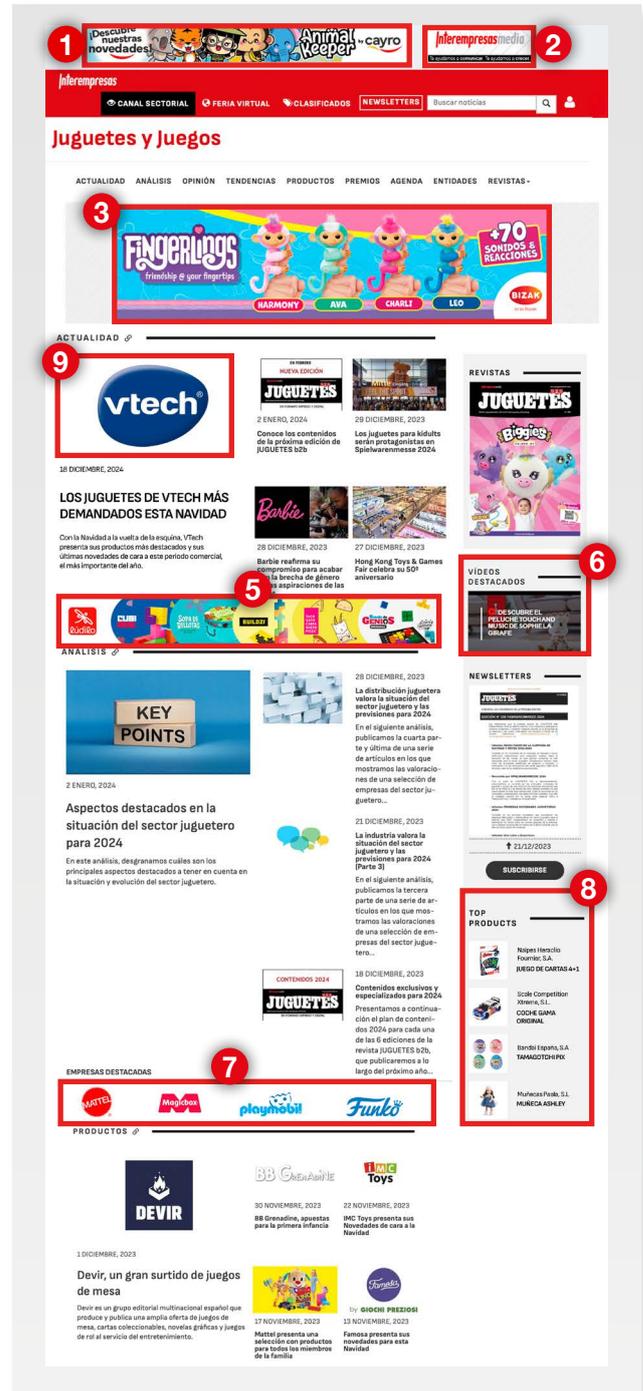
Advertising requirements:

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

Advertising Spaces

Sectorial Channel

- 1 UPPER BANNER**
728x90 px
Price: **40 €/CPM***
- 2 UPPER SEMIBANNER**
234x90 px
Price: **25 €/CPM***
- 3 SPONSOR**
940x250 px
Price: **1.195 €/month**
- 4 INTERSTITIAL**
800x600 px
Price: **350 €/week**
- 5 INNER BANNER**
728x90 px
Price: **845 €/month**
- 6 FEATURED VIDEO**
Price: **595 €/month**
- 7 FEATURED COMPANIES**
170x76 px
Price: **115 €/month**
- 8 TOP PRODUCT**
Price: **155 €/month**
- 9 BRANDED CONTENT**
Consult



Advertising Spaces

Newsletter

1 UPPER BANNER
728x90 px
Price: **595 €/delivery**

2 CENTRAL BANNER
728x90 px
Price: **475 €/delivery**

3 FEATURED VIDEO
Price: **475 €/delivery**

4 FEATURED PRODUCTS
Price: **140 €/delivery**

5 PREMIUM CONTENT
Consult

1 Descubre nuestras novedades! Animal Keeper by cayro

Newsletter
Juguetes y Juegos

PUBLICACIÓN VINCULADA:
JUGUETES

19 de diciembre de 2023

CONTENIDOS 2024
JUGUETES
EN FORMATO IMPRESO Y DIGITAL

Los detallistas analizan la Campaña Publicitaria en Navidad

Ya está disponible la última edición en versión digital de JUGUETES b2b

Entrevista a María José Martínez, Responsable de Operaciones en Poly Juguetes/The Entertainer

2 b2b toyservice + info
Más de 30 años dando servicio a empresas europeas desde nuestra base en Añón.
• Acortando
• Desarrollo de productos
• Eficiencia de procesos
• Desarrollo de nuevas líneas
• Acreditación ISO 9001:2015
b2btoyservice.com

3 Descubre el Peluche Touch and Music de Sophie la girafe

4 vtech Los juguetes de VTech más demandados esta Navidad

Ocho claves para entender el retail

LEGO Propuestas del Grupo LEGO para la Navidad

Cerrado el primer pacto social para proteger a los niños de las pantallas

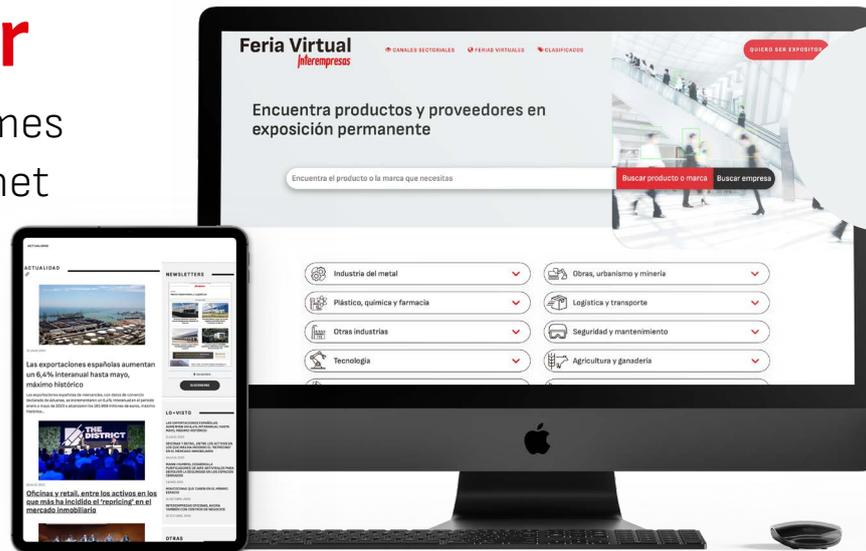
Uno de cada tres españoles reducirá sus gastos estas Navidades

Crayola refuerza su apuesta por el licensing y el 'location-based entertainment'

Líderes en comunicación, marketing y apoyo comercial B2B FA KOY

Virtual fair

about Toy and Games
in Interempresas.net



OPEN 
24 h/day
7 day a week
365 days a year

Categories

Basic virtual stand

Price: **120 €/month**

Contact details

Geolocation

Web link

Up to 15 products

1 PDF catalogue

1 video

Full virtual stand

Price: **175 €/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: **235 €/month**

Contact details

Geolocation

Web link

Up to 75 products

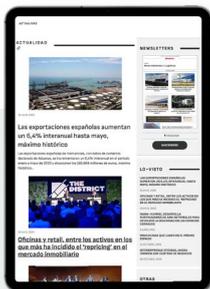
Up to 25 PDF catalogue

Up to 25 videos

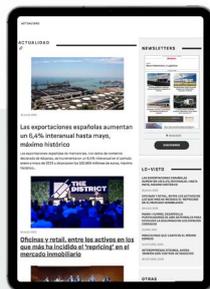
Press releases

Technical articles

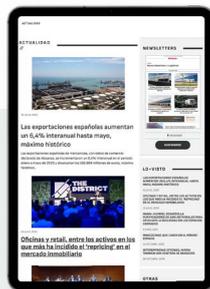
Reports and articles



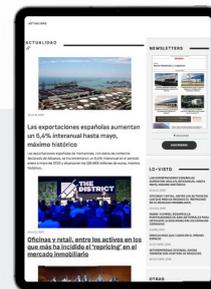
PRODUCTS



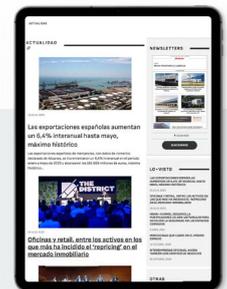
CATALOGUES



VIDEOS



NEWS



COMPANY DATA

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.

Webinars

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



Technical Management

Option 1

Price: **1.595 euros**

- Platform management and configuration
- Full technical assistance
- Reminders and follow-up of registrants
- Preparation and rehearsal with the company moderator
- Recording of the webinar, hosting of the video of the event for 1 year and subsequent sending to all the registered participants (whether they attended or not)
- Report and list of attendees
- Up to 2 speakers
- Up to 45 minutes of duration
- Up to 100 attendees

* Does not include promotion or recruitment
 * Does not include moderation

Option 2

Price: **1.940 euros**

- Platform management and configuration
- Full technical assistance
- Reminders and follow-up of registrants
- Preparation and rehearsal with the company moderator
- Recording of the webinar, hosting of the video of the event for 1 year and subsequent sending to all the registered participants (whether they attended or not)
- Report and list of attendees
- Up to 3 speakers
- Up to 75 minutes of duration
- Up to 200 attendees

* Does not include promotion or recruitment
 * Does not include moderation

Technical management + moderation + audience generation

INCLUDED SERVICES

Price: **from 4.750 euros**

- Management and configuration of the platform
- Customisation of the webinar with the theme and look&feel of the event
- Full technical assistance
- Reminders and follow-up of registrants
- Moderation and execution of the webinar
- Preparation of the agenda by the moderator
- Preparation and rehearsal with the speakers
- Recording of the webinar, hosting of the video of the event for 1 year and subsequent sending to all the registered participants (whether they have attended or not)
- Report and list of attendees

- Integral management of recruitment
- Email-marketing to the potential public of the BBDD of Interempresas Media
- Banner campaign on the Interempresas website
- Banner campaign in Interempresas emagazines

TECHNICAL SPECIFICATIONS

- Up to 3 speakers
- Up to 90 minutes (recommended webinar of the webinar: 45 minutes)
- Technical limit of participation of 500 registrants

Brands that trust on us





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