

# Media Kit 2025

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 hypermarkets	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)

## JG264 February

DEADLINE:  
07/02/2025

- Report: Christmas Campaign 2024-2025
- Results: New products for 2025
- Report: Spielwarenmesse Overview
- Report: Outdoor & Sport Toys and Games
- Report: 2024-2025 Christmas Catalogues Analysis

## JG267 September

DEADLINE:  
05/09/2025

- Report: 2025 - 2026 Christmas Campaign
- Report: Carnival 2026

## JG265 April

DEADLINE:  
11/04/2025

- Report: Toy & Games International Trends
- Report: Back to School Campaign 2025
- Report: Party Industry
- Report: Toys & Games Distributors Awards

## JG268 November

DEADLINE:  
07/11/2025

- Report: Toys & Games Industry Monitor
- Report: Advertising Campaign in Christmas
- Report: Licensing in the upcoming Christmas Campaign 2025 - 2026

## JG266 June

DEADLINE:  
13/06/2025

- Toys & Games Commercial Guide 2025: Analysis of product categories/offer and brands for the 2025 -2026 Christmas Campaign

## JG269 December

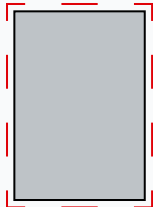
DEADLINE:  
05/12/2025

- Report: First half of the year Campaign 2026
- Report: 2026 International Fairs Preview
- Guide to the Toy and Game Industry: companies in the Spanish market



# Advertising Spaces

## Magazine

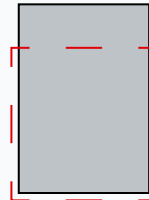


**PAGE**

Price: **1.340€**



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

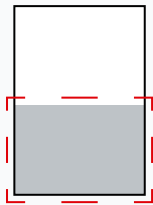


**FRONT COVER**

Price: **3.120€**



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

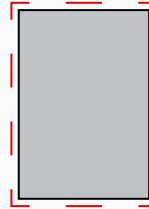


**1/2 PAGE**

Price: **725€**



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

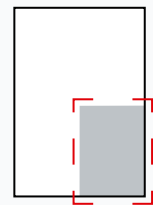


**INSIDE FRONT COVER**

Price: **1.895€**



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

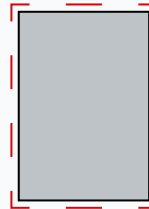


**1/4 PAGE**

Price: **395€**



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



**BACK COVER**

Price: **2.415€**



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



**ADVERTORIAL 2P.**

Price: **2.225€**



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



**INSIDE BACK COVER**

Price: **1.545€**



**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

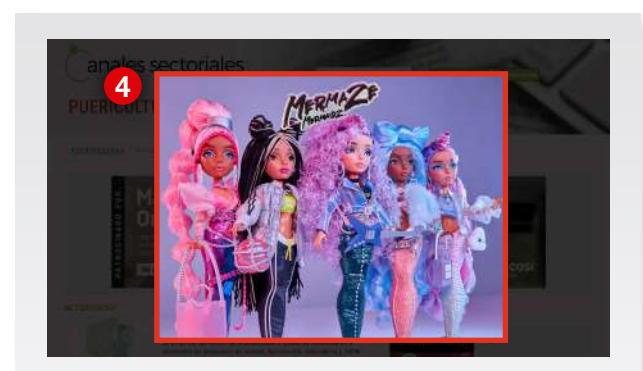
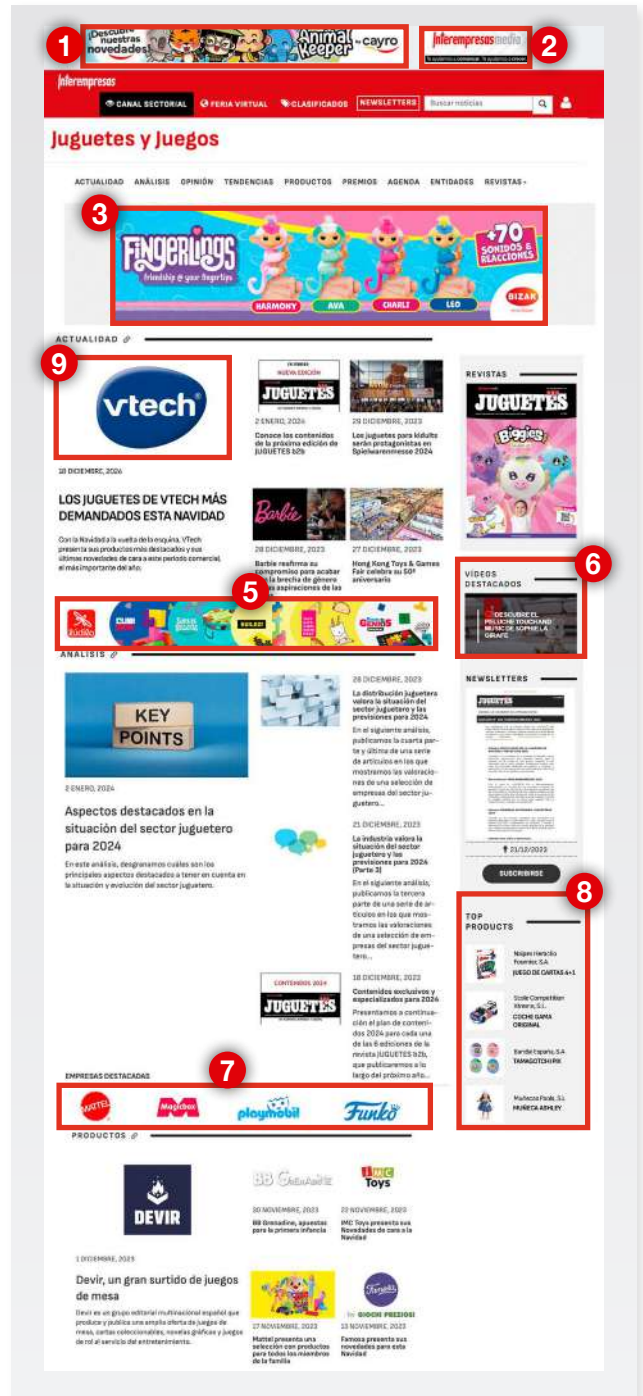
**Advertising requirements:**

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

# Advertising Spaces

## Sectorial Channel

- 1 UPPER BANNER**  
728x90 px  
Precio: **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** **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

# 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

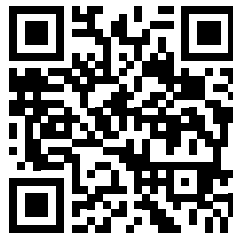
- Integral management of recruitment
- Email-marketing to the potential public of the BBDD of Interempresas Media
- Banner campaign on the Interempresas website
- Banner campaign in Interempresas emagazines

### 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





**Interempresas**

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**Barcelona**

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