

# ZABAWKI PAPIER. KSIĄŻKI

**NEW**

WE COMBINE OUR TITLES

SWIAT  
**ZABAWEK**

papierniczy  
kwint

między   
okładkami

**INTO ONE**



ZABAWKI PAPIER. KSIĄŻKI = TOYS, STATIONERY, BOOKS = ZPK

**MEDIA INFO 2025**

# A BOLD CHANGE

## WE COMBINE THREE TITLES INTO ONE?

### Why?

The popularity of multi-category stores is growing. The market demands flexible formats.

### Goal

- **Full support for readers** managing multiple product categories.
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- **Overview of the Toys, Stationery, and Books segment** – information, advisory articles, and inspiring product sections.
- **Knowledge supporting modern trade** – helping readers develop their competencies and succeed in a competitive market.
- **Development of a platform for professionals in the Toys, Stationery, and Books segment** – webinars, networking, conferences, WOW stores community.
- **Modern distribution** – reaching readers wherever they are, in a convenient form.
- **BONUS.** A dedicated "**LICENSE ZONE**" section with news and licensed products.

### Benefits for Readers:

Faster access to information, saving time, gaining an edge through comprehensive knowledge.



# ADVANTAGEOUS FOR YOUR BUSINESS

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## GREATER REACH, NEW CLIENTS

### Benefits for Advertisers:

- **Increased reach** – merging several product groups increases the audience for each advertising form, ensuring broader message reception.
- **Lower outreach costs** – one medium reaching multiple target groups simultaneously, reducing campaign costs.
- **Relationships and new opportunities** – advertising reaches an existing audience base and opens up chances to acquire new clients.
- **Time savings** – one advertising message instead of multiple campaigns, simplifying management and reducing workload.
- **Enhanced campaign effectiveness** – advertising embedded in engaging contexts attracts attention and builds trust.

### Benefits for Readers:

Our offer is a unique combination of several product groups in one title, providing increased reach, lower outreach costs, time savings, and more effective communication – all in one comprehensive medium.



# TOYS, STATIONERY, BOOKS

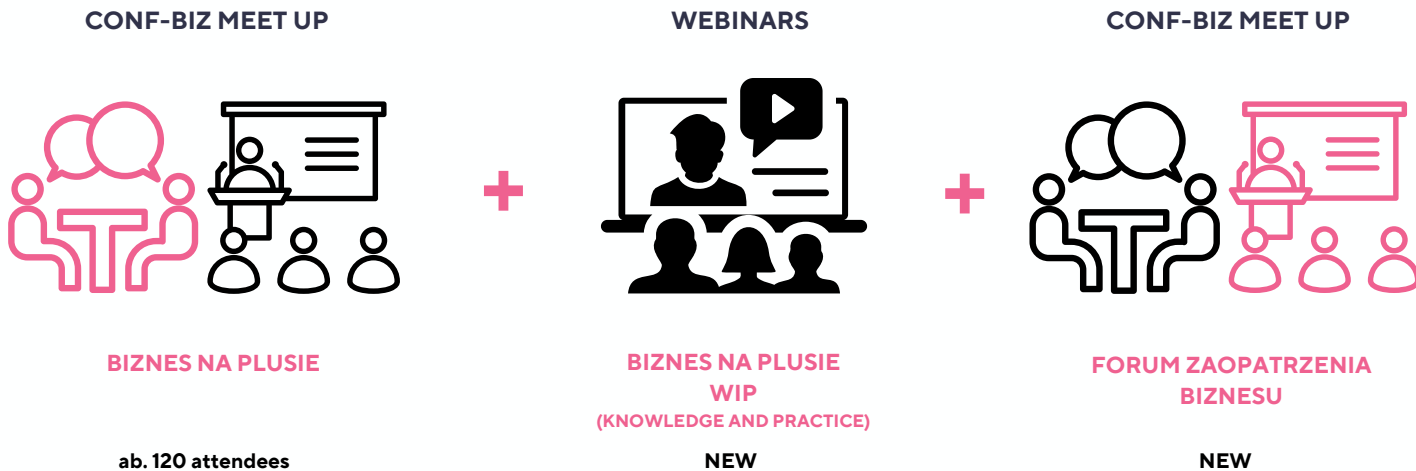
## NEW MEDIA, GREATER REACH

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### ZPK UNIVERSE



### PLUS



# TOYS, STATIONERY, BOOKS

ZABAWKI  
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KSIĄŻKI

## SOCIAL MEDIA

### OUR CHANNELS



535+



10 430+



8 800+



860  
+



2 TYS.  
WYSWIETLEŃ  
NA M-C



2 100+  
279 TYS.  
WYŚWIETLEŃ



6 600+



ZACZYNAMY

### PLUS

BULLETIN  
LINKEDIN



320+

FACEBOO  
K  
GROUP



730+

### Benefits for Readers:

Building a professional community and strengthening business relationships





# WE INFORM, INSPIRE, EDUCATE, INTEGRATE

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## A space for professionals

Toys, Stationery, and Books is a space full of diverse activities. Integrating various forms of content and actions effectively increases audience engagement in using information and deepening knowledge, supporting their activity and development in the market.

## 2024 FULL OF OUR EVENTS



**ONLINE Conf.**  
ok. 300 attendees  
IV 2024



**40+ webinars**  
ab. 450 unique attendees



**Our first hybrid conference**  
ab. 120 visitors  
X 2024

**3rd edition**  
**Biznes na Plusie**  
ab. 120 visitors  
5-6 VI 2024



**FORUM IPBBS**  
VI 2024



## Benefits for Readers:

Diverse content forms and actions ensure quick access to knowledge, foster greater engagement, and enable the building of valuable relationships.



# TOYS, STATIONERY, BOOKS

## ELEMENTS OF THE ZPK UNIVERSE

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### ELEMENTS

- **MAGAZINE:** Zabawki Papier Książki (ZPK) - PRINT/Online.
- **WWW:** **ZPKINFO.pl** - Industry and product news.
- **NEWSLETTER:** **ZPK News** – 40 issues a year full of news
- **ZPK PH** Webinars Product presentations during buying periods.
- **TARGI ONLINE:** **TARGIZPK.pl** Platforma Biznesowo-Networkingowa – targizpk.pl od 2025.
- **E\_BOOKS** – "**ZPK I Like to Know**": Guides on marketing, sales, and product displays.
- **COMMUNITY:** Facebook, Instagram, LinkedIn, TikTok, YouTube, Pinterest, X.
- **EVENT:** Biznes na Plusie – Two-day in-person conference and supplier meetings.
- **EVENT:** Forum Zaopatrzenia Biznesu - Two-day in-person conference and supplier meetings for buyers.
- **ONLINE CONFERENCE**– tematyczne wydarzenia branżowe.
- **MARKET RESEARCH:** PARTNERING WITH SW RESEARCH.

### Benefits for Readers:

A reader engaging with various forms of content and activities gains easy access to knowledge, increased engagement, and valuable industry connections, enabling them to better understand trends and operate more effectively in the market.



# THE COVER

## EACH EDITION FEATURES DISTINCTIVE COVER COLORS:

### Why?

- **Unique color schemes for each issue's cover** – make them easier to identify and catch readers' attention.
- **Matching the color scheme to the advertising message** – enhances the character of promoted content, creating a cohesive and effective communication.
- **Boosting advertising effectiveness** – vibrant, diverse covers draw readers' attention, increasing the impact of placed advertisements.
- **Consistency and recognizability** – a unique style builds issue recognition, enhances reader engagement, and encourages the creation of personal collections of the magazine.



### Benefits for Readers:

The reader easily associates the content with the dominant color of the cover, allowing them to quickly return to selected materials, knowing exactly in which issue to find them.



# CONTENT STRUCTURE

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## Regular Sections:

News, Toys, Stationery, Books, New Products Overview, Business Insights, Licensing Zone.

## Content mix

- **News:** Events and updates.
- **Toys:** Products for children and youth, games, electronics, and more.
- **Stationery:** Creative and lifestyle products, seasonal decorations, etc.
- **Books:** Children's literature, fiction, and guides.
- **Business:** Advisory content on trends and practices.
- **Licensing Zone:** Updates on licensed products and partnerships.

## Benefits for Readers:

The colors of each section make it easy to quickly find the necessary content.



# READER PROFILE

**WE UNDERSTAND THE NEEDS AND MEET THE EXPECTATIONS OF BOTH OLDER AND YOUNGER GENERATIONS.**

## Reader Profile

**Positions:** Store owners, booksellers, buyers, resellers, category managers, salespeople, marketers, wholesalers.

**Categories:** Stationery stores, toy stores, game stores, bookstores, DIY, multi-category, sports stores, specialty stores with departments for toys, stationery, books (e.g., construction stores).

## Goals

- Obtaining up-to-date information.
- Discovering product inspirations.
- Support in expanding the product range.
- Product training.
- Support in developing sales and promotions.
- Understanding and recognizing market and consumer trends.

## Benefits for Readers:

The ability to quickly track trends, discover product inspirations, and receive support in marketing activities and offer development, which saves time and increases effectiveness in making business decisions.



# MAGAZINE FORMATS

## MODERN PROMOTION AND DISTRIBUTION

### Magazine Formats:

- **Print:** 8 issues per year, circulation: 3500 copies.
- **PDF:** 9 issues, average downloads: 650 per issue.
- **Flipbook:** 9 issues, online edition with active links, averaging 2500 views per issue.

### Promotion and Distribution:

#### OFFLINE:

- Subscription: 5%.
- VIP Distribution: 65% (stores, buyers, resellers, e-commerce).
- Wholesalers and industry events: 30%.
- Archive: 2%.

#### ONLINE:

- Newsletters, issuu.com, Social Media, zpkinfo.pl, targizpk.pl, LinkedIn bulletin.

### Benefits for Readers:

Various content formats and a wide range of distribution channels provide convenient access to information, regardless of preferences or location. A more comprehensive use of knowledge from different sources supports the effectiveness of business activities.



# HOW TO ADVERTISE

## PROVEN ADVERTISING FORMATS

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- **Traditional Ads:**
  - Cover ads, spreads, partial pages.
- **Editorial Support:**
  - Promotional articles, infographics, videos, and interviews.
- **Creative Promotion:**
  - Branded materials, seller support guides, and myth-busting campaigns.

### Benefits for Readers:

Modern and diverse forms of communication capture attention, enhance content assimilation efficiency, and effectively lead to purchasing decisions.

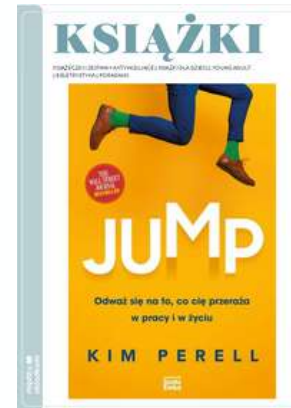


# ADS FORMATS

## MODERN, ORIGINAL PROMOTIONAL FORMATS

Mix it up! Increase brand recognition and engage readers

- Inter-sectional covers
- **Seller's Cheat Sheet** – material promoting sales arguments. We support sellers.
- **Facts and Myths** – presenting facts and dispelling myths
- **Highlighting new products**
- **360 and 360+ Packages** – one piece of content in multiple formats
- "I Know, I Win" Package



### Benefits for Readers:

Modern and diverse forms of communication capture attention, enhance content assimilation efficiency, and effectively lead to purchasing decisions.



# ACTIONS BASED ON KNOWLEDGE

## AN OFFER BASED ON RESEARCH, KNOWLEDGE, AND PRACTICE

We continuously develop and improve our offering.

- **Industry Interviews** – We regularly conduct in-depth conversations with suppliers, buyers, stores, and resellers to better understand their needs and challenges, enabling us to effectively support their growth.
- **Dorota Mazurek's Expertise** – Editor-in-chief with a DIMAQ\* certification and extensive experience in marketing, including organizing professional events. She continuously develops her skills to manage the magazine in line with the latest standards, efficiently create and distribute content, and build an engaged community.
- **Publishing since 1996** – With years of experience, we deeply understand the needs of both older and younger generations.

\***The DIMAQ certificate** guarantees that the holder stays up-to-date with 12 key areas of e-marketing, including digital marketing, social media, content marketing, video advertising, marketing automation, UX, CX, and web analytics. The certification exam assesses comprehensive knowledge in these fields. Due to the rapid development of the industry, the certificate is valid for 2 years, after which recertification is required to confirm the holder's current expertise and competency level.

### Benefits for Readers:

Readers gain access to up-to-date, valuable, and tailored content that better addresses their current needs and supports their success in times of change.

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