



## Toys 'n' Playthings

Since 1981 Toys 'n' Playthings has been a toy industry mainstay and leader for key information, news, features and global events coverage. Our key ethos is 'tell more & sell more' and that applies to everyone and we mean everyone – that's us, manufacturers, suppliers, retailers and consumers – with no breaks in the chain of success. Editorially we are more generous to our clients than competitors, thus ensuring your message gets across. Our design is both fun (it is toys we're dealing with after all) informative and professional. Our range of sister titles means there is also the potential for a healthy cross-promotion of your business interests.



## Circulation

We have grown our circulation over many years and we publish other titles some of which have genuine crossover appeal. Gifts Today, a three-decade success, is just one example (Nursery Today is another). Many retailers sell toys in addition to their core offer so their buyers subscribe to and read Toys 'n' Playthings. The magazine and its related and relevant sisters are read by those at major multiples, independents, department stores, garden centres, wholesalers & suppliers. And, of course, those handling online, mail order businesses. The total circulation is 4,231.

## Editorial

When you advertise with Toys 'n' Playthings you just know that you will get superb editorial support, whether that be in features, news, What's New or any section that you feel would benefit your business. Our editor, Rhys Thomas, has extensive B2B experience, which is reflected in the magazine's fun, friendly and enlightening content. This applies to all sectors across the toy trade – because one thing we know is that suppliers, retailers and buyers love to read about their peers ... and themselves! More importantly, it means that when retailers are featured they are certain to dive in.

## Advertising

Here at TnP we always look to put together the advertising and editorial package that suits your needs and what you are looking to achieve. More specifically, this means realistic and competitive pricing appropriate for your business whether large, small or a new arrival. Excellent value and maximum exposure benefits us all.

There are many options to choose from in both our printed and digital media. You can trust our

commitment to you goes way beyond the advertising itself because it is the range of editorial features and placement packages – including in our sister titles when relevant – that cement a productive relationship.

It's not a 'one size fits all' and we ask that you get in touch to discuss your bespoke package (budget and everything) whatever you are wanting to do.

### Advertising

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### Editorial

Rhys Thomas

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## Readership

Toys 'n' Playthings reaches the biggest spending and most influential toy buyers in the UK and beyond. Over 75% of the circulation takes in this key segment so you get the most cost-effective route to your market. Our continually cleansed and refined database means that we are always at the heart of the toy industry, with our subscribers guaranteeing advertisers and sponsors the most finely tuned and relevant readership today.

**The full breakdown of our circulation is as follows: 4,231**

**Independent Retail Accounts - 2,364**

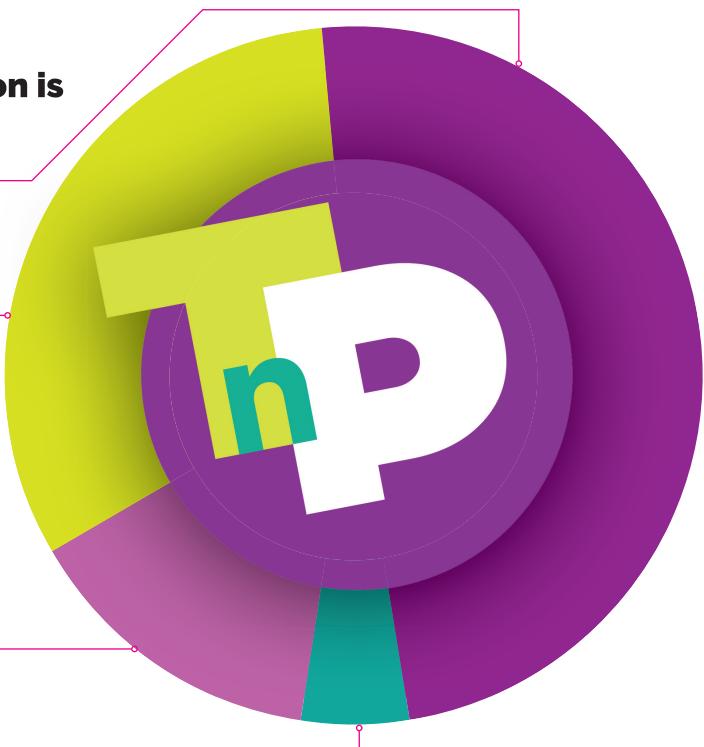
*(Including toy, gift, nursery and garden centres)*

**Multiple Retailers, Bulk Buyers and Internet Retailers - 782**

*(Including supermarkets, department stores and garden centres)*

**Manufacturers, Licensing Companies, Service Providers to the Toy Industry - 902**

**Overseas - 183**



## Social Media and Digital Readership

**LinkedIn** 7,123



**X/Twitter** 6,294



**Facebook** 608



**Instagram** 1,442



**Daily Newsflash** 4,824

The latest breaking news, updates and product releases distributed to our registered readers





# TNP Toy Testers

Buyers really like to see children playing with toys and what they think of them. Our Toy Testers programme allows everyone to see the kids at play. You supply the toys

you would like our Toy Testers to enjoy and we will feature their positive opinions in Toys 'n' Playthings.



# Great interviews

Buyers and retailers enjoy and benefit from reading about their peers and at Toys 'n' Playthings we cover in-depth interviews and retail content. We talk to the people who matter: your customers.

## And people love us!

Here's just some of the positive feedback that Toys 'n' Playthings inspires:

For the past few years, since becoming a toy retailer, I've had the pleasure of reading Toys 'n' Playthings and I'm impressed by the quality and range of articles that it contains. It's a great publication for any retailer, business, or manufacturer interested in the toy industry. I definitely recommend it!

**Rachael Sankey** – Co-owner/Director  
*Harold's Toy Store, Church Stretton*

Toys 'n' Playthings is an all-round great read. The best features for me are the retail interviews. They are a brilliant way of seeing what other retailers are doing, and getting a sneaky peek into so many different shops!

**Sarah Smith** – Senior buyer  
*ROARR! Dinosaur Adventure, Norwich*

I genuinely get excited when Toys 'n' Playthings arrives, and I make time in my day to have a good read! I love seeing what new products are out there, from current and potential new suppliers. I like to keep our ranges fresh, so this is vital research to keep our stores on trend.

**Denise Moore**  
*Paultons Park, New Forest*

Toys 'n' Playthings provides great industry insight, keeping us up to date with the latest trends and new releases. The magazine's dedication to providing retailers with timely and relevant news pieces is like no other publication on the market. We always look forward to receiving our copy.

**Martin Blyth-Sweetingham** – Director  
*Talking Tortoise marketing consultancy*

Toys 'n' Playthings provides valuable information and analysis to help businesses stay up to date with the latest developments in the toy market. It is useful for making informed business decisions and keeping our finger on the pulse. It has become a must-read for us.

**Usman Ali Ahmed** – Co-director/Owner  
*Toys4you, Sutton Coldfield*

Toys 'n' Playthings is an invaluable resource for our independent toy business. We use it to follow trends and identify new brands in the toy world. As well as the printed magazine, we find the LinkedIn posts super useful.

**Dr Wendy Hamilton, CEO**  
*Grasshopper Toys & CuriousMinds.co.uk, Helensburgh*

## Just some of the many retailers and buyers we have interviewed

The Entertainer

Ebay UK

Hobbycraft

Bargain Max

Onbuy.com

Moonpig

Ideal World

Argosy Toys

Kids Stuff

British Garden Centres

Creaseys

Bambola Toymaster

Very Group

Kerrison Toys

Armadillo Toys

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