

lek & baby *revyn*

Advertising rates 2024





A unique magazine that reaches the toy and baby industry

Lek & Babyrevyn contains all conceivable information for everyone who works with toys and baby products.

It is owned by the The Swedish Toy and Baby Association and reaches many decision makers in the Swedish toy and baby industry. It also has some spread in the other Nordic countries. It is published 6 times a year and is an excellent tool to reach both retailers and suppliers in the toy and baby industry.

In Lek & Babyrevyn you can e.g. read about

Industry and personal news, new laws and regulations, trade fair reports and product news.

We do in-depth reportage about:

Stores, chains, e-commerce, wholesalers and manufacturers. Thanks to the collaboration within the International Toy Magazines

Rekordmånga produkter tävlade om titeln Årets Leksak



Årets Leksak ska skapa fokus på branschen, uppfylla krav och normer på säkerhet och tillverkning, vara av god kvalitet och ha ett högt lekvärde. Den får också gärna vara en nyhet eller ha skapat ett nyväckt intresse.

Årets Leksak 2023
Så säger du i kriterierna för att vinna och det enda kriteriet i år är att produkten ska vara av god kvalitet och ha ett högt lekvärde. Den får också gärna vara en nyhet eller ha skapat ett nyväckt intresse.

Årets Leksak

Måla Minnerne av Måla Minner. Detta är en fantastisk produkt som kan användas på många sätt. Den är enkel att använda och ger mycket lek och kreativitet. Den är också en bra present till barn och vuxna.

Årets Babyleksak

Windy Bums av Windy Bums. Detta är en fantastisk produkt som kan användas på många sätt. Den är enkel att använda och ger mycket lek och kreativitet. Den är också en bra present till barn och vuxna.



20 | lek & babyrevyn 5/2023



Association and Baby Care Magazines International, we also publish recurring reports from the international market. Issue 1 is distributed at the Spielwarenmesse in Nuremberg and issue 4 is distributed at the Kind + Jugend in Cologne. These issues are printed in larger editions.

32 | leik & hahnenm 5/2022

Advertisal information

Publication schedule 2024

No	Deadline for booking	Deadline for submission	Date of publication
1	8/1	10/1	2/2
2	4/3	6/3	22/3
3	29/4	2/5	17/5
4	12/8	14/8	30/8
5	23/9	25/9	11/10
6	11/11	13/11	29/11

AD BOOKING

Contact **Lena Hedö**,
tel: +4670 590 77 33,
e-mail: lena@lekobaby.se

CANCELLATION OF ADVERTISEMENT

Advertisements that are canceled later than three weeks before the release date will be charged.



AD format and rates (in SEK)

Cut format: A4. The ad format is measured in width x height! Text-face: 160x255 mm. The magazine is printed on uncoated paper. Advertising tax is included. VAT is not included. VAT number is requested inside EU.

Format	Size in mm	Price (SEK)	Please notice
Front cover page	210x297	29,900	The ad should cover the whole page and have a bleed of at least 3 mm. Leave space at the top (75 mm) for Lek & Babyrevyn's logo, it will be added by us.
Back cover page	210x262	22,900	These ads should cover the entire page and have a bleed of at least 3 mm.
Center fold	420x297	29,900	
1/1 inside cover page	210x297	19,900	
1/1 page	210x297	18,900	
1/2 laying	160x125	11,900	
1/2 standing	90x255		
1/4 page	160x55	7,900	
Supplements		18,900	Supplements below 25 gram.
Supplier page		990	The price is per issue. The price includes space for your logo plus six lines of text.
Product news		1,900	Eight products per page. Text max 240 characters incl. spaces. Picture 51x65 or 77x43 mm.
Employee information		1,900	
Job advertisement		3,900	Here you get up to 600 characters with spaces and logo, if you want more space, contact us for a quote.
Banner News Letter	910x300 pixels	3,900	
Banner www.lekobaby.se	970x210 pixels	2,950	For 4 weeks
Banner www.lekobaby.se	480x160 pixels	1,950	For 4 weeks

DIGITAL ADVERTISING MATERIAL

Digital advertising material is submitted as high-resolution pdf files or eps. The files must have a resolution of 300 dpi and be in CMYK color mode. Ai or eps files made in Illustrator must be vectorized.

PAYMENT AND OTHER

Payment for advertisement can be requested in advance. The newspaper reserves the right to reject unwanted advertisements.

SUBSCRIPTION

Within Sweden 895 SEK/year
Outside Sweden 1,095 SEK/year
Lena Hedö, phone: +4670 590 77 33 or
lena@lekobaby.se

AD MATERIAL DELIVERY ADDRESS:

Annette Hofvander, Text å Form AH AB
Phone: +4670 811 46 05, e-mail: ah1@textaform.se
If there are any questions please call or send an e-mail.



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Visiting and delivery address: C/O Lena Hedö • Djupdalsvägen 4E apartment 1402 • S-192 51 Sollentuna

www.lekobaby.se