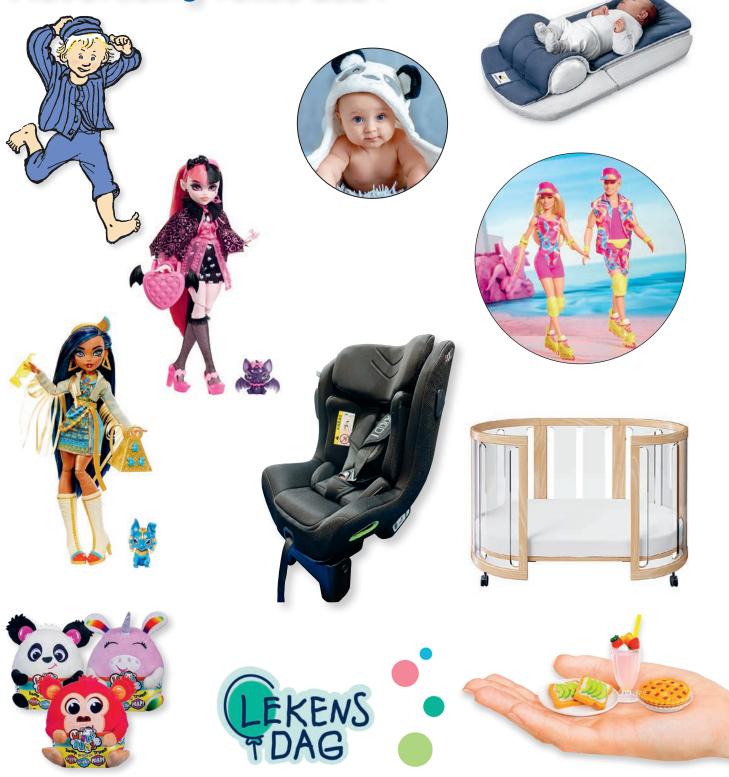
# lekababy

Advertising rates 2024







SIMBA · DICKIE · GROUP

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



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.





## **Present news**

Eight products per page, equal space for everyone. The text may contain up to 240 characters incl. spaces. The image should be 51x65 mm (portrait), or 77x43 (landscape). Feel free to send both landscape and portrait image so we can adjust the layout.

**Price**: SEK 1,900 per product

# **Editorial advertisement**

If you want an editorial ad, this is fine, the cost is the same as for "regular" ads and we can layout it for you.



## Advertise on the website

A banner on **www.lekobaby.se** helps you reinforce your message and reach the industry quickly and efficiently. We have around 1,200 unique visitors every month.

## Ad format and price:

970 x 210 pixels SEK 2,950/4 weeks 480 x 160 pixels SEK 1,950/4 weeks Email the ad as a jpeg (max. 100 kB) to jennifer@lekobaby.se Don't forget to specify where the ad should be linked.

**Contact Jennifer Rydén** at jennifer@lekobaby.se or +4670 590 76 97 if you want to book or find out more.

## **Banner in the newsletter**

Lek & Babyrevyn is sending out a digital newsletter that complements the printed newspapers. The newsletter reaches 1,200 people in the toy and baby industry. The goal is to have at least one newsletter a month (except July). Here we offer you to book a banner, 910x300 pixels.

Price: SEK 3,900 per newsletter.



## **Message board**

On the Message Board you can for example introduce new co-workers, seek staff, thank staff, lay out your business for sale. Or maybe it's a co-worker that has done something extra you want to lift in the industry.

**For personal news**, send a face photo together with a short text and contact information.

Price: SEK 1,900/personal news

**Your job postings.** You get up to 400 characters incl. spaces and logo. **Price:** SEK 3,900, if you want more space, contact lena@lekobaby.se

# **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

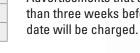
#### **AD BOOKING**

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



# **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		
Center fold	420×297	29,900	at least 3 mm.	
1/1 inside cover page	210x297	19,900		
1/1 page	210x297	18,900		
1/2 laying 1/2 standing	160x125 90x255	11,900		
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.



