

# Mediakit 2025 | 2026



Media for experts and the community  
Information | Topics | Products

## Publishing House



### Professional media solutions – for Experts and the community

Two worlds. One media platform. BRANDORA combines specialist communication and audience reach in a digital media network.

Our specialist media inform decision-makers in the toy and licensing markets, while our consumer platforms inspire families, fans and communities.

Together, they create visibility, reach and measurable results – editorially curated, digitally networked, cross-media effective.

# Target Groups

BRANDORA reaches decision-makers, brands and communities along the entire value chain – from experts to consumers in their everyday lives.



## **B2B – professional world**

Trade magazines and newsletters such as Spielwaren Insights and Licensing Post provide in-depth industry information, market analyses and trends for manufacturers, retailers, licensors and agencies.



## **B2C – Community**

With Spielefinder, Retro Gaming Crew and Kinomeister, BRANDORA accompanies the world of gamers, fans and families. Editorial content and recommendations create authentic brand presence and organic reach.

# Media Channels

BRANDORA combines specialist journalistic formats and wide-reaching B2C offerings.

## Spielwaren Insights

Daily online reporting on market, trade and product developments. The weekly newsletter summarises the most important topics in a compact format.

## Licensing Post

Daily news, interviews and trends from the world of brands and licensing.

The weekly newsletter on Wednesdays provides an overview of industry events at a glance.



Editorial platform with daily game recommendations, special topics and competitions.



Daily news and social media formats covering retro games, pop culture and collector trends.




Daily film and series news, reviews and brand storytelling with a focus on entertainment brands



## What our Customers and Readers say



**Ute Stauss**  verifiziert  
Managing Director  
Licensing International Germany



Die BRANDORA Newsletter sind ein wichtiges Branchenmedium und ein zentraler Dienstleister, der uns kontinuierlich mit relevanten und aktuellen Informationen versorgt.



**Susanne Becker**  verifiziert  
Geschäftsführerin  
Heless GmbH



Wenn wir eine wichtige Branchenmeldung haben, geht sie über BRANDORA raus – weil wir wissen, dass sie dort gesehen wird. Von Medien, Handel und Industrie.



**Markus Bülke**  verifiziert  
Director Sales & Marketing  
Moose Toys



Im Grunde liest jeder in der deutschen Industrie und Handel BRANDORA. Es ist die erste Anlaufstelle, um sich über die neuesten Entwicklungen und Trends in der Branche zu informieren.



**Thomas Puchert**  verifiziert  
Director Licensing & Partnership Expert  
KIDDINX Media GmbH



BRANDORA ist für mich ein unverzichtbares Medium in der Branche. Es liefert nicht nur wertvolle Informationen, sondern inspiriert mich mit neuen Ideen und unterstützt bei der Gewinnung neuer Partner.




**Julia Wurzer**  verifiziert  
Abteilungsleitung Marken  
WDR mediagroup



Als langjähriger Partner sehen wir, wie sich BRANDORA konsequent weiterentwickelt. Der Marken Hub und die Licensing Post sind für uns praxisnahe Werkzeuge, um Trends schneller zu erkennen und Marken gezielt im Umfeld der relevanten Entscheider sichtbar zu machen

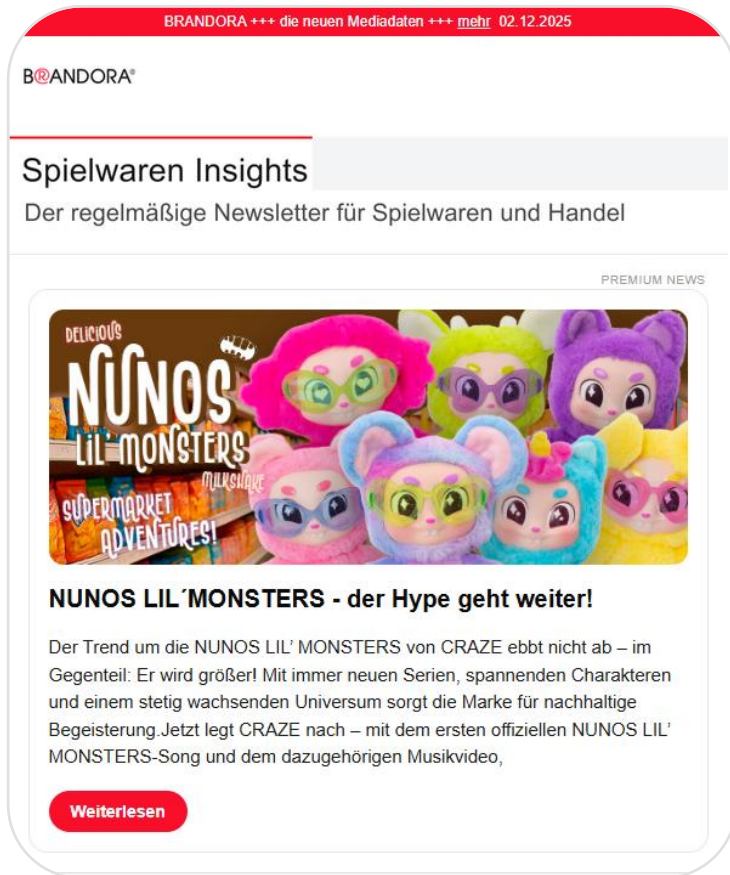


**Florian Lipp**  verifiziert  
Vice President  
CRAZE GmbH



BRANDORA ist unser zentraler Medienpartner, um den Handel effektiv zu erreichen. Auch wenn nicht immer alle Inhalte für uns relevant sind, hilft es uns, unsere Botschaften zielgerichtet zu platzieren.

# Spielwaren Insights - the trade magazine for the toy industry



## Online every day

Latest news on market, trade and product developments in the toy industry



## Newsletter

Every Friday – a concise summary of the week's most important topics



## Contents

Professionally prepared specialist information, interviews and reporting curated by journalists.



## Subject Areas

Trends, new products, events, personnel changes, company and market topics in the toy industry



## Range

Reaches specialists and executives in the toy industry – through free access and daily relevance.



## Cross-media

Distribution via website ([www.brandora.de](http://www.brandora.de)), newsletter and social media (Meta, LinkedIn, YouTube).

## Reach, relevance, resonance – Toy Insights



**Every Friday in over 6,500 decision-makers' mailboxes**

We cover all relevant areas of the industry – from purchasing to sales and marketing to human resources.



**Over 30% open rate**

Our readers regularly give us their attention – your message will be noticed.



**Over 27% average click-through rate**

Our mix of topics strikes a chord with the industry – relevant, spot on and eagerly read

# The Briefing – the editorial update on the world of toys and retail:

Newsletter	KW	Release date:	Das Briefing / Content	Industry-Events
Spielwaren Insights	2	16.01.2026	Vorsicht, freilaufende Copycat! Wie Imitate auf dem Markt wildern	
		27.01.2026		<b>spielwarenmesse®</b> 
Spielwaren Insights TOY Specials 1-4	5	28.01.2026	Die TOY Specials werden an jedem Werktag der Spielwarenmesse mit aktuellen Live Themen von der Messe versendet.	<b>27.01-31.01</b>
		29.01.2026		
		30.01.2026		
Spielwaren Insights	12	20.03.2026	Schon aufgewacht? Wie woke / divers muss Spielzeug heute sein?	
Spielwaren Insights	19	08.05.2026	Ausbildung, Nachwuchsgewinnung und Personalbeschaffung in der Spielwarenbranche	<b>BRAND M/NIA</b> 24.-25.06
Spielwaren Insights	24	12.06.2026	Spielwaren und Fußball	 12.07
Spielwaren Insights	28	10.07.2026	State of the German Brettspielmarkt	<b>KIND+ JUGEND</b> 15.09-17.09
Spielwaren Insights	35	28.08.2026	Spielwaren und Trendforschung	<b>BRAND LICENSING EUROPE</b> 06.10 – 8.10
Spielwaren Insights	42	16.10.2026	So optimieren Spielwaren-Hersteller ihre Lieferkette	<b>FRANKFURTER BUCHMESSE</b> 07.10 – 11.10
Spielwaren Insights	48	27.11.2026	Alle Jahre wieder: Neues von der KI	<b>SPIEL Essen</b> 22.10 – 25.10

\* The programme is subject to change.

# Licensing Post – Industry knowledge for brands, licences and IPs


BRANDORA +++ die neuen Mediadaten +++ mehr {CURRENT[date.short]}

B@ANDORA®

## Licensing Post

Der wöchentliche Newsletter für Marken- und Lizenzprofis

PREMIUM NEWS



### Die Maus in der Kölner Schildergasse: WDR mediagroup kooperiert mit UNIQLO

Die WDR mediagroup hat gemeinsam mit der globalen Bekleidungsfirma UNIQLO eine neue UTme!-Kooperation mit der Maus zur Eröffnung des neuen Stores in der Kölner Schildergasse am 18. September vorgestellt. Die Designs sind ab sofort exklusiv im Sortiment im Geschäft in ....

Weiterlesen



### Online every day

Latest news on collaborations, brands, trademark rights and



### Newsletter

Every Wednesday – a clear summary of the week's most important topics



### Contents

Professionally prepared specialist information, interviews and reporting curated by journalists



### subject Areas

Trends, personas, events, new products, company and market topics in the licensing industry



### range

Reaches specialists and executives in the industry, from licensors to licensees – through free access and daily relevance.



### Cross-media

Distribution via website ([www.brandora.de](http://www.brandora.de)), newsletter and social media (Meta, LinkedIn, YouTube).

## Licensing news that matters – The Licensing Post Newsletter



**Every Wednesday in over 4,700 decision-makers' mailboxes**

We cover all relevant areas of the industry – from purchasing to sales and marketing to human resources.



**Over 33% open rate**

Our readers regularly give us their attention – your message will be noticed.



**More than 25% average click-through rate**

Our mix of topics strikes a chord with the industry – relevant, spot on and eagerly read.

# The Briefing – The story that matters in the licensing business.

Newsletter	KW	Release date	The Briefing / Content*	Industry-Events
Licensing Post	4	21.01.2026	Food- und Beverage-Marken in trendbewusster Streetwear	<b>spielwarenmesse®</b>  27.01-31.01
Licensing Post	10	04.03.2026	Marken- und Lizenzrecht von Filmfiguren	
Licensing Post	16	15.04.2026	Lizenzierung, Erhalt und Entwicklung von Retro-Marken	
Licensing Post	21	20.05.2026	Beliebte Lizenzen kunstvoll im Brettspiel verwoben	
Licensing Post/ BRAND SPECIAL	26	24.06.2026	Die Kunst der Markenpflege	<b>BR/ND M/NIA</b> 24.-25.06
Licensing Post	33	12.08.2026	Befreiung vom E.T.-Fluch: Lizenzen im Gaming	
Licensing Post	39	23.09.2026	Bandshirt vom Textil-Discounter: Lizenzen im Musik-Sektor	<b>BRAND LICENSING EUROPE</b>  <b>FRANKFURTER BUCHMESSE</b> 06.10 – 8.10 07.10 – 11.10
Licensing Post	45	04.11.2026	Gute Idee aber keinen Zugang: Wie kommen Neulinge an starke Lizenzen?	
Licensing Post	51	16.12.2026	Ist denn heut schon Weihnachten? Marken-Opportunitäten frühzeitig erkennen	

\* The programme is subject to change.

# Breaking News / Specials – the cross-industry special edition

**TOY SPECIAL** 

Fokusthemen der Spielwarenmesse – täglich, kompakt, kuratiert

PREMIUM NEWS



**WDR mediagroup setzt auf starke Marken und neue Inhalte**

Als erfahrener Partner im Lizenzgeschäft entwickelt die [WDR mediagroup](#) kontinuierlich ihre Markenlandschaft weiter. Etablierte Klassiker erhalten aktuell frische Impulse: [Shaun das Schaf](#) bereitet sich auf ein neues Kinoabenteuer 2026 vor, [Meine Freundin Conni](#) erobert mit einem weiteren Animationsfilm die Leinwand, und [Der kleine Prinz und seine Freunde](#) wächst nach erfolgreichem Serienstart zu einem vielversprechenden Lizenzthema heran. Damit setzt die WDR mediagroup auf starke Geschichten mit langanhaltender Relevanz und neue Perspektiven für Partnerschaften.

[Weiterlesen](#)



## Newsletter

Weekdays during the Toy Fair, opening day of BRANDMAINIA + 4 special editions per year



## Contents

Professionally prepared specialist information, interviews and reporting curated by journalists



## subject Areas

Specialised newsletter on trade fairs or industry-relevant events/information



## Range

Reaches specialists and executives in the toy and licensing industry

# Breaking News - The German Toy Award

BRANDORA® die neuen Mediakanäle | 23.11.2025

B@ANDORA®  
Kompakte Highlights  
der Branche

Breaking News




Deutscher SPIELZEUG PREIS

Der Deutsche Spielzeugpreis 2025

Premium News

Auszeichnung für PLAYMOBIL: Sky Trails Starter Kit gewinnt Deutschen Spielzeugpreis 2025

Das „Sky Trails Starter Kit“ aus dem Hause PLAYMOBIL ist Gesamtsieger des Deutschen Spielzeugpreises 2025. Das Set, das für die Fürther eine neue Ära einläuten soll, überzeugte zunächst Kunden und schließlich die Jury. Als Medienpartner berichtet BRANDORA exklusiv über den Gesamtsieger sowie alle Categoriesieger des Jahres 2025.




### Winner Service

Overall Winner:

*A complimentary advertorial including premium news about the winning product!*


Winners in the categories:

Free placement of a press release about the winning product in **Spielwaren Insights** (redeemable within 2 weeks of dispatch of the notice).




### Newsletter

*In cooperation with the German Toy Award*




### Contents

*Exclusive industry information about the winners of the German Toy Award*



### Customers



*Customers of the Toy Hub receive prominent placement*



### Range

*Shipping to the main distribution centre*

# Editorial Schedule

Newsletter	KW	Release date:	Das Briefing / Content*	Industry-Events
TOY SPECIAL I	5	27.01.2026	Jubliäum: 70 Jahre Spielwarenentwicklung und Innovationen	
TOY SPECIAL II	5	28.01.2026	<b>Marken und Lizenzen</b>	
TOY SPECIAL III	5	30.01.2026	Produkte / Neuheiten	 spielwarenmesse® 27.01-31.01
TOY SPECIAL IV	5	31.01.2026	Handel und Vertrieb	
BRAND SPECIAL	28	24.06.2026	Die Kunst der Markenpflege	 BRAND M/NIA 24.-25.06
Der Deutsche Spielzeugpreis	TBD	AUGUST	Die Gewinner des deutschen Spielzeugpreises stellen sich vor	



**Share your own industry highlights!**  
**Book the BRANDORA Breaking News now – offer available upon request**

BRANDORA Breaking News are special newsletters focused on a clearly defined industry topic – concise, attention-grabbing, and precisely targeted at decision-makers in the toy and licensing industry. Companies can exclusively feature their own topics, innovations, or events in a Breaking News edition and generate highly targeted reach – outside the regular newsletter schedule and with maximum focus on their message.

\* The programme is subject to change.

## 1 Premium News – Preferential placement for your press release

The front page of the newsletter – exclusive and editorially integrated. Placement: directly below the newsletter title. Presentation in editorial style (look and feel of the editorial team). **Exclusively once per issue**

## 2 Spotlight – Editorial placement in the upper

Visibility **within** the first four reports  
Presentation in the editorial team's look and feel  
Booking on a first come, first served basis  
Double visibility: also listed again in the appropriate category.



### 3 Brand Banner – Your brand in focus

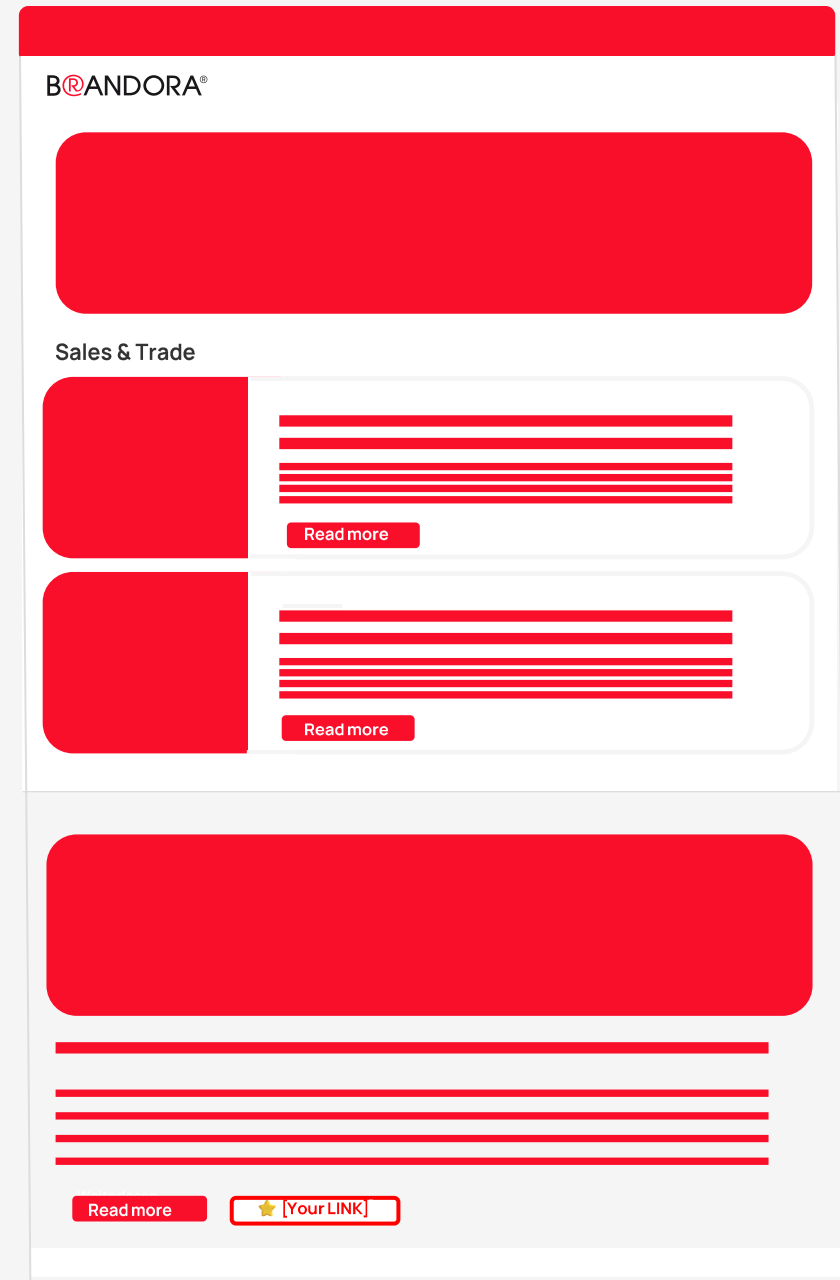
Classic image display format for branding and campaigns. Fixed image display in the newsletter. Ideal for visual brand messages or promotions can be displayed as an animated GIF

### 4 Conversion News – Editorial team meets action

Editorial press release with additional CTA. Selectable call-to-action (web shop – ticket sales, landing page) Press release as continuous text (no character limit)

3

4



# Newsletter | Price

Format	Technical Details	Price	Customer discount tiers*		
			Basis	Premium	Professional**
Premium News	Banner graphic: 600 × 240 px Press release including images	1.190,00 €	1071,00 €	425,00 €	400,00 €
Spotlight	Press release including images	880,00 €	792,00 €	161,50 €	152,00 €
Brand Banner	Banner graphic: 600 × 120 px Link Information	1.000,00 €	1421,00 €	750,00 €	700,00
Conversion News	Banner graphic: 600 × 240 px Press release including images Link Information for 2. CTA	940,00 €	846,00 €	212,50 €	200,00 €
Meldungsplatzierung	Press release including images	690,00 €	621,00 €	inkludiert	inkludiert

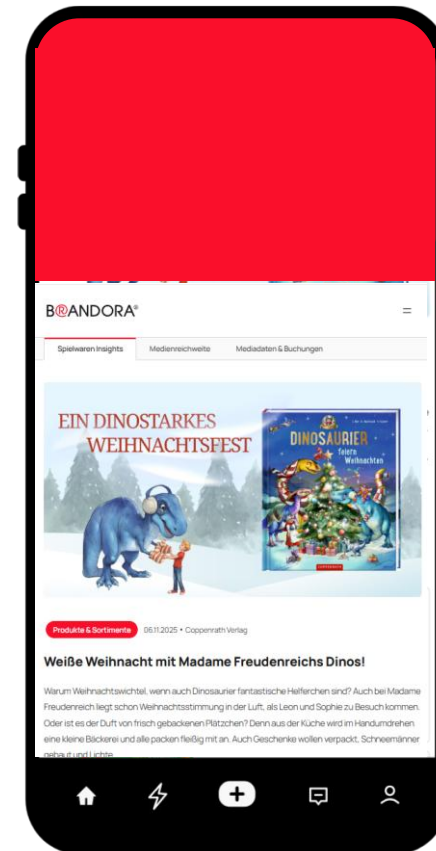
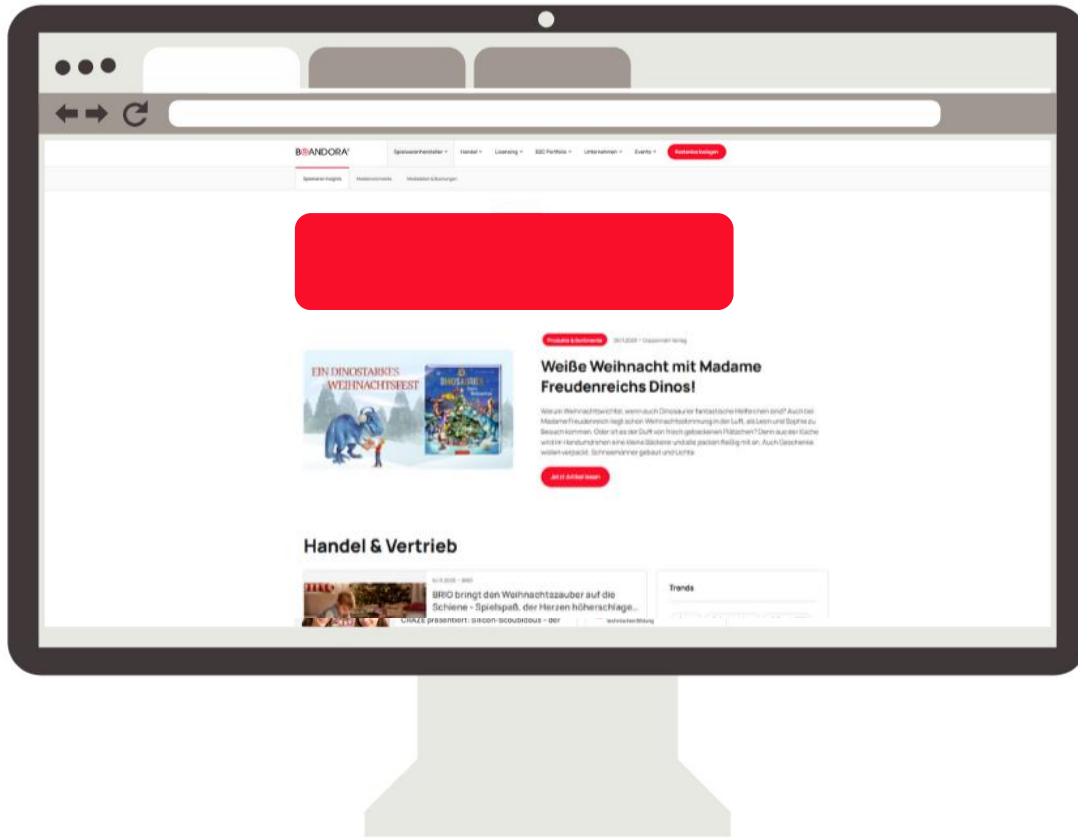
All prices are in EURO and are subject to statutory value added tax.

Please note that advertisements in our special interest media 'Spielwaren Insights' & 'Licensing Post' are not eligible for agency discounts.

\*Only for customers of the Toy Hub

\*\* For customers of the Brand Hub with a booked media flat rate, the Professional price category applies.

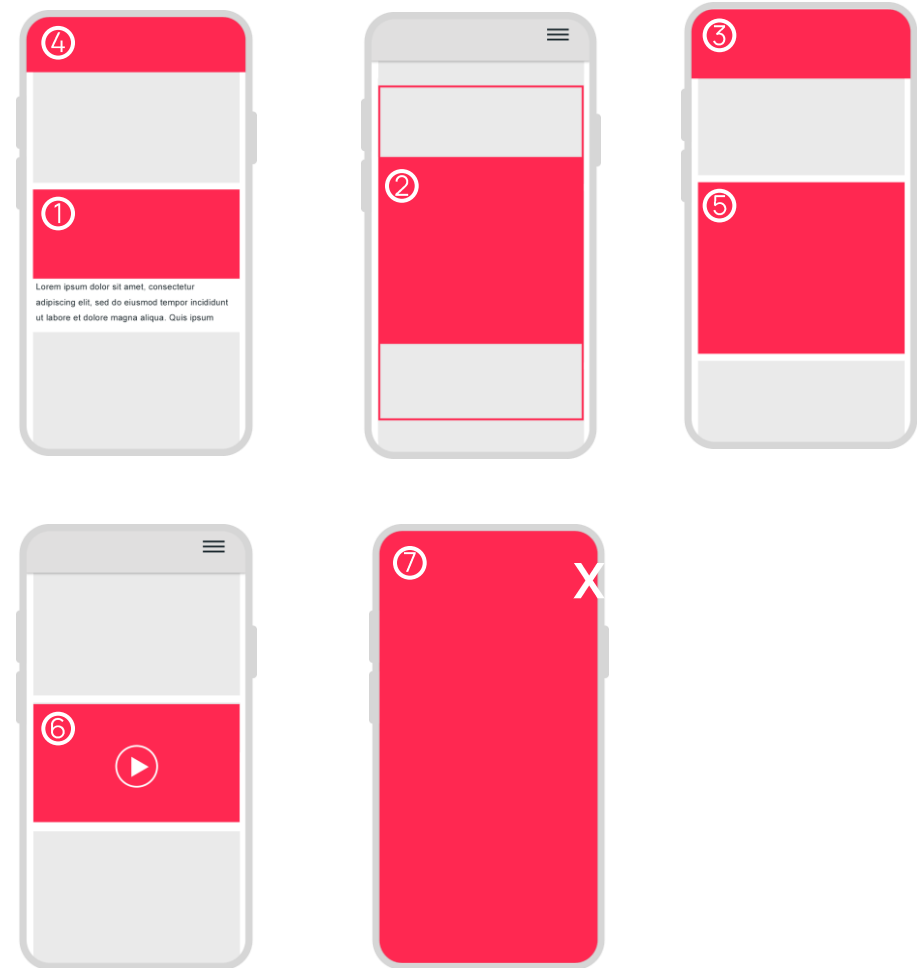
# Desktop and mobile advertisements



# Mobile

#	Werbeform	Größe (px)	Responsive	Preis in € (TKP)
1	Bild-Text	300x200	Ja	15,-
2	Interscroller	320x480	Ja	35,-
3	Lead Ad (2:1)	320x150	Ja	30,-
4	Lead Ad (4:1)	320x75	Ja	25,-
5	Medium Rectangle	300x250	Ja	35,-
6	Outstream Video	300x200 300x170	Ja	55,-
7	Skadlay Mobile	Fullscreen	Ja	70,-

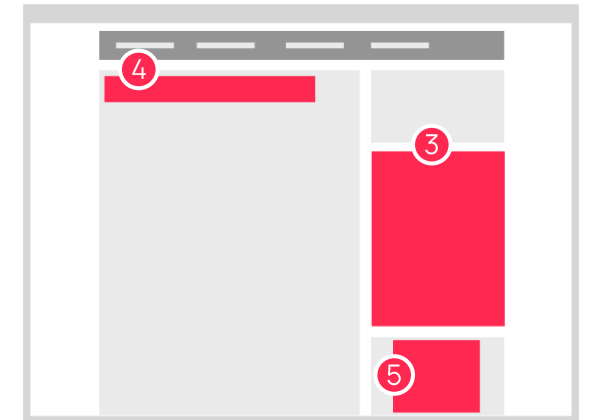
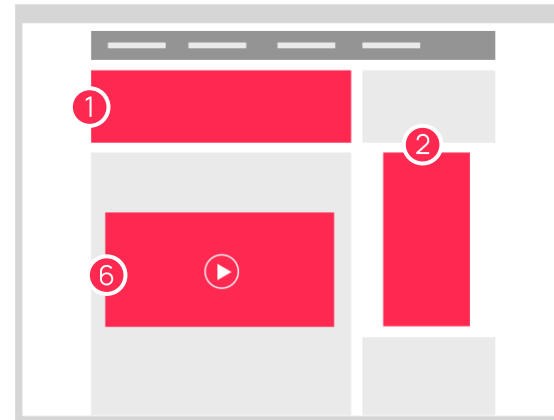
*Prices subject to change and errors excepted.*



# Desktop

#	Werbeform	Größe (px)	Responsive	Preis in € (TKP)
1	Billboard	800x250 970x250	Optional	45,-
2	Halfpage Ad	300x600	Optional	45,-
3	Halfpage Ad XL	470x600	Optional	50,-
4	Leaderboard	728x90	Optional	25,-
5	Medium Rectangle	300x250	Optional	30,-
6	Outstream Video	Individuell	Optional	55,-
7	Skadlay	Fullscreen	Ja	70,-

*Prices subject to change and errors excepted.*



## BRANDORA to C

Our consumer formats open up additional reach directly to end consumers – with attention-grabbing YouTube formats and target group-specific topic portals.

Media data and further information available on request.



### Toys? Of course!

The main programme for new products entertaining, visually striking and editorially organised. Products are presented in a compact, understandable and appealing way.



### Toy trends in a nutshell

Compact YouTube shorts that summarise current trends quickly, clearly and in a visually appealing way.



### The Toy Duel

Two products, one topic – clearly contrasted, fact-based and without editorial evaluation. A format for quick orientation and visible brand presence.



Editorial platform with daily game recommendations, special topics and competitions.



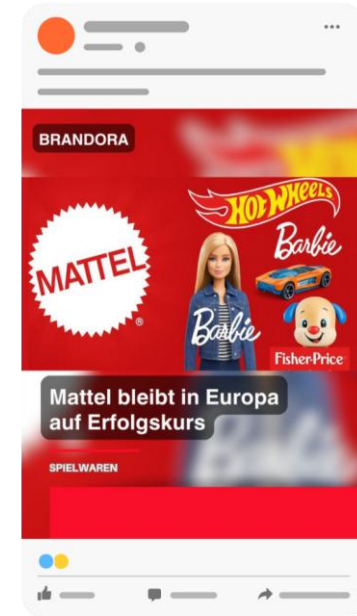
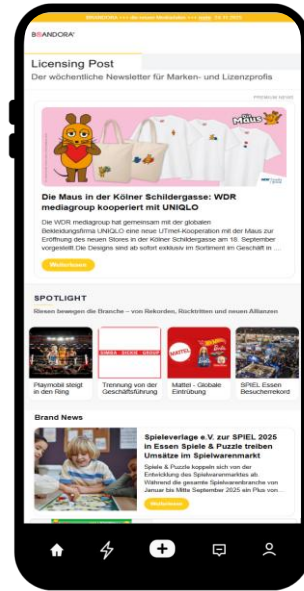
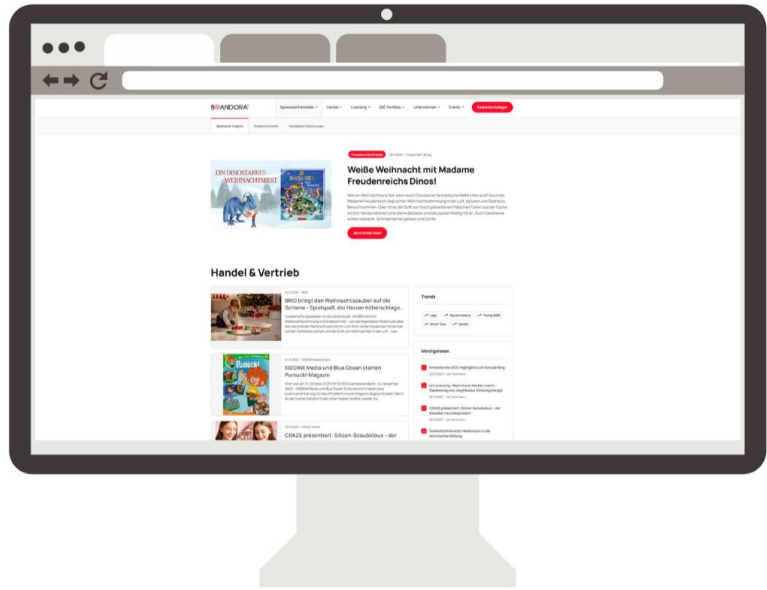
Daily news and social media formats covering retro games, pop culture and collector trends.






Film and series news, reviews and brand storytelling



# Cross-media offerings



# Social

Format	Technical Details	Price	Customer discount levels*	
			Base	Premium / Professional
Social Media Posting   	<ul style="list-style-type: none"> <li>• Picture</li> <li>• Headline</li> <li>• Teaser text</li> <li>• Link to announcement on BRANDORA.de</li> <li>• Tagging company page</li> <li>• hashtag optimisation</li> </ul>	500 €	450,00 €	350,00 €

All prices are in EURO and are subject to statutory VAT.

Prices per placement – bulk discounts available. Please contact us for details.

Prices subject to change and errors excepted.

\*Only for customers of the Toy Hub. For customers of the Brand Hub with a booked media flat rate, the Professional price category applies.

\*\*LinkedIn



## Follower

You can find the current follower numbers on our webpage.



## Engagement

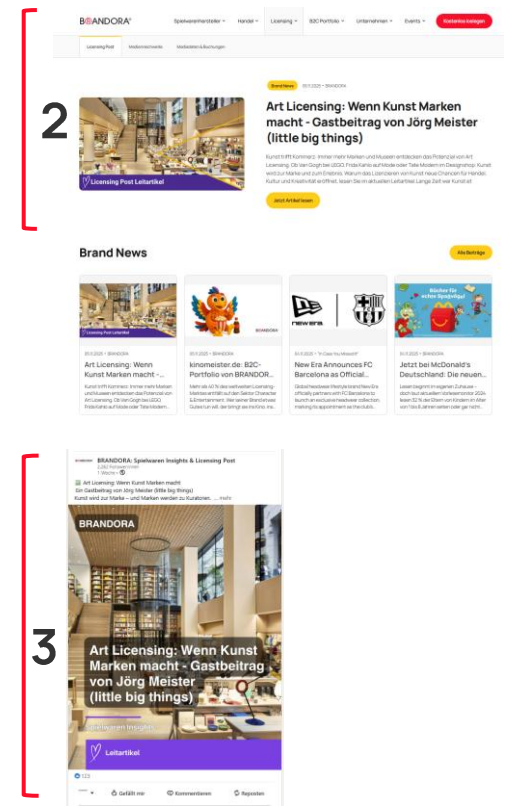
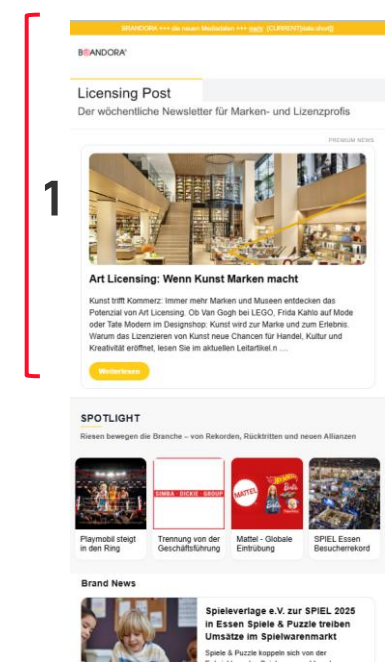
BRANDORA has an active community with a Quote of over 5%\*\*

# Kombi: Newsletter | Web | Social

Format		Technical Details	Price	Customer discount levels*	
1	Premium News	Banner graphic: 600 x 240 px Press release including images	1.190,00 €	Basis 1071,00 €	Premium / Professional 425,00 €
2	Top Web Placement	<ul style="list-style-type: none"> <li>Pinned top news 3 working days (Spielwaren Insight or Licencing Post)</li> <li>Picture</li> <li>Headline</li> <li>Teaser text</li> </ul>	500,00 €	450,00 €	400,00
3	Social Media Posting	<ul style="list-style-type: none"> <li>Link to notification on BRANDORA.de</li> <li>Tagging company website</li> <li>hashtag optimisation</li> </ul>	500, €	450,00 €	300,00 €
		<b>Angebot</b>	<b>2.190,00 €</b>	<b>1.971,00 €</b>	<b>1.125,00 €</b>

All prices are in EURO and are subject to statutory value added tax.

Please note that advertisements in our special interest media 'SpielwarenInsights' & 'Licensing Post' are not eligible for agency discounts. Prices are subject to change and errors excepted.



\*Only for customers of the Toy Hub, For customers of the Brand Hub with **booked media flat rate** the Professional price category applies

## Advertorial Service



### Your story in the spotlight of the industry

With the BRANDORA advertorial, you can present your topic where decision-makers read. We transform your content into an attention-grabbing, editorially prepared article – optimally visible on BRANDORA.de and perfectly integrated with our newsletter formats.

**Your advantage:** Maximum reach, clear positioning and an effective presentation.

### Our advertorial service includes:

**Editorial preparation** Your content for a compelling story

- **Newsletter integration** for additional attention in the industry
- **Ideal for:** New products, brand stories, company updates, campaign launches and events.
- Put your topic in the spotlight – with a compelling advertorial. Offer available on request. Customers receive an attractive discount.

## Our Team



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