

Spielwaren Insights

Der regelmäßige Newsletter für Spielwaren und Handel

Spielwaren Insights is a weekly industry medium for the toy industry and trade in the German-speaking world. The medium combines editorial industry topics with company news from the sector, providing continuous industry information for manufacturers and retailers alike.

NEWSLETTER KEY FIGURES

6.500+ Subscribers **30%+** Open Rate **27%+** Click Rate

Sent weekly

WEBSITE KEY FIGURES

271.000+ Page Views / Month

129.000+ Unique Users / Month

138.000+ Backlinks · High SEO Visibility

Readers / Target Audience

- Professionals and Executives in the Toy Industry
- Marketing and Licensing Managers
- Retailers, Buyers und Multipliers

PUBLICATION

- Weekly Industry Medium
- Fixed Publication Day
- Plannable Corporate Communication
- Continuous Presence in the Industry
- Always current and regular with Industry and Trade

MEDIUM STRUCTURE

Editorial:

- Industry Trends and Market Developments
- Interviews with Industry and Trade
- Market Analyses and Industry Figures
- Legal Developments
- Commentaries and Editorials
- Voices from the Industry

Company News:

- New Products
- Company News und Personnel News
- Cooperations
- Studies & Market Data
- Trade Fair and Event News
- Trade Promotions and Licensing Topics

MEDIA FLATRATE

You provide your company news – we guarantee publication in the industry medium. 1:1, at the defined time and in an editorial environment. This keeps you present in the industry all year long.

Media Flat Rate Packages

Basis

1,900 € per year

Website Presence
10% Discount on Media Services

Premium

2,900 € per year

Website + Newsletter Presence
15% Discount on Media Services

Professional

3,900 € per year

Website + Newsletter + Social
Media
20% Discount on Media Services

Your company news regularly in Spielwaren Insights – with the BRANDORA Media Flat Rate.

marketing@brandora.de | www.brandora.de