

HOW CAN "BRANŻA
DZIECIĘCA" **SUPPORT
YOUR MARKETING?**





DEAR READER

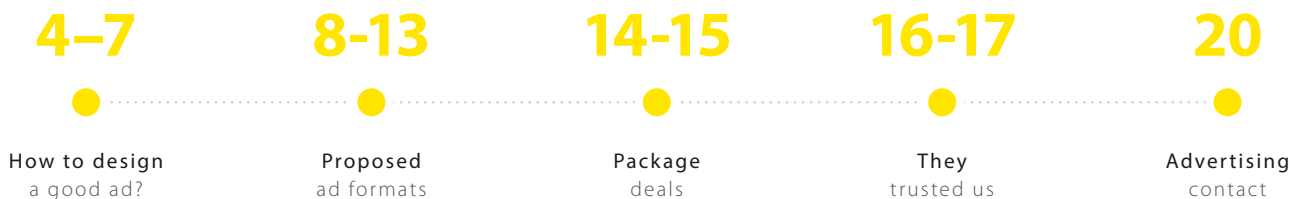


Toys and products for children form a very broad topic. What and where you talk about your product decides whether it is a success or a flop. Next to an advertising offer, this brochure will tell you **what should be important while designing e.g. a press advertisement**, so that shop owners feel encouraged to place an order.

You are free to contact me not only about advertising, but also about each and every topic that might serve as the canvas for an article at “Branża Dziecięca”: m.jankowski@branzadziecieca.pl ■

Marek Jankowski
– editor-in-chief of “Branża Dziecięca”

What is inside?





HOW TO DESIGN A GOOD AD?

Good advertising means effective advertising. If you want to be effective, presenting your product with a slogan and a large logo is not enough ;) You need to know what troubles its audience and what problems the product might help to solve. Here, we suggest what you should emphasize.

As an industry magazine, we contact suppliers offering toys, prams, safety seats, and other products for children every day, we also talk to owners and to persons responsible for purchases. This is how we came up with a list of suggestions of what you should mention in your advertising as a manufacturer, so that it resonates better with your target group.



SAY THAT YOU'RE KEEPING YOUR EAR TO THE GROUND

You must've heard about the "online auction problem". The same products are available at lower prices than the price that the standard shops pay the supplier for it. This is their problem. Are you able to offer a price that allows them to be profitable? Mention it in the form of **a guarantee of a profitable transaction.**



ANTICIPATE THEIR FEARS

Why are shops unwilling to order new, unknown brands? They're afraid that they will quickly become non-sellers, if the products are not advertised and parents don't know about it. **Emphasize that you're investing in advertising** – even if it's not on TV, it's in magazines for pregnant women, on parenting websites and blogs, at birthing schools, and at maternity wards. **Add an emblem to your design** that says "a product advertised in...".



STRENGTHEN YOUR OFFER

Show them that you're a partner and you want the product to rotate. Add **marketing support** to your product. Posters and other PoS as well as bonuses for customers and training courses are the most popular. You might want to think outside the box and emphasize in your ads that you organise competitions (for customers of a given shop), you provide free products for the display or you help to decorate the display.



SHOW APPRECIATION

If a store invests in training courses for employees, shows initiative in the sales process, it acts to your benefit. Appreciate it, **promote such stores** – by offering them higher discounts or other privileges connected to supply or handling any complaints – and don't forget to mention it in advertising. A bonus programme for the best sellers might be your asset.



EMPHASIZE AVAILABILITY

We mean her something more than just the availability of the products, because keeping sufficient stock inventory to handle orders quickly is a must. Availability of your suppliers is just as important, assuring that they are always in touch. The problem often lies in not responding to calls or e-mails. **Quote numbers:** we ship our orders within 24 hours, we respond to e-mails within 5 minutes – and keep your promises.



MAKE YOUR PARTNER LOOK GOOD

It is very important in critical situations, if a customer is not satisfied with the product (complaints). If you pay attention to keeping a good image of your client amongst their customers, your chances of another order grow. Provide help – ensure fast and easy procedure, offering additional services, e.g. **replacement products for the duration of the repairs.**



THE EFFICIENCY OF ADVERTISING DEPENDS BOTH ON WHAT YOU SAY AND WHERE YOU PUT IT

If you want people responsible for purchases for their shops to become interested in your offer, advertising in an industry magazine will be a good place to start – over 90% of readers of “Branża Dziecięca” are owners of stores and warehouses.

THIS IS HOW THE MEMBERS OF THE INDUSTRY ANSWERED THE QUESTION: "WHAT COMES TO MIND AS IT COMES TO »BRANŻA DZIECIĘCA«?"

current news about
the toy industry in Poland

industry news

toys and products
for children

news from the industry

The survey was commissioned by "Branża Dziecięca" magazine and held in 2015.



TEKSTYLIA DLA DZIECI

LOKOMOTYWA Z BAWĘŁNY

Niemowlętom ma być wygodnie. Rodzice potrzebują zapewnień o bezpieczeństwie materiału, jego wysokiej jakości i sprawdzonym pochodzeniu tkanin. Czy jest możliwy kompromis między potrzebami obu stron i wybiecie się na tle konkurencji? Polskie firmy sprzedające tekstylia dla maluchów i matek mają różne pomysły. My przedstawiamy wybrane z nich.



Na branżowych i parentingowych targach, miodowych eventach i w sklepach uwagę przykuwa coraz większa różnorodność kocyków, poduszek i innych produktów dla dzieci. Wieleś wzorów i kolorów, specyfika materiałów i ich właściwości – czy to wystarczy, by wyróżnić się na tle pozostałych w tym segmencie? Czy jest to jednak

na rynkowy hit. Stoisko firmy jest oblegane na każdym targach, a po produkty chętnie sięgają zarówno rodzice, jak i właściciele sklepów poszukujący uzupełnienia asortymentu. Na przykład Joanna Witczak, prowadząca sklep i showroom Bikoowo – Dla mnie był to insypis, tenus, dodatkowy: abo przedmiot

Fabulo działa od lipca 2015 r., a inspiracją pod czas pracy nad asortymentem stały się nasze polskie utwory literackie dla dzieci. Literacki doceniał pewien Hiodus, można by sobie nazki – Mój szwagier, Amik! Tani, potnia polskie bajki, gdy zaczął je czytać swoim córkom. Jego szwagier na świecie trzeba radzić o świat

” descriptions
of new products

” articles about the market targeting
children and parents

” database of new partners

” interesting information about
products for children

” informing about products that do
not conform to safety standards

” information about new products

” industry news, analyses,
current news

” a professional magazine
about the toy industry



ie

ONEJ MARKI

atowych liderów
cych, zaprezen-
nowe linie prod-
ld. Mają one
ców Europy
ą na pozycji lide-
inach.

pracy specjali-
zachodnią i azja-
zliwa dzięki
eckim Cybexem
arką o blisko
projektu są zalo-
jego przyjacieli
enghuan Song,
sobowość i kultu-
m jest doskonale
ego wzornictwa
artin Pos.

ymi ogranicze-
z: z różnych kultur,
zieją się niesia-
i Goodbaby,

mają być do-
Ich dystrybucją
nie GB Platinum
o rozszerzenie
ięc warunki han-

...ktoś w głowie i widać, wciąż może
...ktoś w głowie i widać, wciąż może
...ktoś w głowie i widać, wciąż może
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„Dzięki produktom mamy więcej luzu w życiu”. Katarzyna Warkowska, dystrybucja produkty Babybionk.
„Dzięki produktom mamy więcej luzu w życiu”. Katarzyna Warkowska, dystrybucja produkty Babybionk.
„Dzięki produktom mamy więcej luzu w życiu”. Katarzyna Warkowska, dystrybucja produkty Babybionk.

WNIOSKI
spotykamy rodziców, którzy z zachwytem pa-
trzą na naszą barwną ofertę i z radością planują
dodać do pokory dziecka. Pozostajemy wierni
swojej pierwotnej koncepcji, szliśmy pod prąd,
przeciwstawiając się obecnym, trochę smutnym
trendom ekologicznym – podkreśla Sylwia Eilimes,
reprezentująca Smili.

NA ŻYWO
Jak można ze sprężynowanymi celami i wachla-
czeniem nowości zdobywać kolejnych klientów in-
dustrialnych i biznesowych?

– Po 8 latach działalności nie musimy już nikogo
przekonywać do chust. Sklepy zainteresowa-

Każda kobieta może dobrać poduszkę odpow-
iednią dla siebie. Duże znaczenie podczas do-
pusowywania mają potrzeby i wzrost klientki.
Na każdych targach, na których prezentujemy
naszą markę, mamy na stoisku krótko – panie
się na nim układają i sprawdzają, który model
jest dla nich najlepszy – opowiada Agnieszka
Filipowska. W ostatnim czasie większego zna-
czenia w popularzacji marki nabierają także
opinie blogerek – W ten sposób nasze produk-
ty zyskują ogólnie dostępne obiektywne oceny.
Rzeczowym opisom towarzyszy wiele zdjęć –
mówi twórczyni Super Mami.

Czy rynek produktów z tkanin nie jest już



PLACE AN AD WITH US



FULL PAGE

- a chance to present large images and all of the important information
- a layout that allows an ad to stand out in a publication and guarantees no competition from other ads
- increases prestige of your brand

EUR 1030

Width: 210 mm
Height: 297 mm
Bleed: 3 mm



HALF PAGE – HORIZONTAL

- large advertising space at a competitive price
- layout suitable for presenting toys, furniture and decorative products

EUR 800

Width: 210 mm
Height: 163 mm
Bleed: 3 mm



HALF PAGE – VERTICAL

- large advertising space at a competitive price
- layout suitable for presenting pushchairs, car seats, high chairs, baby bottles or dolls

EUR 800

Width: 132 mm
Height: 223 mm
Bleed: 3 mm



DOUBLE PAGES SPREAD

- the largest advertising space (across two A4 pages)
- the most impressive and therefore very effective layout
- increases prestige of your brand

EUR 1790

Width: 420 mm
Height: 297 mm
Bleed: 3 mm



1/3 PAGE – HORIZONTAL

- large advertising space at a competitive price
- layout suitable for presenting toys, furniture or decor

EUR 610

Width: 210 mm
Height: 104 mm
Bleed: 3 mm



1/3 PAGE – VERTICAL

- large advertising space at a competitive price
- vertical layout suitable for presenting pushchairs, car seats, high chairs, baby bottles or dolls

EUR 610

Width: 71 mm
Height: 297 mm
Bleed: 3 mm



1/4 PAGE – HORIZONTAL

- competitive price
- this kind of layout is suitable for presenting toys or nursery furniture

EUR 470

Width: 210 mm
Height: 74 mm
Bleed: 3 mm



1/4 PAGE – SQUARE

- competitive price
- layout suitable for presenting pushchairs, car seats or toys

EUR 470

Width: 132 mm
Height: 134 mm
Bleed: 3 mm

MRS. KAROLINA PERON
INTERNATIONAL SALES MANAGER

TEL.: +48 71 733 65 78
E-MAIL: K.PERON@BRANZADZIECICA.PL





1/4 PAGE – VERTICAL

- competitive price layout
- suitable for presenting pushchairs, car seats, baby bottles or dolls

EUR 470

Width: 71 mm
Height: 223 mm
Bleed: 3 mm



1/6 PAGE – HORIZONTAL

- competitive price
- rectangular layout suitable for presenting toys, furniture or decor

EUR 360

Width: 119 mm
Height: 80 mm
No bleed

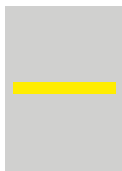


1/6 PAGE – VERTICAL

- competitive price
- vertical layout suitable for presenting pushchairs, car seats or toys

EUR 360

Width: 58 mm
Height: 169 mm
No bleed



BANNER

- very competitive price
- location of the topical reviews of the market can draw attention to your range of products

EUR 190

Width: 181 mm
Height: 21 mm
No bleed



MINI BOX

- the cheapest ad format
- space suitable for presenting your brand logo and web address

EUR 110

Width: 58 mm
Height: 50 mm
No bleed

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ISSUE	ORDER BY	READY ADVERTS	RELEASE DATE	NOTES
2/2018	12.01.2018	19.01.2018	21.02.2018	Distributed at Kids' Time in Kielce
3/2018	07.03.2018	14.03.2018	16.04.2018	Promote your toys before Children's Day
4/2018	23.05.2018	29.05.2018	25.06.2018	Last Minute for Back to School
5/2018	19.07.2018	26.07.2018	27.08.2018	Available at Kind + Jugend in Cologne
6/2018	30.08.2018	06.09.2018	10.10.2018	Extra: Hottest Toys for Christmas 2018
7/2018	02.10.2018	09.10.2018	08.11.2018	Extra: Branza Dziecieca Calendar 2019
1/2019	21.11.2018	28.11.2018	07.01.2019	Available at Spielwarenmesse in Nuremberg



ORDER ONLINE ADS



BOX FIX

- visible on the main page, on the Fairs page, and next to individual articles
- format: JPG, PNG, GIF, animated GIF, SWF
- advertising period: 4 weeks
- it "gest stuck" at the top of the screen as you scroll down the page

EUR 100

Width: 300 px
Height: 150 px



BOX

- visible on the main page, on the News page, and on the category pages
- format: JPG, PNG, GIF, animated GIF, SWF
- advertising period: 4 weeks

EUR 120

Width: 300 px
Height: 250 px



BANNER

- visible on the main page, on the category pages
- format: JPG, PNG, GIF, animated GIF, SWF
- advertising period: 4 weeks

EUR 150

Width: 728 px
Height: 90 px



BILLBOARD

- visible under individual articles
- format: JPG, PNG, GIF, animated GIF, SWF
- advertising period: 4 weeks

EUR 200

Width: 970 px
Height: 250 px

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INTERNATIONAL SALES MANAGER

TEL.: +48 71 733 65 78
E-MAIL: K.PERON@BRANZADZIECIECA.PL

PLACE AN AD IN OUR MAILING



EXCLUSIVE MAILING

- email message with your company's trade offer
- legal database
- perfect target group
- over 1300 subscribers (as of December 2016)

EUR 0,50/person

Width: 600 px
Height: any



SPECIAL OFFER
DISTRIBUTORS' CHOICE



NEWSLETTER BANNER

- big banner ad in the weekly newsletter
- eye-catching location under the heading
- format: JPG, PNG, GIF, animated GIF
- advertising period: 4 weeks

EUR 180

Width: 468 px
Height: 60 px



PACKAGE DEALS
ARE CHEAPER -



GO TO PAGE 14
AND SEE



RAPEX BANNER

- big banner ad in weekly overview of Rapex notifications
- eye-catching location under the heading
- format: JPG, PNG, GIF, animated GIF
- advertising period: 4 weeks

EUR 90

Width: 468 px
Height: 60 px



HOW TO SPEND LESS AND GET MORE?

When you order a single 1/1 advertisement in “Branża Dziecięca”, the entire page is at your disposal and you are printed once in the entire magazine. But you can buy the same surface cheaper, and ensure regular presence and more forms of displaying of your product, if you decide to buy a package deal.

EUR 4,250
YOUR NET SAVINGS

We asked advertisers what influences their decisions to purchase a package deal under a 12-month contract. They spoke in one voice that **low cost of regular display** and access to various forms of presence in the magazine are of key significance. Their advertising is visible to shop owners – potential clients – in **each issue** of “Branża Dziecięca” for a year, in product presentations (both in printed edition, on the website, and in mailing messages), market reviews, RM catalogue, and press releases. They notice the product, they become interested, at some point, decide to contact the advertiser.

WHAT'S THE DEAL WITH THE PACKAGE DEAL? THE VALUE OF THE “L” OFFER DIVIDED INTO INDIVIDUAL ADS IS EUR 11,460 NET.

You can save EUR 4,250 net and spend it on additional advertising dedicated to parents, instead. Why do we propose this? It's a win-win for both parties – we gain a loyal client, and your product is visible in more than one place.

PACKAGE DEAL		S	M	L	XL	XXL
TOP CHOICE						
MAGAZINE						
Ads	ad format × number of issues	1/6 × 7	1/2 × 7	1/1 × 7	2/1 × 7	2/1 × 7 + insert
Products	number of products × number of issues	7	14	42	28	42
ONLINE						
Products	number of products presented × 1 year	7	14	42	28	42
Newsletter	number of products in newsletter	7	14	42	28	42
Banners	size 300×150 px × number of months	1	1	3	3	12
PRICE (12 INSTALLMENTS)		12 × 160 EUR	12 × 320 EUR	12 × 480 EUR	12 × 640 EUR	12 × 800 EUR

Package deals on a 12-month contract (during that time seven issues of the magazine come out). Monthly fees are shown on a net basis. VAT is reverse-charged to the client. Prices valid till 31.12.2018 or until further notice.



THEY TRUSTED US

4BABY

ADAMEX

”
Thanks to reading “Branża Dziecięca”, I stay on top of all the latest fads about toys, fairs, law, and statistics.

- Agnieszka Kędziora, Ktosiaki.pl (Warszawa)

AKORD

AKPOL

BAMAR NICOL

BEBETTO

BLUE OCEAN

CHICCO

COTO BABY

DOREL

”
“Branża Dziecięca” is the source of many valuable information about the market. It offers the news that I value.

- Olga Musielak, Gadżet-Net (Pudliszki)

MALTEX

MARKO

MEDELA

MGA

SKIP HOP

SPIELWARENMESSE

TARGI KIELCE

TEGA

”
I like to learn – and each issue of “Branża Dziecięca” has that something that I didn’t know about.

- Przemysław Dygdoń, Kraina Patalonia (Warszawa)

ALEXANDER

ANEK

ANEX

BABY LAND


*We have a subscription of “Branża Dziecięca”,
because it interests us and allows us to gain new
business partners.*
– ForBabies.pl (Kielce)


*We design original plush toys. “Branża Dziecięca”
helps us follow industry trends.*
– Marta Tręda, Studio Krafiting (Toruń)

DUMEL

KIND + JUGEND

M&Z

MALAVI

PARADISE BABY

PINOKIO

PLAYMOBIL

POLESIE

REKMAN

ROAN

TOY PLANET

TREFL


*I appreciate the fact that the topics are discussed
thoroughly, the reports are in-depth, “Branża
Dziecięca” also contains opinions of members of
the industry and offer expert advice.*
– Monika Mierzejewska, Inter-Widex (Mrągowo)

WADER

WHISBEAR

Over **90%** of readers of “Branża Dziecięca” are owners of stores and warehouses. One copy is frequently read by several persons. In **51%** of cases, it is also forwarded to a director or a manager, in **53%** – to sellers.

08

Dumel już 4. raz zaprosił partnerów handlowych na kontraktację



MISTRZ
I PRZYJACIELE

WYDARZENIA

Branża nad Renem 21 tysięcy gości przyjechało do Kolonii	6	Kolonia Relacja
Mistrz i przyjaciele Targi Dumela w Jachrance	8	Wózki Kindergarten
Poznańskie urodziny Gala z okazji 25-lecia BabyOno	10	Jak urodzić Poznań
Seria premier 4. Międzynarodowe Targi Kid's Biz Fair	12	Testowanie Wywiady
Strategia gier Bard Centrum Gier wprowadza zmiany w dystrybucji	14	Lokomotywy Tekstylna
Komnaty zabawek Kontraktacje Rekmama w Krzyżowej	16	Porada prze Wzory i kolo
Targi od kuchni Konferencja Spielwarenmesse Dialog w Warszawie	18	Sezonowe ocie Ekspert o śpiw
Koelnmesse w rytmie samby Organizator Kind + Jugend przejął targi w Brazylii	20	Zakupy ze strachu Produkty dla wystras
		Legalne hity Odzież i akcesoria lice
		Gabaryty na pokaz Ekspozycja

DISTRIBUTION MODEL:

55%

individual shipping

25%

distribution at warehouses

18%

fairs and industry events

2%

selected Empik stores

Controlled
Circulation



76

wanie zamówień na Gwiazdkę
na się już w lutym

ŚWIĘTA
PRZEZ CAŁY ROK

ZABAWKI

Zabawki nad zalewem.
Targi Dumela

Święta przez cały rok
Wywiad – Daniel Haracz i Dorota Madal

74



106

Niekiedy żądanie tzw. opłaty
półkowej może skończyć się sądem

ZAKAZANE
CZY DOZWOLONE?

IF YOU ARE INTERESTED IN PLACING AN AD
IN "BRANŻA DZIECIĘCA",
DROP US A LINE OR CALL

MRS. KAROLINA PERON

INTERNATIONAL SALES MANAGER

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E-MAIL: K.PERON@BRANZADZIECIECA.PL