

HAW CAN „BRANŻA
DZIECIĘCA” **SUPPORT
YOUR MARKETING?**

B D



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”:
u.kaszubowska@branzadziecieca.pl ■

Urszula Kaszubowska
– *editor-in-chief of “Branża Dziecięca”*

What is inside?

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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.



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**.



EMPHASIZE AVAILABILITY

We mean here 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.



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

“ articles about the market targeting children and parents

“ industry news

“ database of new partners

“ toys and products for children

“ interesting information about products for children

“ information about new products

“ news from the industry

“ a professional magazine about the toy industry

TEKSTYLIA DLA DZIECI

LOKOMOTYWA Z BAWĘŁNY

FLORA NIEBAŁ

Niemowlętom ma być wygodnie. Rodzice potrzebują zapewnien o bezpieczeństwie materiału, jego wysokiej jakości i sprawdzonym pochodzeniu tkanin. Czy jest możliwy kompromis między potrzebami obu stron i wybicie 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, modynych eventach i w sklepach uwagę przykuwa coraz większa różnorodność koczek, poduszek i innych produktów dla dzieci. Wielość wzorów i kolorów, specyfika materiałów i ich

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, prowadzą-

Fabulo działa od lipca 2015 r. a inspiracją podczas pracy nad asortymentem stały się znane polskie utwory literackie dla dzieci. Ich autorem jest powieściopisarz, twórca tej samej marki – Mój szwagier, Amit Tiliani, polski polski



Obraz to produkt, który mamy uwielbiać kupować „za żywo”. Katarzyna Warkoczka, dystrybująca produkty Babybona, chętnie pokazuje, jak je prawidłowo wiązać i nosić, żeby było wygodnie, ale i bezpiecznie.

spotykamy rodziców, którzy z zachwytem patrzą na naszą barwną ofertę i z radością planują dodatki do pokoju dziecka. Pozostajemy wierni swojej pierwotnej koncepcji, idziemy pod prąd, przeciwstawiając się obecnym, trochę smutnym trendom tekstylnym – podkreśla Sylwia Eilmes, reprezentująca Smill.

NA ŻYWO Jak marki ze sprzecywanymi celami i wachlarzem nowości zdobywają kolejnych klientów indywidualnych i biznesowych?

- Po 8 latach działalności nie muszę już nikogo

Każda kobieta może dobrać poduszkę odpowiednią dla siebie. Duże znaczenie podczas dopasowywania mają potrzeby i wzrost klientki. Na każdym targach, na których prezentujemy naszą markę, mamy na stoisku łóżko – panie się na nim układają i sprawdzają, który model jest dla nich najlepszy – opowiada Agnieszka Filipowska. W ostatnim czasie większego znaczenia w popularyzacji marki nabierają także opinie blogerek. – W ten sposób nasze produkty zyskują ogólnie dostępne obiektywne oceny. Rzeczowym opisom towarzyszy wiele zdjęć – mówi twórczyni Super Mami.

ie

ONEJ MARKI

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

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

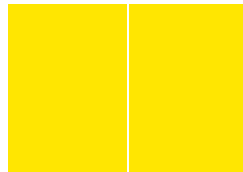
ymi ogranicze- z z różnych kultur, zięją się niesa- i Goodbaby.

mają być do- lch dystrybucją nie GB Platinum o rozszerzenie

The survey was commissioned by "Branża Dziecięca" magazine and held in 2017.



PLACE AN AD WITH US



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



FULL PAGE

- a chance to present large images and all of the important informations
- 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



1/3 PAGE – HORIZONTAL

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

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 – SQUARE

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

EUR 470

Width: 132 mm
Height: 134 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

MRS. AGNIESZKA WYSZOMIRSKA
INTERNATIONAL SALES MANAGER

TEL.: +48 509 824 248
E-MAIL:
A.WYSZOMIRSKA@BRANZADZIECIECA.PL

HIGHEST CIRCULATION ON THE MARKET:

4000
COPIES




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

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CIRCULATION ON
THE MARKET:

4000
COPIES

Editorial Calendar

ISSUE	ORDER BY	READY ADVERTS	RELEASE DATE	NOTES
3/2019	08.03.2019	15.03.2019	17.04.2019	Promote your toys before Children's Day
4/2019	30.04.2019	07.05.2019	12.06.2019	Last Minute for Back to School
5/2019	12.07.2019	19.07.2019	21.08.2019	Available at Kind + Jugend in Cologne
6/2019	30.08.2019	06.09.2019	09.10.2019	Extra: Hottest Toys for Christmas 2019
7/2019	04.10.2019	11.10.2019	13.11.2019	Last minute for Christmas
1/2020	22.11.2019	29.11.2019	08.01.2020	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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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 2018)

EUR 0,50/person

Width: 600 px
Height: any



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



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

PACKAGE DEALS ARE CHEAPER -

+ +

GO TO PAGE 14 AND SEE



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
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

TOP CHOICE

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 31.12.2019 or until further notice.



THEY TRUSTED US



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 Krafting (Toruń)

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)

"Branża Dziecięca" is the source of many valuable information about the market. It offers the news that I value.
– Olga Musielak, Gadżet-Net (Pudliszki)

I like to learn – and each issue of "Branża Dziecięca" has that something that I didn't know about.
– Przemysław Dygdoń, Kraina Patalonia (Warszawa)

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)



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

PACKAGE DEALS ARE CHEAPER –

📖 + 🖥️ + ✉️

GO TO PAGE 14 AND SEE

DISTRIBUTION MODEL:

55%
individual shipping

25%
distribution at warehouses

18%
fairs and industry events

2%
selected Empik stores

NAKŁAD KONTROLOWANY
ZWIĄZEK KONTROLI DYSTRYBUCJA PRASY

08
Dumel już 4. raz zaprosił partnerów handlowych na kontraktacje

28
Na Kind + Jugend zaprezentowało się aż 69 wystawców znad Wisły

MISTRZ I PRZYJACIELE

KOLONIA PO POLSKU

WYDARZENIA

za nad Renem
sięcy gości przyjechało do Kolonii

i przyjaciele
Dumela w Jachrance

skie urodziny
kazi 25-lecia BabyOno

mier
narodowe Targi Kid's Biz Fair

ier
m Gier wprowadza zmiany w dystrybucji

awek
Rekmana w Krzyżowej

i
ielwarenmesse Dialog w Warszawie

rtmie samby

ARTYKUŁY DZIECIĘCE

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Planowanie zamówień na Gwiazdkę zaczyna się już w lutym

ŚWIĘTA PRZEZ CAŁY ROK

106
Niekiedy żądanie tzw. opłaty półkowej może skończyć się sądem

ZAKAZANE CZY DOZWOLONE?

ZABAWKI

Zabawki nad zalewem Targi Dumela	74
Święta przez cały rok	

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

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