

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](mailto:u.kaszubowska@branzadziecieca.pl) ■

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

---

## What is inside?

<b>4–7</b>	.....	●	How to design a good ad?
<b>8-13</b>	.....	●	Proposed ad formats
<b>14-15</b>	.....	●	Package deals
<b>16-17</b>	.....	●	They trusted us
<b>20</b>	.....	●	Advertising contact



# 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.



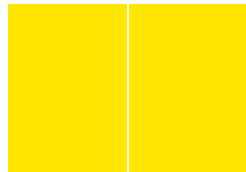
## THE EFFICIENCY OF ADVERTISING DEPENDS BOTH ON WHAT YOU SAY AND WHERE YOU PUT IT

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.

**T***a professional magazine  
about the toy industry*



# 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

**MRS. AGNIESZKA WYSZOMIRSKA**

INTERNATIONAL SALES MANAGER

TEL.: +48 509 824 248

E-MAIL:

A.WYSZOMIRSKA@BRANZADZIECIECA.PL

HIGHEST  
CIRCULATION ON  
THE MARKET:

**4000**  
COPIES

## Editorial Calendar

ISSUE	ORDER BY	READY ADVERTS	RELEASE DATE	NOTES
1/2020	22.11.2019	29.11.2019	8.01.2020	Available at Spielwarenmesse in Nuremberg
2/2020	17.01.2019	24.01.2020	19.02.2020	Available at Kids' Time in Kielce
3/2020	13.03.2020	20.03.2020	22.04.2020	Last minute for Kids Day
4/2020	8.05.2020	15.05.2020	17.06.2020	Hottest products before <i>back to school</i>
5/2020	10.07.2020	17.07.2020	19.08.2020	Available at Kind + Jugend in Cologne
6/2020	4.09.2020	11.09.2020	7.10.2020	Extra: Hottest Toys for Christmas
7/2020	9.10.2020	16.10.2020	18.11.2020	Last minute for Christmas



# 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

# 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



**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



## 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

**MRS. AGNIESZKA WYSZOMIRSKA**  
INTERNATIONAL SALES MANAGER

TEL.: +48 509 824 248

E-MAIL:

A.WYSZOMIRSKA@BRANZADZIECIECA.PL

**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
<b>MAGAZINE</b>						
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
<b>ONLINE</b>						
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
<b>PRICE (12 INSTALLMENTS)</b>		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)

*"I like to learn – and each issue of 'Branża Dziecięca' has that something that I didn't know about.*

– Przemysław Dygdoń, Kraina Patalonia (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 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)

**rebel**  
i wszystko gra

**Simed**  
Produkty dla Mamy i Dziecka

**lulu**  
DESIGN

**PINOKIO**  
baby & kids fashion

**&**  
eco&more

**spielwaremesse**

**LEGO**

**Peg-Pérego**  
MADE IN ITALY

**baby mix**

**MATTEL**

**BabySafe**

**Bellamy**

**POLESIE**

**Milly Mally**

**DOREL**  
Polska

**GATITO**

**WADER**

**whisbear**  
SZUMIĄCY MIŁ

**Kids' Time**

**jawa**  
PRODUCENT GIER PLANSZOWYCH

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



**08**

Dumela już 4. raz zaprosił partnerów handlowych na kontraktację

MISTRZ  
I PRZYJACIELE

**28**

Na Kind + Jugend zaprezentowało się aż 69 wystawców z nad Wisły

KOLONIA  
PO POLSKU

## ARTYKUŁY DZIECIĘCE

Kolonia po polsku  
Relacja z Kind + Jugend 2015

Wózek z licznikiem kalorii  
Kind + Jugend Innovation Award 2015

Jak urosło BabyOno  
Poznańska firma obchodzi 25. urodziny

Testowanie poduszek  
Wywiad – Jarosław Cebula (Ceba Baby)

Lokomotywa z bawełny  
Tekstylia dla dzieci od polskich producentów

Porada przed snem  
Wzory i kolory dziecięcej pościeli

Sezonowe ocieplenie  
Ekspert o śpiworkach dziecięcych

Zakupy ze strachu  
Produkty dla wystraszonych

Legalne hity  
Odzież i akcesoria licencjonowane

**76**

Planowanie zamówień na Gwiazdkę zaczyna się już w lutym

ŚWIĘTA  
PRZEZ CAŁY ROK

ZABAWKI

Zabawki nad zalewem  
Targi Dumela

Święta przez cały rok

**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. AGNIESZKA WYSZOMIRSKA**

INTERNATIONAL SALES MANAGER

TEL.: +48 509 824 248

E-MAIL: [A.WYSZOMIRSKA@BRANZADZIECIECA.PL](mailto:A.WYSZOMIRSKA@BRANZADZIECIECA.PL)