

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?

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

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

“articles about the market targeting
children and parents

“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 BAWELNY

ILONA NIEBA

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 wybić 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, modyfikacjach eventach i w sklepach uwagę przykuwa coraz większa różnorodność koczków, poduszek i innych produktów dla dzieci. Wiele 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, prowadząca

Fabulo działa od lipca 2015 r., a inspiracją podczas pracy nad asortymentem stały się znane polskie twórcy literacki dla dzieci. Ich arkusze docenił powieści Hindus, twórca tej samej marki. – Mój szwagier, Amélie Tili, polubił polskie



Chcesz to produkt, który mamy uwielbiać kupować „za żywo”. Katarzyna Warlickowa, dystrybująca produkty Babybona, chce pokazać, jak je prawidłowo wiązać i nosić, żeby było wygodnie, ale i bezpiecznie.

WYKONANIE

Współpraca z rodzicami również ma znaczenie dla jakości i bezpieczeństwa. Nie jest więc przypadkiem, że w branży widać strategię opartą na współpracy z rodzicami.

„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 popularności marki nabierają także opinie blogerek. – W ten sposób nasze produkty zyskują ogólnie dostępne obiektywne oceny. Rzeczowym opisom towarzyszy wiele zdjęć – mówi twórczyni Super Mami.

NA ŻYWO

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

– Po 8 latach działalności nie musimy już nikogo

ie

ONEJ MARKI

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

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

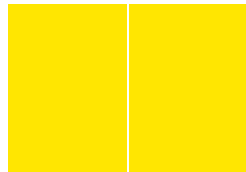
ymi ogranicze- z różnych kultur, zieją się niesia- o Goodbaby.

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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THE MARKET:

4000
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Editorial Calendar

Issue	Order by	Ready Adverts	Release date	Notes
1/2021	20.11.2020	27.11.2020	13.01.2021	Available at Spielwarenmesse in Nuremberg
2/2021	15.01.2021	22.01.2021	17.02.2021	Distributed at Kids'Time in Kielce
3/2021	19.03.2021	26.03.2021	28.04.2021	Promote your toys before Children's Day
4/2021	21.05.2021	28.05.2021	30.06.2021	Last minute for Back to School
5/2021	23.07.2021	30.07.2021	01.09.2021	Available at Kind+Jugend in Cologne
6/2021	03.09.2021	10.09.2021	13.10.2021	Extra: Hottest Toys for Christmas
7/2021	15.10.2021	22.10.2021	24.11.2021	The last edition before Christmas
1/2022	26.11.2021	03.12.2021	05.01.2022	Distributed at Spielwarenmesse in Nuremberg
2/2022	14.01.2022	21.01.2022	16.02.2022	Distributed at Kids'Time in Kielce



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



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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



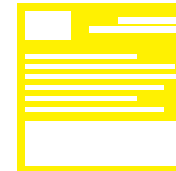
BILLBOARD

- 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

**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 Krafing (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)



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

Dumel 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

76

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?

WYDARZENIA

za nad Renem
się gości przyjechało do Kolonii
i przyjaciele
Dumela w Jachrance
skie urodziny
kajki 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
ymie samby

ARTYKUŁY DZIECIĘCE

- Kolonia po polsku
Relacja z Kind + Jugend 2015 28
- Wózek z licznikiem kalorii
Kind + Jugend Innovation Award 2015 32
- Jak urosło BabyOno
Poznańska firma obchodzi 25. urodziny 36
- Testowanie poduszek
Wywiad – Jarosław Cebula (Ceba Baby) 38
- Lokomotywa z bawełny
Tekstylia dla dzieci od polskich producentów 40
- Porada przed snem
Wzory i kolory dziecięcej pościeli 44
- Sezonowe ocieplenie
Ekspert o śpiwórkach dziecięcych 46
- Zakupy ze strachu
Produkty dla wystraszonych 48
- Legalne hity
Odzież i akcesoria licencjonowane 50

ZABAWKI

Zabawki nad zalewem
Targi Dumela

Święta przez cały rok

74

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

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