

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”

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## What is inside?

- 4-7** ..... ● How to design a good ad?
- 8-13** ..... ● Proposed ad formats
- 14-15** ..... ● Package deals
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- 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

“ 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 zapewnienia 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, Amir Tibani, polski polski



Chcesz to produkt, który mamy uwielbiać kupować „za żywo”. Katarzyna Wartkowska, 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 liderowych, zaprezentowane linie produktowe. Mają one czołową pozycję na rynku europejskim.

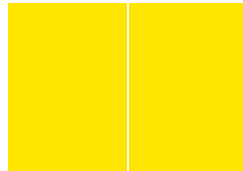
pracy specjalistycznej, zaprezentowane linie produktowe. Mają one czołową pozycję na rynku europejskim.

ymi ograniczonymi z różnych kultur, zięją się niesamowicie.

mają być dołączony do dystrybucji nie GB Platinum co rozszerzenie



# PLACE AN AD WITH US



## DOUBLE PAGES SPREAD + BANNER ONLINE \*

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

EUR 2171

Width: 410 mm  
Height: 288 mm  
Bleed: 5 mm



## FULL PAGE + BANNER ONLINE \*

- 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 1350

Width: 205 mm  
Height: 288 mm  
Bleed: 5 mm



## HALF PAGE – HORIZONTAL + BANNER ONLINE \*

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

EUR 1100

Width: 205 mm  
Height: 158 mm  
Bleed: 5 mm



## HALF PAGE – VERTICAL + BANNER ONLINE \*

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

EUR 1100

Width: 99 mm  
Height: 288 mm  
No bleeds



## 1/3 PAGE – HORIZONTAL + BANNER ONLINE \*

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

EUR 760

Width: 176 mm  
Height: 77 mm  
No bleeds



## 1/3 PAGE – VERTICAL + BANNER ONLINE \*

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

EUR 760

Width: 86 mm  
Height: 158 mm  
No bleeds



## 1/4 PAGE – VERTICAL + BANNER ONLINE \*

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

EUR 600

Width: 86 mm  
Height: 120 mm  
No bleed



## BANNER + BANNER ONLINE \*

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

EUR 250

Width: 176 mm  
Height: 41 mm  
No bleed

**MRS. AGNIESZKA WYSZOMIRSKA**  
INTERNATIONAL SALES MANAGER

TEL.: +48 501 199 055  
E-MAIL:  
A.WYSZOMIRSKA@BRANZADZIECIECA.PL

HIGHEST CIRCULATION ON THE MARKET:  
**3000**  
COPIES



## Editorial Calendar

Issue	Order by	Ready Adverts	Release date	Notes
6/2025	12.09.2025	19.09.2025	15.10.2025	Christmas offer presentation
1/2026	14.11.2025	21.11.2025	17.12.2025	Distributed at Spielwarenmesse in Nuremberg
2/2026	16.01.2026	23.01.2026	17.02.2026	Distributed at Kids'Time in Kielce
3/2026	13.03.2026	20.03.2026	15.04.2026	Promote your toys before Children's Day
4/2026	06.05.2026	15.05.2026	10.06.2026	Last minute for Back to School
5/2026	10.07.2026	17.07.2026	12.08.2026	Available at Kind+Jugend in Cologne
6/2026	11.09.2026	18.09.2026	14.10.2026	Extra: Hottest Toys for Christmas
1/2027	12.11.2026	19.11.2026	16.12.2026	Available at Spielwarenmesse in Nuremberg
2/2027	15.01.2027	22.01.2027	16.02.2027	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



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

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

Width: 728 px  
Height: 90 px

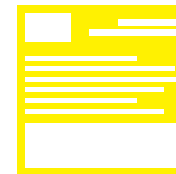
**MRS. AGNIESZKA WYSZOMIRSKA**  
INTERNATIONAL SALES MANAGER

TEL.: +48 501 199 055  
E-MAIL:  
A.WYSZOMIRSKA@BRANZADZIEIECA.PL

# PLACE AN AD IN OUR MAILING



**SPECIAL OFFER**  
DISTRIBUTORS' CHOICE



### EXCLUSIVE MAILING

- email message with your company's trade offer
- legal database
- perfect target group

**EUR 0,70/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: 640 px  
Height: 82 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
<b>MAGAZINE</b>						
Ads	ad format × number of issues	1/4 × 6	1/2 × 6	1/1 × 6	2/1 × 6	2/1 × 6 + insert
Products	number of products × number of issues	6	12	36	24	36
<b>ONLINE</b>						
Products	number of products presented × 1 year	7	12	36	24	36
Newsletter	number of products in newsletter	7	12	36	24	36
Banners	size 300 × 150 px × number of months	1	1	3	3	12
<b>PRICE (12 INSTALLMENTS)</b>		12 × 213 EUR	12 × 388 EUR	12 × 582 EUR	12 × 776 EUR	12 × 970 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



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)

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)



“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

**MISTRZ I PRZYJACIELE**

**28**

Na Kind + Jugend zaprezentowało się aż 69 wystawców znad Wisły

**KOLONIA PO POLSKU**

**WYDARZENIA**

- 1. ...za nad Renem
- 2. ...sięcy gości przyjechało do Kolonii
- 3. ... i przyjaciele
- 4. Dumela w Jachrance
- 5. ...skie urodziny
- 6. ...kazi 25-lecia BabyOno
- 7. ...mier
- 8. ...narodowe Targi Kid's Biz Fair
- 9. ...ier
- 10. ...m Gier wprowadza zmiany w dystrybucji
- 11. ...awek
- 12. ...Rekmana w Krzyżowej
- 13. ...i
- 14. ...ielwarenmesse Dialog w Warszawie
- 15. ...rtmie samby
- 16. ...
- 17. ...
- 18. ...
- 19. ...
- 20. ...

**ARTYKUŁY DZIECIĘCE**

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

**76**

Planowanie zamówień na Gwiazdkę zaczyna się już w lutym

**ŚWIĘTA PRZEZ CAŁY ROK**

**ZABAWKI**

- 1. Zabawki nad zalewem  
Targi Dumela 74
- 2. Święta przez cały rok 76



**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.: +48 501 199 055

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