

MARUBA B.V. FASHION PUBLISHERS

KIDS MAGAZINE

kids
magazine



GENERAL INFORMATION

Title: Kids Magazine
Subtitle: Thé trade journal for kids' fashion and shoes in the Benelux
Published by: Maruba b.v. Sports & Fashion Publishers
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Email: Maas H. van Drie
Internet: 5 times a year
Publisher: €31,- (incl. VAT)
Publication frequency: on demand
Subscription rate a year:
Business subscription:

ADVERTISING RATES KIDS MAGAZINE

As of January 1, 2011. All rates are excluding VAT.

	1x	2x	4x	6x
2/1 pag. FC	€ 4200,-	€ 4085,-	€ 3850,-	€ 3600,-
1/1 pag. FC	€ 2400,-	€ 2285,-	€ 2160,-	€ 2040,-

COMBINATION RATE WITH: Sport Partner, the right SIZE Magazine, BIKE & trekking Magazine, Business Guide, Outdoor Magazine, [SNOW the winter holiday magazine, Snowboarder Mag

CONTRACT PERIOD: 1 year

DELIVERY CONDITIONS

All our offers and agreements are concluded and carried out in accordance with our general conditions, as registered at the registry of the district court in Utrecht under number 369/95, of which clients will be sent a copy on first request, as far as not received in other positions.

MAGAZINE PROFILE

Kids Magazine is the trade journal for kids fashion and kids shoes in the Benelux. Kids Magazine brings up-to-date trade and market information, business reports and interviews. Apart from that this trade journal keeps its readers posted on timely info about the latest fashion trends, new collectors and products, fabrics and manufacturing methods. Not only will textile be discussed, but also accessories.

TARGET GROUP

Kids Magazine focuses primarily on retailers in kids fashion and everyone who is directly or indirectly involved in kids fashion and kids shoes.

DISTRIBUTION

Kids Magazine has a circulation of max. 4.800 copies, of which 4.000 copies are distributed throughout The Netherlands and 800 copies in Belgium. Kids Magazine is distributed to head offices of kids fashion and kids shoes specialised shops, chain stores and head offices of child department stores, kids fashion departments and head offices of warehouses. In addition to the retail trade, Kids Magazine is distributed to all suppliers, purchasers of retail organizations and to managers of organizations that are directly or indirectly concerned in the kids fashion trade, as well as the sports sector.



SURCHARGES

Positioning surcharges

Page 2 cover:	10%
Page 3 cover:	10%
Page 4 cover:	15%



RATES OF INSERTS

Bound-in inserts:	on demand
Loose inserts:	on demand

DELIVERY OF ADVERTISEMENT

We prefer to receive your advertisement as a CERTIFIED PDF-file. You can send your advertisement by mail (CD-rom), e-mail or through an FTP-server. Digital advertisement has to be accompanied with a clear print at any time. Without a clear print Maruba b.v. Sports Publishers does not take any responsibility for errors in published advertisements.

SIZES Page size

2/1 page	1/1 page
	
320 x 210 mm (4 mm bleed)	160 x 210 mm (4 mm bleed)

Considering the lay-out of your advertisement please take account of the type area of 145 x 195 mm for 1/1 page.

Sizes of both bound-in and loose inserts must be kept within the trim size.

RELEASE DATES KIDS MAGAZINES 2011

Edition	Closing date	Publication date
1	Dec 16 2010	January 13
2	January 13	February 10
3	April 26	May 19
4	June 14	June 30
5	August 17	August 25

Term of cancellation: 3 weeks before closing date.
All publication dates are under reserve.

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OTHER PUBLICATIONS OF MARUBA B.V. FASHION PUBLISHERS:

BIKE & trekking Magazine, Business Guide, Kids Magazine, Outdoor Magazine, SNOW the winter holiday magazine, Snowboarder Mag, Sport Partner, Sport Partner E-News, the right SIZE Magazine

