

# Baby Hobby & Leketøy

The only Professional Trade Magazine within its sector and industry. BHL is also the Norwegian representative member in both ITMA (international Toy Magazines Association) and BCMI (BabyCare Magazines International) and is published four times a year in Norwegian language, which is easily read by Danes, Finns and Swedes.

Each issue contains valuable National Surveys of all important suppliers to the professional retailers of baby equipment, safety articles, preschool toys, traditional toys for girls and boys, family games, data & video games and hobby articles for all ages and lots of relevant information. Baby, Hobby & Toy is naturally supported by all Government bodies dealing with baby and child safety issues and matters.

Regular columns includes International, Scandinavian and National trade fair reports, as well as trend studies, security matters, kids fashion, new sales techniques and customer relations. Articles also deals with a.o. retail management, economy and product information. In other words; BHL is the information source you need to keep ahead of trade developments in the interesting Nordic region.

The Trade Journal, with its editorial desk in Oslo, is distributed on a regular basis to all Norwegian professional baby-, hobby- and toy retailers, chains, affiliates, agents, importers and wholesalers, including some Swedish and Danish toy and baby equipment retailers.

#### Address and telephones:

#### Baby, Hobby & Leketøy

c/o Press Telegraph AS

P.O. Box 1574 Vika, NO-0118 Oslo

Telephone +47 22 44 05 06

Cellphone +47 941 98 482

Editor: Anne-Grethe Burø

Email: [agburo@frisurf.no](mailto:agburo@frisurf.no)

Producer, coordinator

and assistant editor: Hans Henrik de Glasenapp

Email: [post@presstelegraph.no](mailto:post@presstelegraph.no)



#### Circulation:

**Retailers:** all professional trade shops, including all chains and shop managers, plus department leaders.

**Distributors:** all agents, importers, wholesalers and special (niche) distributors.

**Press and mass media;** weeklies, popular magazines, daily papers, other trade/merchant press, advertising agencies.

**Gross;** approx. 1.600 from the print presses

**Net Circulation;** 1.400 professional receivers and 4.500 readers

#### Technical data

The both Norwegian and Scandinavian

Journal is printed in offset in A4-format

Paper quality: 90 grams Galerie one gloss

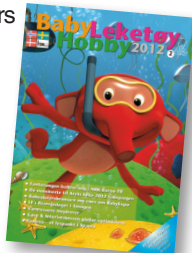
Mirror: 191 x 272 mm.

Bleed format: 216 x 303 mm.

Columns: 3

Advertising material:

Preferably, please send the ads in PDF format, whenever possible. We also accept EPS/Ai.



#### Design and coordination:

Email ready-to-print ads: [post@presstelegraph.no](mailto:post@presstelegraph.no)

**Designer:** Hans Henrik telephone: +47 22 44 05 06

cellphone: +47 941 98 482

#### Print plan 2019

Issue	Deadline for ready-to-print material	Month of Publication
No. 1	January 20 <sup>th</sup>	MARCH
No. 2	May 5 <sup>th</sup>	JUNE
No. 3	August 5 <sup>th</sup>	SEPTEMBER
No. 4	October 5 <sup>th</sup>	NOVEMBER

Cancellations are not accepted three weeks before deadline.

#### Advertising rates – in NOK Norwegian Kroners

Ready-to-print ads

#### Cover space:

Front- and back pages, double or center pages – according to special agreements only. Restrictions may apply.

Front page: 25.000

Back page: 19.000

#### Formats:

1/1 page	A4, 210 x 297 mm. With bleed 216 x 303 mm	17.050
1/2 page	88,5 x 264 mm. 181 x 130 mm.	9.300
1/3 page	58 x 264 mm. 181 x 85 mm.	7.500
1/4 page	88,5 x 130 mm. 181 x 63 mm.	5.600

Our Advertising Dept will help you, after a price agreed upon, with translations, copy & text, layout and repro of and from illustrations of all types; (digital) photos, paper, prints etc.

Annulment only until three weeks before deadline.

**Promotion Advertorial** (in addition to an ordinary product ad): NOK 10.000, incl. full service packet from raw manuscript, translation, layout, typesetting and repro.

**Product News:** NOK 1.000

(for the illustration repro only)

#### Main & National Wholesalers Register:

NOK 700 per issue. Yearly contract only

NOK 590 per issue, total 2.360.

**Inserts:** loose, stitched or copacked in transparent plastic cover. Prices according to special agreement depending of format, weight, etc.



Please observe that all prices are given net – without the addition of VAT – and are also based on the principle that our printers receive electronically ready-to-print material. VAT is not added on exportbills to abroad.

**Discounts:** When ordering four ads for one years issues, you get an extra fifth bonus ad free in one issue of your choice.

#### Subscription:

Please send an email to [post@presstelegraph.no](mailto:post@presstelegraph.no) with your inquiry, including subscription of the digital edition.

#### Norwegian member and representative of:

The International Toy Magazines Association,

BabyCare Magazines International and

Business-to-Business Publications of Scandinavia.

