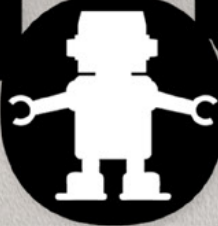
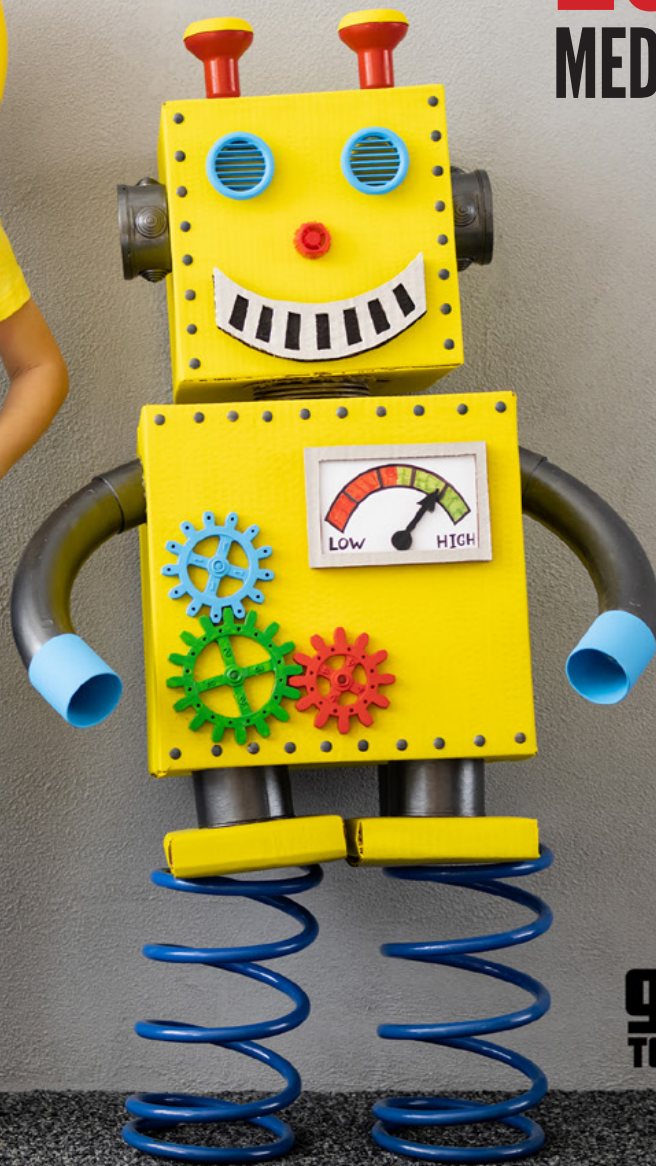


# GLOBAL TOY NEWS



The World's  
Most  
Influential  
Toy Magazine

2023  
MEDIA KIT



global  
TOY EXPERTS

# About Global Toy News

Global Toy News is your online source for commentary and insight on the World of Play. Global Toy News was founded in 2010 by well-known toy industry commentator and CEO of Global Toy Experts, Richard Gottlieb as a way to communicate ideas and useful industry information with the world of play. Global Toy News has grown to become the go-to online source for all things related to this always changing industry. As the name of our magazine suggests, we are unique in taking a global view of the toy industry, and our reader demographic definitely reflects that global view.

## Our Mission

The mission of Global Toy News is to inform, educate and entertain readers with current news, event details, commentary and more pertaining to the world of play. Aside from the many articles you'll see from Richard Gottlieb, you'll also be able to read engaging and informative articles from our team of guest authors from all over the world.

## Global Toy News Brings You...

### The Latest Industry News

What's happening in the world of play? Richard discusses the latest topics impacting our industry: Chaos in the supply chain, inflation, birth rates, retail news, industry events, toy company changes, licensing, company mergers, and more. If it's happening in the world of play, we're talking about it and keeping you informed.

### The Disruption Report

A weekly report devoted to the state of the global supply chain, inflation, and other business disruptions.

### Interviews

Richard interviews the influencers and decision-makers of our industry. Richard has interviewed senior executives from Mattel, Radio Flyer, Basic Fun, WowWee, Ravensburger, Funko, Jazwares, Zuru, Just Play, Kidcraft, Moose Toys, Playmonster, University Games, and many more.

### Industry Events

Learn about the events that are going on in our industry and get special offers to sign up and attend. We're always covering the latest events such as the New York Toy Fair, Dallas Fall Toy Preview, Guangzhou International Toy & Hobby Fair, and so much more.

### The Strong National Museum of Play

We're proud to have writers from the Strong on our team to share information, history, and photos about their latest museum additions. This highly interactive museum in New York is devoted to the history and exploration of play.

### Market Research

Our friends at The Insights Family discuss the changes and trends that affect our industry.

### Toy Tales

A daily look back at the toys, games, and objects that captured our attention as children and continue to fascinate us today.



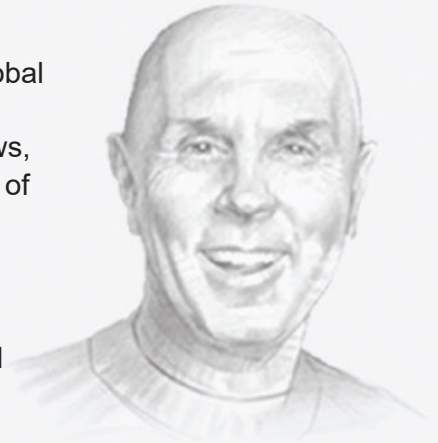
## About Publisher Richard Gottlieb

Richard Gottlieb is a well-known toy industry commentator and CEO of Global Toy Experts, a world-renowned consultancy and resource for toy industry analysis and strategies. In addition, Richard is Publisher of Global Toy News, the industry resource for toy news, toy trends and analysis of the business of play. Richard combines an MBA in Global Management with years of toy industry experience to help small, medium and large toy manufacturers increase their market share.

Richard is frequently interviewed by media worldwide, and has been called on by ABC News, CNN, MSNBC, the New York Times, Newsweek and other media outlets. He is a Contributing Editor to Playthings magazine in the U.S., Toys n Playthings in the U.K., Juguetes in Spain and other European toy magazines.

Considered an expert on the toy industry, Richard is frequently asked to speak at toy industry conferences and serve on various executive panels. Richards Building Our Future conferences, focusing on the impact that toys and media have on the future personal and professional choices individuals make in adulthood, take place annually in New York, Nuremberg and Los Angeles.

In recognition of his prominence in the toy industry, Richard is member of the National Toy Hall of Fame voting committee.



## The Numbers...

Each month the Global Toy News website has:

- **12,000+ visits** • **21,000+ page views**
- **Readership in 166 countries**

Our Global Toy News e-mail newsletter has:

- **6,000+ subscribers**

**6,000+ total email subscribers**

## Our Social Media Connections:

- **21,693** LinkedIn: Richard Gottlieb
- **1,289** LinkedIn: Global Toy News group members
- **2,353** Facebook: Global Toy News & Global Toy Experts
- **1,249** Facebook: Richard Gottlieb
- **275** Pinterest

**26,859+ Total Social Media Connections**



# Advertising with Global Toy News

We have updated our advertising packages to allow you the most beneficial way to get your message across to our readers on all platforms. These packages include website advertising, social media advertising and email newsletter advertising together as one. We now have three ad sizes available, Ultra Premium, Rotating Premium and Standard and these new packages are available with a minimum 3 month or yearly commitment. (Discounted for yearly commitments)

## All advertising packages will include:

- Digital web ad on Global Toy News
- Horizontal banner ad on our Global Toy News email newsletter (Placement: 4x min per month)
- Social Media posts on our Facebook, LinkedIn and Pinterest pages  
(2 posts per month of your ad on Facebook, LinkedIn and 1 Pin on Pinterest)

## Ultra Premium Ad (4 available)

- These are placed at the top of the site above the articles (On both mobile & desktop)
- Size: 370 pixels wide x 90 pixels high (75kb max)
- Image only (Jpeg or Animated GIF)
- Hyperlinked image
- Email Newsletter ad (4x per month) + Social media posts
- **\$4,000 per year / \$1100 per quarter**

EXAMPLE ULTRA PREMIUM AD  
(DESKTOP VERSION)

The image displays a desktop and mobile version of the Global Toy News website. The desktop version features a navigation bar with links: HOME, ABOUT US, ARCHIVES, GLOBAL TOY EXPERTS, RESOURCES, SUBSCRIBE, and CONTACT US. A search bar is located in the top right. The main content area includes a large red double arrow icon on the left, a search bar, and several article thumbnails. A prominent Ultra Premium Ad is shown at the top of the article grid, featuring a woman in a red superhero costume and the text "Ask us how we can help." and "CONSULTING MERGERS & ACQUISITIONS I.P.AGENTS". Below the ad are articles such as "The Daily News: Tuesday, December 8, 2020" and "Top 10 Toy Industry Stories of 2020". The mobile version is shown on a smartphone, displaying the same content in a responsive layout. A red double arrow icon is also present on the mobile version. The Global Toy News logo is visible in the bottom right corner.

EXAMPLE  
ULTRA PREMIUM AD  
(MOBILE VERSION)

GLOBAL  
TOY  
NEWS

## Rotating Premium Ad (2 available)

- These are placed within the most recent 9 articles (top 3 rows of articles on desktop)
- Size: 230 pixels wide x 170 pixels high (75kb max)
- Static Image only (Jpeg)
- Ad will link to a dedicated page exclusively for your promotion
- Image for top of dedicated page (600wide by 400high - Jpeg or GIF)
- Copy for special offer or description of company/services
- Button Hyperlink on page
- Email Newsletter ad (4x per month) + Social media posts

**\$3,500 per year / \$900 per quarter**



### EXAMPLE ROTATING PREMIUM AD (MOBILE VERSION)



The desktop version of the website features a navigation bar with links for HOME, ABOUT US, ARCHIVES, GLOBAL TOY EXPERTS, RESOURCES, SUBSCRIBE, and CONTACT US. The main content area includes a search bar, a 'Ask us how we can help.' banner, and a 'GLOBAL TOY EXPERTS' banner. The article grid contains several items, with the premium ad for 'KIDS INSIGHTS GLOBAL REPORTS 2020' highlighted in a rounded rectangle. The ad text reads: 'KIDS INSIGHTS GLOBAL REPORTS 2020. 19,000 KIDS SURVEYED IN 9 COUNTRIES ACROSS 4 CONTINENTS. BUY NOW'.



### EXAMPLE ROTATING PREMIUM AD (DESKTOP VERSION)



**GLOBAL TOY NEWS**

## Standard Ad (Sidebar) (8 available)

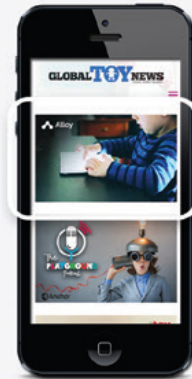
- These are placed on the side of articles on desktop and after the initial main articles on mobile.
- Size: 325 pixels wide x 200 pixels high (75kb max)
- Image only (Jpeg or Animated Gif)
- Hyperlinked Image
- Email Newsletter ad (4x per month) + Social media posts

**\$3,000 per year / \$800 per quarter**

**Note:** Yearly ads can be changed out 4x yearly.



EXAMPLE STANDARD AD (MOBILE VERSION)



EXAMPLE STANDARD AD (DESKTOP VERSION)



**GLOBAL TOY NEWS**

# Newsletter Banner ad & Social Media Posts Specifications

## Banner ads on Global Toy News E-mail Newsletter:

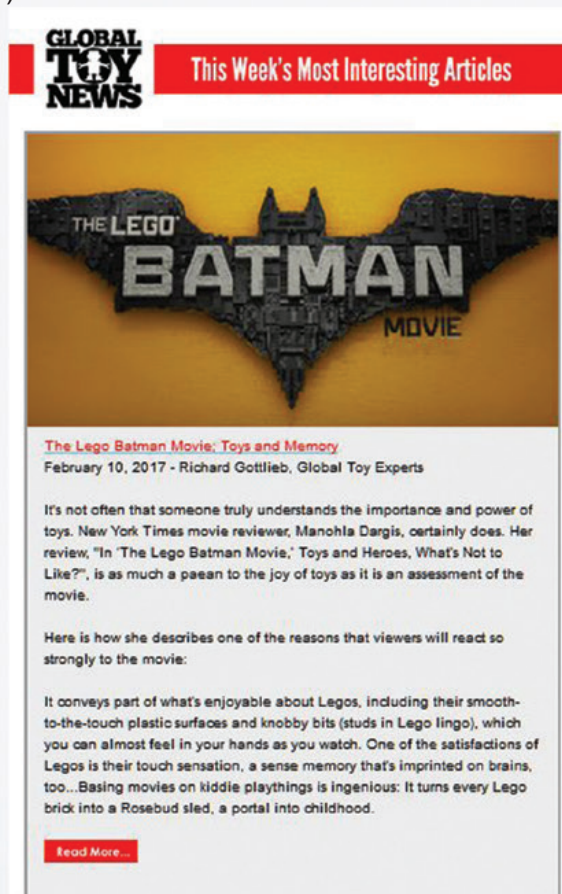
### Horizontal banner ad in email blast

600wide x 110high

- Files are accepted in Jpeg, PDF and PNG formats.
- Banner ads for email blast must be static ads (not animated)
- Files cannot exceed 50kb in size.
- All ads must be provided at 72 dpi in RGB format.

## Social Media Posts

- Provide an image for us to use on our posts (Event image, company logo, product image, etc)
- Send us the copy you wish for us to use with the image. (140 character limit for Twitter posts), 300 character limit for Facebook, LinkedIn and Pinterest posts.
- Be sure to include any hyperlinks in your copy. Please use the Google URL shortener if you have a long URL that you need to shrink down.
- All campaigns will include social media posts of your ad two times per month on Facebook, Twitter, LinkedIn and 1 Pin on Pinterest for duration of campaign.



## EXAMPLE E-MAIL BANNER AD

Ad will be placed after article preview. >>>



## Contact Us

### Richard Gottlieb

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