



GLOBAL TOY NEWS

NY TOY FAIR

2023 ADVERTISING PACKAGE

GLOBAL
TOY
NEWS

If you are planning to exhibit at Toy Fair NY this year... we have an amazing advertising opportunity just for you. With the over 1290+ exhibitors expected to be part of this year's fair, it's critical that you are able to get the right buyers and companies in front of your booth! So we created this new package where we will promote our featured Toy Fair NY companies with our Global Toy News audience of toy industry colleagues.

The TOY FAIR/GLOBAL TOY NEWS Advertising package will include:

- **Website Placement on Global Toy News:** We will have a dedicated web page on Global Toy News for all featured toy companies. This will include your company logo, description of what you are promoting at the Toy Fair, booth information and contact information.
- **Email Newsletter:** We will create an exclusive email newsletter with our featured toy fair companies and send this out to our email list of over 7,625 toy/play industry colleagues. This email will go out 4 times during the campaign. 2 weeks before the Toy Fair, 1 week before Toy Fair, at the start of Toy Fair and the week after Toy Fair.
- **Banner ad:** We will place a horizontal banner ad for your company on our Global Toy News Email blast. You will have 3 email placements (Before, During, After Toy Fair NY)
Specs: 600px wide by 110px high.
- **Social Media Posts:** We will promote your company and booth information on our social media pages. Facebook, LinkedIn and Pinterest. We will do 2 posts on our social media pages during the campaign.
- **Deadline:** September 11, 2023 (There will be no more than 10 featured toy companies included in this package) Please let us know asap before this date so that we can include you.
- **Email Newsletter Dates:** September 15, September 22, September 29, October 5

\$1,000 (\$100 off promotion*)

***The first FIVE toy/play companies to reserve this package will get \$100 OFF the price of the package.**

We will only be offering 10 of these packages so please contact us immediately if you are interested in reserving a space for your company.

[CLICK HERE TO RESERVE YOUR SPACE](#)

Questions:

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