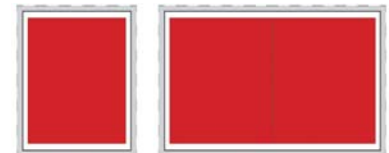


2009 PLAYTHINGS MEDIA KIT DISPLAY AD RATES

gross display ad rates for Playthings 2009:

Frequency	1x	3x	6x	9x	12x
Black/White					
Full Page	7,090	6,285	5,550	4,875	4,230
1/2 Page/V & H	4,310	3,590	3,590	2,780	2,330
1/2 Island/Jr. Pg	6,740	5,970	5,270	4,640	4,015
1/3 Page/Super Strip	3,165	2,710	2,300	1,920	1,545
1/4 Page	2,640	2,235	1,865	1,515	1,195
4-Color					
Full Page	9,005	8,200	7,465	6,790	6,145
1/2 Page/V & H	6,220	5,500	5,155	4,690	4,240
1/2 Island/Jr. Pg	8,560	7,790	7,090	6,460	5,835
1/3 Page/Super Strip	5,085	4,630	4,220	3,840	3,465
1/4 Page	4,555	4,150	3,780	3,430	3,110

Premium Positions	
Magazine False Cover	\$10,800
Inside Front Cover	\$7,475
Inside Front Cover Spread	\$9,775
Outside Back Cover	\$6,325
Outside Belly Band	\$7,475
Belly Band	\$6,000



Tabloid Page

Tabloid Spread

Width Depth

10.75 x 13.75

9.625 x 12.5

21.25 x 13.75

20 x 12.5

9 x 6.25

20 x 6.25

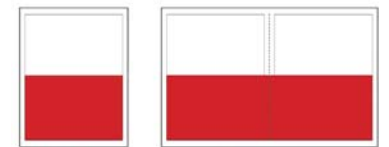
9.625 x 4.625

20 x 4.625

6.625 x 9.5

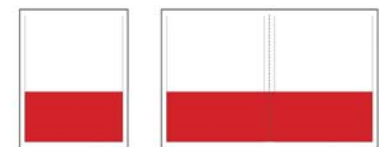
4.5 x 12.25

4.5 x 6.125



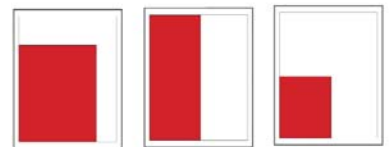
1/2 Page Horizontal

1/2 Spread Horizontal



Super Strip

Super Strip Spread



Jr. Page Vertical

1/2 Vertical Page

1/4 Page

- Tab Page Bleed
- Tab Page Non-Bleed
- Tab Spread Bleed
- Tab Spread Non-Bleed
- 1/2 Page Horizontal
- 1/2 Spread Horizontal
- Super Strip
- Super Strip Spread
- Jr. Page Vertical
- 1/2 Page Vertical
- 1/4 Page

All live matter must be kept 1/4" in from trim size.



BETSY KOMES ph: 626-339-7889
betsy.komes@reedbusiness.com

Playthings



2009 PLAYTHINGS MEDIA KIT BRANDING OPPORTUNITIES

special themed magazine product preview advertising section opportunities:

Guaranteed product visibility with retailers! Buy an ad page, receive an additional & comparable page of product mentions & photos (25 words of copy per item – up to 5 products for a tab page). Number of products previewed relates to total ad size. Themes change monthly – see planning calendar for details. For single ad placements see the following gross rates:



- TAB AD = \$5,560 gross**
includes additional Tab page (5 product highlight)
- 1/2 PAGE AD = \$3,850 gross**
includes additional 1/2 page (3 product highlight)
- 1/4 PAGE AD = \$2,820 gross**
includes additional 1/4 page (single product highlight)



MONTH	TOPIC	CLOSE
JANUARY	Preview: Character Education	Space Close: 12/8 Materials Close: 12/12
MARCH	Preview: Eco Friendly Toys	Space Close: 2/9 Materials Close: 2/13
APRIL	Preview: Early Learning	Space Close: 3/9 Materials Close: 3/18
MAY	Preview: Exploration & Discovery	Space Close: 4/10 Materials Close: 4/16
JUNE/JULY	Preview: Multicultural World of Toys	Space Close: 5/11 Materials Close: 5/16
AUGUST	Preview: Holiday	Space Close: 7/10 Materials Close: 7/16
SEPTEMBER	Preview: Just for the Girls	Space Close: 8/11 Materials Close: 8/18
OCTOBER	Preview: Toys that Give Back	Space Close: 9/11 Materials Close: 9/17



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betsy.komes@reedbusiness.com

Playthings

2009 PLAYTHINGS MEDIA KIT TOYBOX

Playthings ToyBox can help you reach your target audience

Playthings ToyBox

A cost-effective way to advertise your company, toy, or service to Playthings magazine & online readership.

How is the ToyBox section valuable to your business?

Increase Your Visibility

- Keep your information, name, address, phone, fax numbers and website in front of our readers (and your prospects) each month for a full year. Your ToyBox campaign also includes four color at no additional charge (inquire for ad prep instructions).

Additional Exposure

- As a ToyBox advertiser, your company name is listed in the Advertiser's index in each issue.

Time Your Advertising Message

- Now you can select the timing that best suits your needs from Quarterly, Bi-Annual or Annual exposure with special ad rates.

Attend Key Markets Throughout 2008

- Bonus ad distribution to over 15 National and International show throughout 2008 such as: International Toy Fair Germany, International Toy Fair New York, Licensing Show New York, JPMA, ASTRA, Fall International Toy Show New York, Hong Kong Toy Show, etc. See 2008 Editorial Planner for full list of show issues.



Print/Online Program

AD SIZE	QUARTERLY (3 months)	BI-ANNUALLY (6 months)	ANNUALLY (10 months print/12 months online)
SINGLE Print: 3" x 1.5" Web: 350 pixels wide x 175 pixels high	\$250/month \$750 total	\$200/month \$1,200 total	\$159/month \$1,908 total
DOUBLE Print: 6" x 1.5" or 3" x 3" Web: 350 pixels wide x 350 pixels high	\$350/month \$1,050 total	\$300/month \$1,800 total	\$250/month \$3,000 total
QUAD Print: 3" x 6" Web: 700 pixels wide x 350 pixels high	\$700/month \$2,100 total	\$600/month \$3,600 total	\$500/month \$6,000 total

For more information, please contact:

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Karen Hancock
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khancock@reedbusiness.com



360 PARK AVENUE SOUTH
NEW YORK, NEW YORK 10010-1710

Playthings

2009 PLAYTHINGS MEDIA KIT CLASSIFIEDS

**Playthings classifieds give you
DOUBLE EXPOSURE!**

1 IN PRINT

Classified Text Ads include both print and online, with a hyperlink to your website:

INSERTION	RATE
1X (1 ISSUE)	\$150/INCH
3 X	\$145/INCH
6X	\$130/INCH
12X	\$125/INCH

(40 word maximum – 1 column inch)

OPTIONS	RATE
BLIND BOX SERVICE:	\$25/ISSUE
BOLD TYPE FACE:	3% OF TOTAL COST
BOLD BORDER:	3% OF TOTAL COST
CUSTOM BORDER:	5% OF TOTAL COST

2 ONLINE ONLY

Includes a hyperlink to your website and/or email address

AD SIZE	RATE
< 40 WORDS	\$110.00
41-80 WORDS	\$130.00
81-120 WORDS	\$160.00
121-160 WORDS	\$188.00
161+ WORDS	QUOTED INDIVIDUALLY

For more information, please contact:

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NEW YORK, NEW YORK 10010-1710

Playthings

2009 PLAYTHINGS MEDIA KIT SHOPPING CART

**get buyers to
shop your line
all year round**

Take advantage of the power of PLAYTHINGS readership. Our new Shopping Cart format makes it easy for buyers to shop your line – by category – throughout the year.

**Only \$950 net per spot.
Multi-ad-in-issue discounts
available – please inquire.**

Each ad includes a single product shot, 25 words of descriptive copy, logo and corporate contact information.

Category Themes Change Monthly.

MONTH	THEME
FEBRUARY	Toy Fair
APRIL	Early Learning
MAY	Made in the USA
JUNE/JULY	ASTRA Marketplace Exhibitors
AUGUST	Holiday
SEPTEMBER	Special Needs Toys
OCTOBER	Games, Cards & Puzzles
NOV/DEC	Immediate Delivery



PLAYTHINGS SHOPPING CART

Made in America!

POOF-Slinky, Inc.

POOF-Slinky, Inc. is the largest manufacturer of foam sport balls in America. Also, the famous Slinky® has been manufactured in America for over 60 years, and is produced in the Original Metal and assorted plastic color versions.

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Rayzor Sharp

MATH WIZ

Bozeman, Montana - "Math Wiz" a challenging Math card game that's fun to play. Every round is a math puzzle.

Game Includes 100 cards and Rules. Ages 7 to Adult. 1 to 12 Player Game.

www.rayzorsharpent.com

Do-A-Dot Art! Easy to grip. Easy to use. Do-A-Dot Art! sponge tip applicators offer vibrant color assignments. Our Creative Activity Books are a perfect companion for the markers. Available in 16 fun titles. 1-800-436-8278. www.dotart.com

your ad here

The Original Scratch Art

For further information, contact:
 Scratch-Art Co.
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 Avon, MA 02322
www.scratchart.com
info@scratchart.com
 508-583-8085
 800-377-9003

Scratch-Art Co.'s Scratchin' Fashion™ Sticker Scenes Beach Kit inspire kids to create patterns and designs on unique fashion and dazzling scenery stickers. Other popular sticker kits include bugs, fairies, geometric shapes, animal friends, and many more. Simply scratch the black coating to reveal amazing colors!
ALL MADE IN THE U.S.A. - 100% SAFE & FUN!!

For more information, please contact:

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phone: 626.339.7089
betsy.komes@reedbusiness.com



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