



# hey BABY

**– born for  
your success:**

Hey Baby is a B2C magazine that is published directly by the classic baby retailers and concept stores in Germany, Austria and Switzerland. Retailers pass it on free of charge to their customers, a nice gift for (expectant) parents, grandparents, family members and everyone who shops there. With a circulation of 30,000 copies of Hey Baby, you will reach exactly this target group. Here everything evolves around baby and toddler equipment: we show products like baby carriages, car seats & infant carriers, care products, fashion & accessories or gift ideas. We also show sustainable products for everyday life with child. Midwife and event tips, helpful information and exciting background reports round off the spectrum.

## ADVERTISEMENT/ADVERTORIAL RATES IN EUR

Opening Spread (inside front cover + page 3)	11,100.-
Inside front cover 205 x 271 mm	6,800.-
Inside back cover 205 x 271 mm	6,600.-
2/1 page 410 x 271 mm	9,800.-
1/1 page 205 x 271 mm	6,430.-
1/2 page high: 102 x 271 mm; across: 205 x 135 mm	3,520.-
1/3 page high: 68 x 271 mm; across: 205 x 90 mm	2,500.-
1/4 page high: 102 x 135 mm; across: 205 x 67 mm	1,850.-
1 page advertorial*	4,400.-
1/2 page advertorial*	2,600.-
Eye-catcher (2/1 picture)*	4,740.-
Opening page special topic*	2,930.-

\*The price includes one proofing cycle. Every additional cycle we charge 150.-€.

For all ad sizes plus 3 mm allowance on all sides.

The specified formats are width x height.

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