

PROMOTING TOYS, GAMES AND GIFTS SINCE 1994



2012 RATE CARD

More than a magazine, *edplay* is a complete marketing plan – offering print, online and e-newsletter advertising.

Stone Soup
Bar Harbor, Maine



edplay.com • ShopToysandGifts.com • (800) 344-0559 • (315) 789-0458

ABOUT US

edplay began as a trade magazine in 1994 to serve the emerging specialty toy industry. Since then, it has become the publication independent retailers turn to for new and hot products, trade news and the latest specialty toy trends.

In 2011, digital versions of the printed magazine became available on *edplay's* website. Our "digimag" gives readers direct accessibility to advertisers and their product information thanks to its interactive capabilities.

Our audience is comprised of buyers for independent toy, game, gift and museum stores of all sizes, from single neighborhood shops to multi-store operations.

In addition to our printed magazine, which mails to buyers six times each year, *edplay* maintains two websites. edplay.com provides an overview of the industry, complete with trade news, a calendar of events, and a wealth of business advice for retailers. ShopToysandGifts.com, our searchable directory, includes accurate, up-to-date information on every manufacturer in the specialty toy industry.

Completing *edplay's* continuous promotional package is its monthly e-newsletter, mailed to retailers. Its focus on the most recent product introductions has made it a must-read for industry buyers.

Betsy Madson of Classic Toy Shop in Worcester, Massachusetts.



MAGAZINE CIRCULATION – 10,016

5,733 - Toy Stores, Game Stores,
Souvenir Shops, Online
Retailers

2,767 - Museum and Gift Stores

1,516 - Digital Magazine
Readership

Based on results of our recent reader survey, pass-along readership is 18,700 or 2.2 readers per copy.

Members of 
ASTRA
Leading the way through play


NSSEA
NATIONAL GROUND SUPPLY
AND EQUIPMENT ASSOCIATION

2012 ISSUES

Toy Fair Ad Space Due: Nov 23 Mailing Date: Jan 6	It's shopping season for toy retailers all over the world as buyers travel to the year's largest toy shows in New York City, Europe and Hong Kong. Advertising in <i>edplay</i> should be an integral part of your marketing plans now, whether you exhibit or not. <i>Bonus Distribution at the New York International Toy Fair, February 12-15.</i>
New Products Ad Space Due: Jan 20 Mailing Date: Mar 5	With its focus on newly released products, this issue is the perfect promotional follow-up to the first-quarter toy shows. It's timed to reach West Coast retailers heading to the Western Toy & Hobby Representatives Association show. <i>Bonus Distribution at the WTHRA Show, March 24-27.</i>
ASTRA Show Ad Space Due: Mar 23 Mailing Date: May 7	Still breaking its own attendance records, ASTRA's annual midyear Marketplace has become <i>the</i> fourth-quarter buying event for specialty toy retailers. Whether they travel to Baltimore or not, buyers turn to <i>edplay</i> to find new product introductions and industry buzz. <i>Bonus Distribution at ASTRA Marketplace & Academy, June 10-13.</i>
The Annual Games Issue Ad Space Due: June 1 Mailing Date: July 13	<i>edplay's</i> trend report on non-electronic games and its presentations of new games and favorite classics helps retailers make buying decisions at a crucial time of the year. If you manufacture games or game parts and pieces, an ad in this issue is a cost-effective way to promote your products for back-to-school and fourth quarter.
Holiday Issue Ad Space Due: July 27 Mailing Date: Sept 7	Don't miss this opportunity! An ad in this issue reaches specialty toy retailers buying for their most important sales season of the year. Catch their eye by presenting your product in the magazine they're never too busy to read – especially when they're shopping for unique high-quality toys, games and gifts to entice gift givers.
Buyers' Guide Ad Space Due: Sept 28 Mailing Date: Nov 9	A recent <i>edplay</i> survey revealed that most specialty toy retailers buy product all year long. That's why an ad in this annual issue, with its special full-color, 32-page desk directory of vendor companies, products, and contact information, is so effective.

WHAT OUR READERS SAY

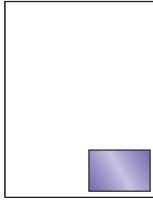
89 percent of our readers look to *edplay* for new products

98 percent read the advertisements in *edplay*

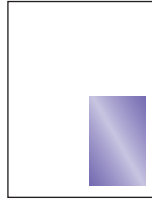
97 percent make buying decisions for their company and place orders year-round

43 percent of our readers say that more than three people read the magazine at their location

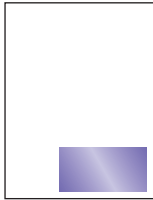
MAGAZINE AD SPECS



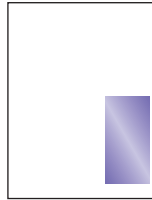
1/8 PAGE
Horizontal
3-1/2" x 2-3/8"
(WxH)



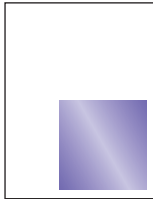
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3-1/4" x 4-3/4"
(WxH)



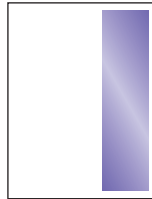
1/6 PAGE
Horizontal
4-5/8" x 2-1/8"
(WxH)



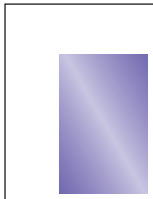
1/6 PAGE
Vertical
2-1/4" x 4-3/4"
(WxH)



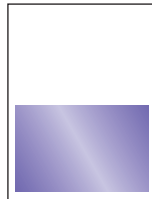
1/3 PAGE
Square
4-5/8" x 4-3/4"
(WxH)



1/3 PAGE
Vertical
2-1/4" x 10"
(WxH)



1/2 PAGE
Vertical
4-5/8" x 7-5/8"
(WxH)



1/2 PAGE
Horizontal
7" x 5"
(WxH)



2/3 PAGE
4-5/8" x 10"
(WxH)



BLEED PAGE
8-3/8" x 11-1/8"
(WxH)
Trim Size:
8-1/8" x 10-7/8"

Please keep live area 1/4" from trim.

Advertisers Get More for Their Money



DIGITAL MAGAZINE



As technology evolves, so does *edplay's* outreach. Each printed issue of the magazine is now available in digital form to accommodate the growing number of e-readers and online users. **That means *edplay* advertisers get more exposure for the same price.**

The digital magazine averages 1,516 opens per issue and offers clickable links directly to advertisers' websites. Plus, we archive each digital issue at edplay.com so your advertisement remains as a permanent link.

**Vendor Specials
for Retailers**

Free online ad to promote your specials and discounts to retailers.

new products.....

We'll announce one new product for free in each magazine issue in which you advertise.

**Shop
ToysandGifts
.com**

Free company profile at ShopToysandGifts.com

Reserve a print advertisement in all six issues of *edplay* magazine and receive the following:

Size of Ad	Number of Product Features with Company Profile
1/8 page	1 product feature
1/6 page and 1/4 page	up to 3 product features
1/3 page and 1/2 page	up to 6 product features
2/3 page and full-page	up to 9 product features

ONLINE OPPORTUNITIES

E-newsletter

Once a month *edplay* magazine sends out an e-newsletter promoting the newest and best products to our readership.

Sent to 10,679 e-mail addresses
with 1,446 average unique opens

- Product Feature: \$175 per issue
- Sponsorship Ad: \$250 per issue

edplay.com Online Advertising

By offering a fully searchable magazine article archive dating back to 2002, plus current industry news, hot products, surveys, retailer coupons and much more, *edplay.com* has become a leading online source of industry information.

14,898 average visitors per month

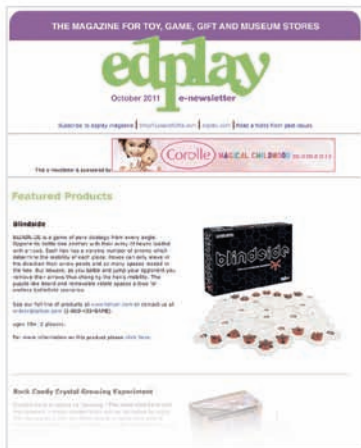
- Online Display Ad: \$365 / year
- Premium Banner Ad: \$700 / year

ShopToysandGifts.com Online Advertising

edplay's "Shop" site is an easy-to-navigate online buyers' guide. It is designed to help specialty toy retailers quickly find suppliers and products through a keyword search, or by browsing product categories and alphabetical company listings. Manufacturers can increase exposure for their products by upgrading to company profiles with product features and category display ads.

7,272 average visitors per month

- 3 Product Features with Company Profile: \$125 / year
- Online Display Ad: \$185 / year



FOR TOY, GAME, GIFT AND MUSEUM STORES
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Geneva, NY 14456

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Fax (315) 789-4263

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