

# Media Kit 2024

Maximum coverage in the  
Spanish **licensing market**



# Multichannel circulation

We project the contents to our audience, the licensing industry, through different channels establishing a close and constant communication relationship with the professional community.

## Printed magazine

More than 25 years publishing the magazine every three months, with specialized contents, market analysis and reports on product categories, interviews with professionals and companies. Transmitting knowledge about the toy and game industry.



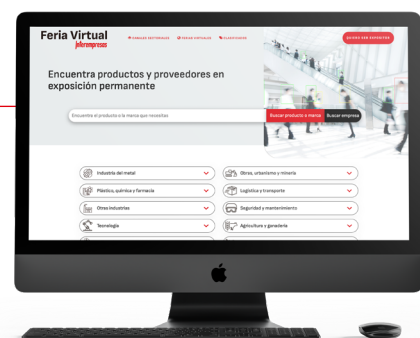
## Digital magazine

Previous the distribution of the printed magazine, the readers receive the digital version of the magazine in their e-mail.



## Website

Platform that publishes every day technical and current content of the sector, market analysis and commercial content.



## Newsletter

Every Tuesday the newsletter collects the contents published on the website in previous days and is sent by e-mail to our database of professionals and companies in the sector.



# We take care of your brand

We maximize the communication of your company by integrating it into our content and communication channels, multiplying the visibility of your brand and products and the contact with your professional customer.

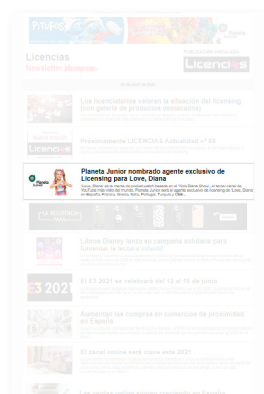
## Multichannel circulation example



Printed magazine



Digital magazine



Newsletter



Website



Social network

## ¿What are your benefits as an advertiser?

Your company will be present in the only specialized magazine in the Spanish Licensing industry.

You will maximize your communication investment with our circulation optimization.

You will be in contact with the most relevant companies and professionals in your sector.

You will reach the best potential customers thanks to the segmentation of our database.

# Circulation and audience

## Magazine

Circulation: 3.988 copies/edition

Printed edition: 1.960 copies

Audience	%	Copies
DISTRIBUTION CHANNELS		
Specialized retailers (toys, strationary, gifts, fashion, ...)	59	1.188
Retailers groups, wholesalers, hypermarkets	10,9	211
INDUSTRY		
Manufacturers / Licensees	18,7	359
Brand owners and licensing agents	3,1	63
Other: tv associations...	8,3	139

Digital edition: 2.028 deliveries e-mail

## Sectorial channel

35.000 visits/month

## Newsletter

Sent to 2.028 e-mails  
50% opening average rate  
Weekly periodicity.

## Reader profile

Licensing buyer	61%
CEO/marketing/commercial	26%
Other professionals	13%

# Editorial Content Calendar (6 editions/year)

### LS99 February

DEADLINE:  
16/02/2024

- 2024 Properties report
- Licensing business barometer

### LS101 July

DEADLINE:  
28/06/2024

- Preschool Properties report
- Previous Brand Licensing

### LS100 April

DEADLINE:  
12/04/2024

- Licensed Back to School report
- Audiovisual contents report
- Licencias Actualidad Awards 2024

### LS102 October

DEADLINE:  
11/10/2024

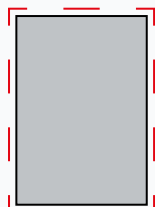
- Licensed Christmas campaign report
- Youth/adults Properties report
- Brand Licensing Report

Fairs/Events:  
SPIELWARENMESSE 2025 NUREMBERG



# Advertising Spaces

## Magazine

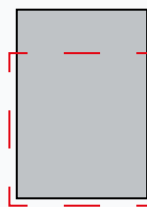


### PAGE

Price: **1.540€**



**Measures:** 210x297mm,  
+5mm of bleed and cutting marks

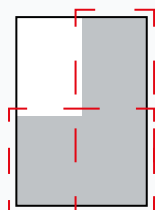


### FRONT COVER

Price: **3.595€**



**Measures:** 210x230mm,  
+5mm of bleed and cutting marks

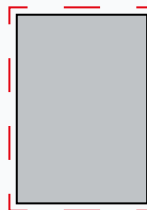


### 1/2 PAGE

Price: **840€**



**Measures:** H: 190x135mm,  
V: 90x280mm,  
+5mm of bleed and cutting marks

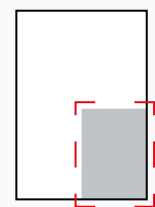


### INSIDE FRONT COVER

Price: **2.270€**



**Measures:** 210x297mm,  
+5mm of bleed and cutting marks

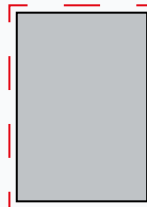


### 1/4 PAGE

Price: **480€**

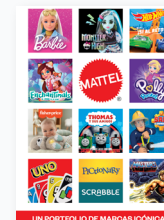


**Measures:** 90x130mm,  
+5mm of bleed and cutting marks

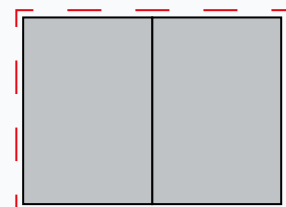


### BACK COVER

Price: **2.990€**



**Measures:** 210x297mm,  
+5mm of bleed and cutting marks

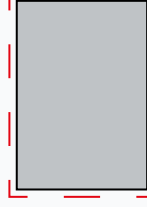


### ADVERTORIAL 2P.

Price: **2.695€**



**Measures:** 420x297mm,  
+5mm of bleed and cutting marks



### INSIDE BACK COVER

Price: **1.915€**



**Measures:** 210x297mm,  
+5mm of bleed and cutting marks

Discounts by nr. editions / year (4 editions)

Editions/year	2	3	4
Discount	5%	10%	15%

#### Advertising booking:

5 weeks before publication date

#### Deadline delivery artwork:

2 weeks before publication

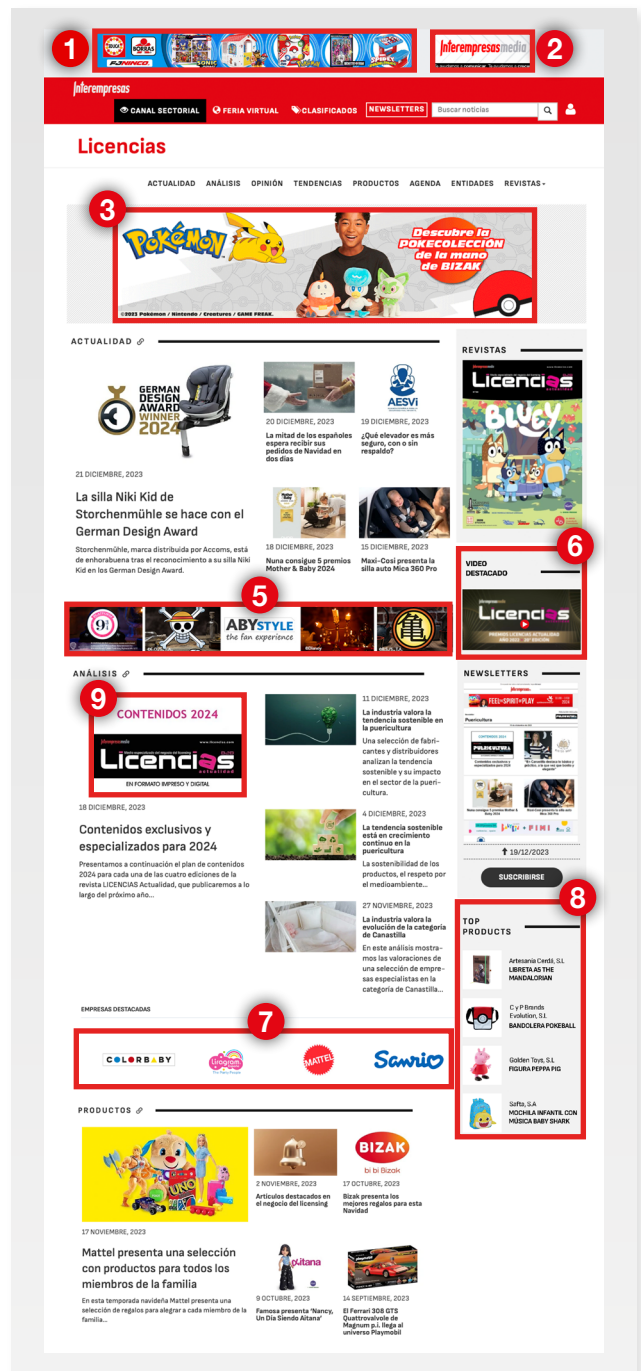
#### Advertising requirements:

Resolution: 300 dpi  
Format: JPG, PDF or TIFF  
Color: CMYK

# Advertising Spaces

## Sectorial Channel

- 1 UPPER BANNER**  
728x90 px  
Price: **40 €/CPM\***
- 2 UPPER SEMIBANNER**  
234x90 px  
Price: **25 €/CPM\***
- 3 SPONSOR**  
940x250 px  
Price: **1.195 €/month**
- 4 INTERSTITIAL**  
800x600 px  
Price: **350 €/week**
- 5 INNER BANNER**  
728x90 px  
Price: **845 €/month**
- 6 FEATURED VIDEO**  
Price: **595 €/week**
- 7 FEATURED COMPANIES**  
170x76 px  
Price: **115 €/week**
- 8 TOP PRODUCT**  
Price: **155 €/week**
- 9 BRANDED CONTENT**  
Consult



# Advertising Spaces

## Newsletter

### 1 UPPER BANNER

728x90 px

Price: 595 €/delivery

### 2 CENTRAL BANNER

728x90 px

Price: 475 €/delivery

### 3 FEATURED VIDEO

Price: 475 €/delivery

### 4 FEATURED PRODUCTS

Price: 140 €/delivery

### 5 PREMIUM CONTENT

Consult

**Interempresas**

**1**

**¿QUIERES GANAR UNA AVENTURA DE SUPERVIVENCIA EN MALTA?**

**¡MÁS INFO EN DINODAYS.ES!**

**21 de noviembre de 2023**

**Newsletter Licencias**

**PUBLICACIÓN VINCULADA: Licencias actualidad**

**Propietarios y agentes de licensing valoran cómo previsiblemente evolucionará la próxima Campaña de Navidad y Reyes (Parte 1)**

**Cooperación entre las empresas del licensing para potenciar las ventas en Navidad**

**Harry Potter: The Exhibition abre sus puertas en Barcelona**

**DeAPlaneta Entertainment lanza Hero Inside**

**2**

**Bluey**

**3**

**Licencias**

**Los galardonados valoran los Premios LICENCIAS Actualidad, año 2022**

**Crecen las ventas minoristas en lo que va de año respecto a 2022**

**Descubre las tendencias de compra para la próxima Navidad**

**4**

**Mattel presenta una selección con productos para todos los miembros de la familia**

**Las ventas online crecen en el tercer trimestre**

**Hasbro**

**Resultados de Hasbro en el tercer trimestre de 2023**

**Líderes en comunicación, marketing y apoyo comercial B2B**

**FA KOY**

# Virtual fair

about licensing in  
Interempresas.net



## Categories

### Basic virtual stand

Price: **120 €/month**

Contact details

Geolocation

Web link

Up to 15 products

1 PDF catalogue

1 video

### Full virtual stand

Price: **175 €/month**

Contact details

Geolocation

Web link

Up to 45 products

Up to 15 PDF catalogue

Up to 15 videos

Press releases

### Plus virtual stand

Price: **235 €/month**

Contact details

Geolocation

Web link

Up to 75 products

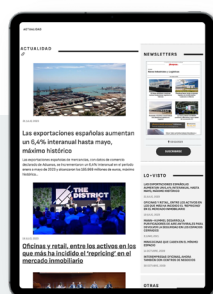
Up to 25 PDF catalogue

Up to 25 videos

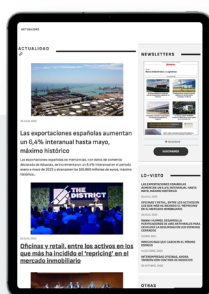
Press releases

Technical articles

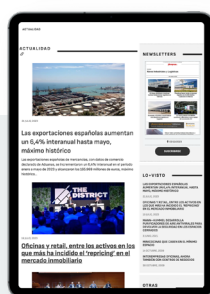
Reports and articles



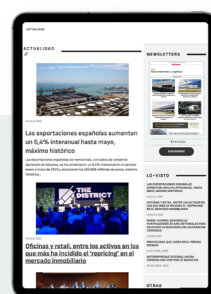
PRODUCTS



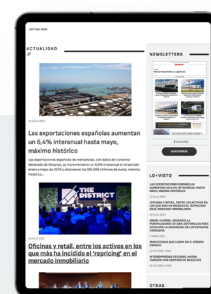
CATALOGUES



VIDEOS



NEWS



COMPANY DATA

Positioning and visibility of your products and brand in a b2b environment.

The traffic of your stand is measurable and you will receive monthly statistics for your control.

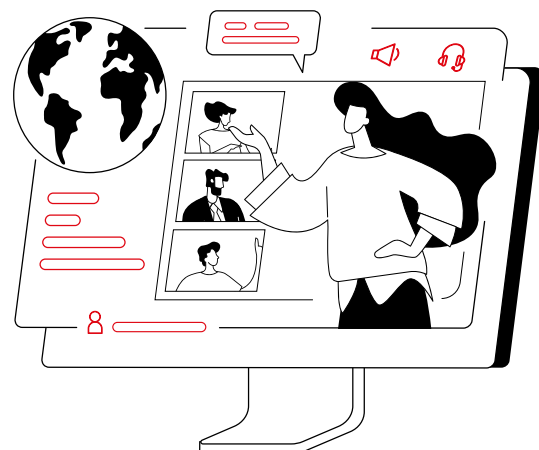
No fixed term. You can unsubscribe whenever you want and pay only for the current month.

**Products classified by category and speciality.**



# Webinars

We organise real-time webinars on product presentations, technical conferences or training to share knowledge that brings value to your customers or employees.



## Technical Management

### Option 1

Price: **1.595 euros**

- Platform management and configuration
- Full technical assistance
- Reminders and follow-up of registrants
- Preparation and rehearsal with the company moderator
- Recording of the webinar, hosting of the video of the event for 1 year and subsequent sending to all the registered participants (whether they attended or not)
- Report and list of attendees
- Up to 2 speakers
- Up to 45 minutes of duration
- Up to 100 attendees

\* Does not include promotion or recruitment  
\* Does not include moderation

### Option 2

Price: **1.940 euros**

- Platform management and configuration
- Full technical assistance
- Reminders and follow-up of registrants
- Preparation and rehearsal with the company moderator
- Recording of the webinar, hosting of the video of the event for 1 year and subsequent sending to all the registered participants (whether they attended or not)
- Report and list of attendees
- Up to 3 speakers
- Up to 75 minutes of duration
- Up to 200 attendees

\* Does not include promotion or recruitment  
\* Does not include moderation

## Technical management + moderation + audience generation

### INCLUDED SERVICES

Price: **from 4.750 euros**

- Management and configuration of the platform
- Customisation of the webinar with the theme and look&feel of the event
- Full technical assistance
- Reminders and follow-up of registrants
- Moderation and execution of the webinar
- Preparation of the agenda by the moderator
- Preparation and rehearsal with the speakers
- Recording of the webinar, hosting of the video of the event for 1 year and subsequent sending to all the registered participants (whether they have attended or not)
- Report and list of attendees

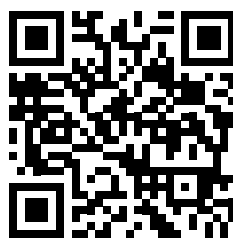
- Integral management of recruitment
- Email-marketing to the potential public of the BBDD of Interempresas Media
- Banner campaign on the Interempresas website
- Banner campaign in Interempresas emagazines

### TECHNICAL SPECIFICATIONS

- Up to 3 speakers
- Up to 90 minutes (recommended webinar of the webinar: 45 minutes)
- Technical limit of participation of 500 registrants

# Brands that trust on us





**Interempresas**

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