



LA REVUE DU **Jouet** **média** **2010**





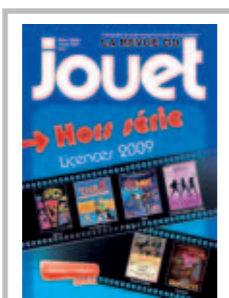
Reference magazine for all the professionals of the toys and games network

LA REVUE DU
Jouet

100% useful information tool



**Distribution:
3500 copies**



10 annual issues with:

A concise and real time processing of the **news**
A processing of the monthly news of the **derived rights** market
Radioscopy of the various markets
An exclusive **monthly barometer of sales** of the distribution (NDP partnership)
Regular enquiries of the branch on the distribution
Echoes of toy manufacturers' unions and federations
Company strategies (suppliers and distributors) etc.

1 special number on "Licences"

The owners and agents present their licences.
One page, one licence: gives an accurate view of ownership rights fostering development and sale of produces under licence.



An unparalleled coverage with a readership of decision makers, managers and buyers of:

GSS and groups of independents,
Department stores and popular stores,
GSA, hypermarkets,
VAD,
Independent shops

And:

Wholesalers, importers,
Suppliers, Institutions

**More than
7500 qualified
professional
readers**



OUR OBJECTIVES:

To inform our readers in order to give them a better understanding of the economical world.

**Distribution of the exhibition
No. and special number:
6000 copies**

WRITING PROGRAMME FOR 2010*

No. 435 January	Strategies and collections of suppliers for 2010 Additional distribution: Paris Toy Fair maison&objet, Nuremberg (in the Nuremberg-Paris plane)		Date of issue: 31/12/2009 Submittal of written items: 3/12/2009 Submittal of publicity items: 15/12/2009
Special Number January	LICENCES 2010 Additional distribution: Toy and game exhibition, maison&objet, Nuremberg (in the Nuremberg-Paris plane)		Date of issue: 31/12/2009 Submittal of items for the "licence pages": 15/11/2009 Submittal of publicity items: 14/12/2009
No. 436 February	OUTDOOR TOYS AND GAMES Additional distribution: To the garden centers		Date of issue: 20/02/2010 Submittal of written items: 20/12/2009 Submittal of publicity items: 04/02/2010
No. 437 March	GIRLS		Date of issue: 20/03/2010 Submittal of written items: 20/01/2010 Submittal of publicity items: 04/03/2010
No. 438 April	BOYS		Date of issue: 20/04/2010 Submittal of written items: 20/02/2010 Submittal of publicity items: 02/04/2010
No. 439 May	BABY & CUDDLY TOYS Additional distribution: Child care preshows – Deauville		Date of issue: 20/05/2010 Submittal of written items: 20/03/2010 Remise des éléments pub : 03/05/2010
No. 440 June	GAMES & PUZZLES Additional distribution Year-Round Toys Preshows – Deauville		Date of issue: 20/06/2010 Submittal of written items: 20/04/2010 Submittal of publicity items: 04/06/2010
No. 441 July	GRAND PRIX FOR TOYS 2010 Additional distribution Maison&objet exhibition – Villepinte		Date of issue: 20/07/2010 Submittal of written items: 20/05/2010 Submittal of publicity items: 02/07/2010
No. 442 September	MEDIA PLAN OF SUPPLIERS		Date of issue: 20/09/2010 Submittal of written items: 20/07/2009 Submittal of publicity items: 03/09/2010
No. 443 October	SPECIALIZED DISTRIBUTION		Date of issue: 20/10/2010 Submittal of written items: 20/08/2010 Submittal of publicity items: 04/10/2010
No. 444 November	LICENCES Additional distribution: Toys&Games preshows – Deauville		Date of issue: 20/11/2010 Submittal of written items: 20/09/2009 Submittal of publicity items: 25/10/2009

*Subject to modification

Sole professional magazine, dealing exclusively with your market, designed by professionals attentive to all the professionals



OUR ADVANTAGES

They read La Revue du Jouet magazine:





A professional directory



A 100% useful tool

to facilitate contacts and exchanges with the professionals of the network, containing:

- Information on the market** (the professional organizations, the figures of the market, the professional trade fairs)
- Suppliers:** by activities, the brands, licences, foreign firms represented in France (alphabetic order)
- Equipment & services** (alphabetic list),
- Alphabetic list of companies,**
- Wholesalers** (alphabetic list)
- Distribution** (buying centres, stores – geographical list).



Print run:
More than
8000 copies

Free distribution
to distributors
who have
subscribed to
La Revue du
Jouet magazine



Websites

- www.jouetsetjeux.com

Search engine offering a window of choices for the distributors and a detailed referencing for the suppliers.

More than
4000 firms referenced



- www.larevedujouet.fr

Website giving access to all the products of La Revue du Jouet and supplying all the information on licences in a few clicks



Events



The winners of the Grands Prix for the Distribution of Games and Toys in 2008

- **Grands Prix for the games and toys Distribution**
Intended to promote the major advantages of the various specialized and general business signs,



- **Grand Prix du Jouet**

Open to all manufacturers, the Grands Prix du Jouet constitute the major references for the profession. The games and toys grants an award by a jury of professionals drawn from the various distribution systems benefiting from an unique quality label favouring purchase by consumers.

Registration: May 17th 2010 at the latest

You can download the registration form from www.larevedujouet.fr

Prize distribution: June 23rd 2010
after deliberation by the Jury .

Among the winners of the Grand Prix du Jouet, the most innovative receives the title of "Jouet de l'année 2010".



2009 Jury's members



A map of France of businesses specialized in games and toys

A practical tool for professionals of the market for games and toys, Manufacturers, importers, sales forces, wholesalers, distributors, etc.





Magazine size A4 W 210 mm x H 297 mm		MONTHLY NUMBER	FAIR & SPECIAL NUMBER	DIMENSIONS
SPECIAL LOCATIONS	On cover front/back	7 400 €	8 800 €	W 210 x H 297 mm
	2 nd cover	4 600 €	5 500 €	
	3 rd cover	4 000 €	4 800 €	
	4 th cover	5 400 €	6 480 €	
PAGE	Inner page	3 600 €	4 300 €	W 210 x H 297 mm
	Inner page	6 600 €	7 900 €	
DOUBLE PAGE	Inner page	2 250 €	2 700 €	High W 85 x H 270 mm Wide W 180 x H 125 mm
HALF PAGE	Under the "Chinese portrait"	1 800 €	2 160 €	Strip W 180x H 60 mm High W 85 x H 125 mm
	Inner page	1 400 €	1 680 €	
QUARTER PAGE	Top of inner page	1 280 €	1 550 €	W 80 x H 60 mm

Special Number size A5 W 148 mm x H 210 mm		DIMENSIONS	
SPECIAL LOCATIONS	On cover front/back	6 100 €	W 148 x H 210 mm
	2 nd cover	3 700 €	
	3 rd cover	3 090 €	
	4 th cover	4 100 €	
DOUBLE PAGE	Inner page	3 700 €	W 296 x H 210 mm
	Inner page	2 300 €	
PAGE	Inner page	1 500 €	W 148 x H 210 mm
PUBLI*	Inner page	1 500 €	W 148 x H 210 mm

*Page setup by us = 150 € of technical expenses per page

Classified advertisements

Per line (20 signs or spaces)	25 €
Jobs wanted	free
BOXED MODULE	
1/4 page (W 125 mm x H 85 mm)	580 €
1/8 page (W 60 mm x H 85 mm)	350 €
Domiciliation at the review	20 €
Contact Camille NOYAU-ANTOINE Phone : 01 77 92 96 47	

Directory referencing

Number of marked sections	"in bold" without logo	"in bold" with logo
from 4 to 9	150 €	350 €
from 10 to 19	200 €	400 €
from 20 to 29	350 €	600 €
from 30 to 39	400 €	700 €
from 40 to 49	450 €	800 €
from 50 to 59	500 €	900 €

Websites

www.jouetsetjeux.com & www.larevuedujouet.fr

LOGO	Price	Dimensions
LOGO	160 €	Width 200 pixels 200 ko maxi
PHOTO OF COMPANY OR A PRODUCT	50 €	Width 200 pixels 200 ko maxi
PUBLICITY STREAMER (PER MONTH)	1 000 €	W468 x H 60 pixels 40 ko maxi
FOLDER (PRESENTATION OF THE COMPANY AND ITS ACTIVITY)	1 500 €	Standard of transverse 2 Mo maxi
PRODUCT PRESENTATION CATALOGUE	2 000 €	2 Mo maxi
Enrichment of the section "product under license" Logo, phone, contacts, product presentation, etc.	1 line	300 €
	5 lines	1 200 €
	Additional line	180 €

For any other modification, consult us

Paper directory

W 160 mm x H 240 mm

	Price	DIMENSIONS
SPECIAL LOCATIONS	1 st cover	W 160 x H 240 mm
	2 nd cover	
	3 rd cover	
	4 th cover	
	Facing contents, opening	
DOUBLE PAGE	Inner page	W 320 x H 240 mm
	Inner page	
PAGE	Inner page	W 160 x H 240 mm
HALF PAGE	Inner page	High L 60 x H 198 mm Wide L 125 x H 95 mm
	Inner page	
TEASING REMOVABLE CARD	1/8 inner page x 3	W 60 x H 40 mm
	- 2 pages front/back	W 150 x H 230 mm max
	- 4 pages	W 150 x H 230 mm max
LOGO	Above company referencing	Rectangular : L 25 mm max Square or round : L 17 mm max Very long : L 40 mm max

Grand Prix du Jouet 2010
Subscription form to be downloaded on www.larevuedujouet.fr

Subscription costs per product = 450 €
Commercial offer:
• 3 paying products: 1 more free
• 6 paying products: 2 more free
• 9 paying products: 3 more free
And so on by sets of 3.

Sponsoring of the event: 10 000 €
(including all the communications inherent to Grand Prix du Jouet 2010)

Map of France
Sponsoring : *consult us*

REDUCTION ON TURNOVER

(deductible at the end of the order within the same calendar year)

Turnover from 5.9 K €	: - 3%
From 6 to 9 K €	: - 5%
From 9,1 to 14,9 K €	: - 7%
More than 15 K €	: - 10%

REBATES: Two colors: -15% - Black and white: -30%

15 % decrease granted for any order transmitted through a duly authorised intermediary.

INSERT, PUBLICITY-REPORTING, SEPARATE PRINTS, SPECIAL ISSUE, BOOKMARK, SPONSORING OF TITLE: consult us

TECHNICAL INFORMATION

- Page and double page format, lost background with 5 mm of turning edge
- Printing: offset, screen 150
- Creation and execution of the items at the advertiser's charge
- Submittal of insertion orders, texts, publicity by CDROM: TIF, PDF or EPS files in high definition, 300 DPI minimum with supply of a final printout: 1 month before issue.
- Cancellation of orders: 8 weeks before issue.
- The editor reserves the right to refuse any picture not in compliance with the spirit of the review.
- The advertisements will be placed according to the possibilities of the setup.

FIXED LOCATION: + 10%

DOSSIER : + 15%

FAIR N° : + 20%

DESIGN AND CREATION OF YOUR ADVERTISEMENT: + 30%

●●●● **Contacts**

Régine LOUVET

Publicity Manager

Phone: +33 (0)1 77 92 96 49

E-mail : rlouvet@etai.fr

Bruno BOKANOWSKI

Managing editor

Phone: +33 (0)1 77 92 96 09

E-mail : bbokanowski@etai.fr

E-T-A-I

Groupe ETAI

Antony Parc 2

10, place du Général de Gaulle

92160 Antony

Tel: +33 (0)1 77 92 92 92

Fax: +33 (0)1 77 92 98 28

www.groupe-etai.fr

Camille NOYAU-ANTOINE

Commercial assistant

Phone : +33 (0)1 77 92 96 47

E-mail : cantoine@etai.fr

Gilles de GUILLEBON

Executive Vice-president

Specialized magazines

And professional trade fairs