

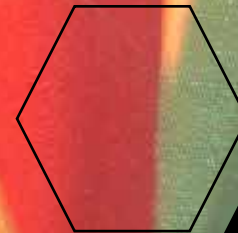
THE YEAR-ROUND BRANDING SOLUTION

for your specialty toy related business

edplay

The Magazine

For People Who Sell Toys



DM
digimag

bimonthly

WS
website

daily

EN
e-newsletter

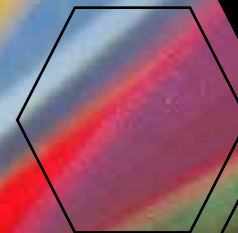
monthly

PM
print magazine

bimonthly

BG
buyers' guide

annually



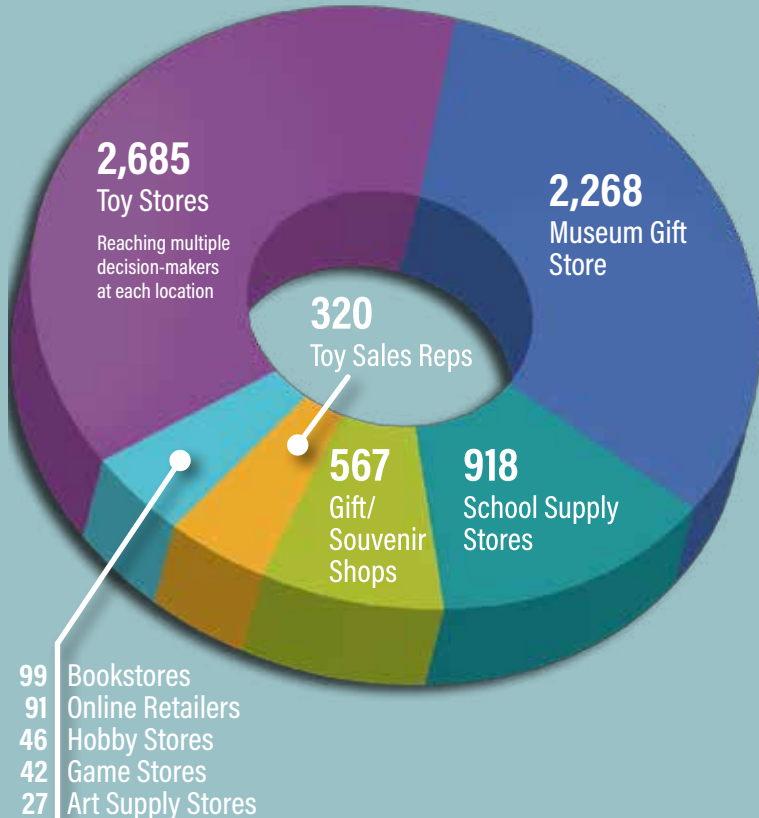


OUR READERS

A successful B2B advertising strategy begins with print advertising as the foundation. Integrating digital, online and E-news advertising options with print immediately improves your company's exposure within the industry. Investing in our PrintPlus program ensures that your advertising message is seen year-round by your current and future customers.

The original specialty toy B2B trade magazine bringing over 24 years of experience to work for our advertisers.

TOTAL CIRCULATION 7,063



The foundation of your advertising strategy. Reliable, credible and budget friendly.

PM
print magazine
bimonthly

24/7 online resource featuring magazine content, new products and a suppliers directory.

WS
website
daily

E-mailed to our subscribers when the issue is published. Archived on our website indefinitely.

DM
DigiMag
bimonthly

Sent to our subscribers every month, the E-newsletter highlights the newest products in the industry in an easy-to-read format.

EN
e-newsletter
monthly

The printed Buyers' Guide contains necessary contact information from suppliers in the industry.














BG
buyers' guide
annually

Contact Todd Crayton • todd@fwpi.com • (315) 789-6431



2018 EDITORIAL CALENDAR



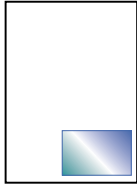
JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
					
RESERVE AD BY NOV 22 MATERIALS DUE DEC 8 MAILING DATE JAN 12 Bonus Distribution at:	RESERVE AD BY FEB 2 MATERIALS DUE FEB 9 MAILING DATE MAR 9 Bonus Distribution at:	RESERVE AD BY APR 6 MATERIALS DUE APR 13 MAILING DATE MAY 4 Bonus Distribution at:	RESERVE AD BY JUN 8 MATERIALS DUE JUN 15 MAILING DATE JUL 13	RESERVE AD BY AUG 3 MATERIALS DUE AUG 10 MAILING DATE SEP 7 Bonus Distribution at:	RESERVE AD BY SEP 29 MATERIALS DUE OCT 5 MAILING DATE NOV 9 Bonus Distribution at:
 NY Toy Fair	 ABC Spring Educational Conference & Trade Show	 ASTRA's Marketplace & Academy	 Includes Annual Buyers' Guide	 We Connect School Supply Conference	 Spielwarenmesse Toy Tradeshaw
 Toy Fest West	In every issue, we profile retailers in depth, showcase their favorite products, and keep our industry informed.				



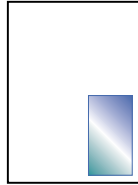
MAGAZINE AD RATES



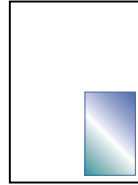
1/8 PAGE
Horizontal
3-1/2" x 2-3/8"
(W x H)



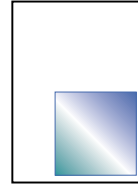
1/6 PAGE
Horizontal
4-5/8" x 2-1/8"
(W x H)



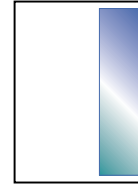
1/6 PAGE
Vertical
2-1/4" x 4-3/4"
(W x H)



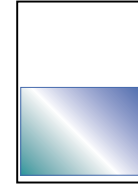
1/4 PAGE
3-1/4" x 4-3/4"
(W x H)



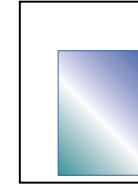
1/3 PAGE
Horizontal
4-5/8" x 4-3/4"
(W x H)



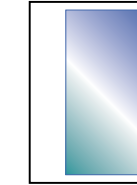
1/3 PAGE
Vertical
2-1/4" x 10"
(W x H)



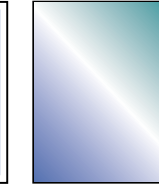
1/2 PAGE
Horizontal
7" x 5"
(W x H)



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



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



FULL PAGE
8-3/8" x 11-1/8" (W x H)
Trim size: 8-1/8" x 10-7/8"
Please keep live area 1/4" from trim

FULL-COLOR Net Advertising Rates Per Issue

Ad Size	1X	2X	3X	4X	5X	6X	Best Rate!
Full page	1635	1585	1535	1490	1440	1390	
2/3 page	1240	1205	1165	1130	1090	1055	
1/2 page	1055	1025	990	960	930	895	
1/3 page	840	815	790	765	740	715	
1/4 page	630	610	590	575	555	535	
1/6 page	415	405	390	380	365	355	
1/8 page	275	265	260	250	240	235	

TWO-COLOR Net Advertising Rates Per Issue

Ad Size	1X	2X	3X	4X	5X	6X	Best Rate!
Full page	1345	1305	1265	1225	1185	1145	
2/3 page	985	955	925	895	865	835	
1/2 page	770	745	725	700	680	655	
1/3 page	525	510	495	480	460	445	
1/4 page	415	405	390	380	365	355	
1/6 page	310	300	290	280	275	265	
1/8 page	205	200	195	185	180	175	

PREMIUM PLACEMENT Net Advertising Rates Per Issue

Ad Size	1X	2X	3X	4X	5X	6X	Best Rate!
Back Cover	2135	2070	2010	1945	1880	1815	
Inside Front Cover	1985	1925	1865	1805	1750	1690	
Inside Back Cover	1835	1780	1725	1670	1615	1560	
TOC	1935	1875	1820	1760	1705	1645	
Center Spread	3330	3230	3130	3030	2930	2830	
Belly Band	4000						

BLACK & WHITE Net Advertising Rates Per Issue

Ad Size	1X	2X	3X	4X	5X	6X	Best Rate!
Full page	1170	1135	1100	1065	1030	995	
2/3 page	855	830	805	780	750	725	
1/2 page	670	650	630	610	590	570	
1/3 page	455	440	430	415	400	385	
1/4 page	360	350	340	330	315	305	
1/6 page	270	260	255	245	240	230	
1/8 page	175	170	165	160	155	150	



WEBSITE AD RATES



In a typical month, an advertisement on **edplay.com** can exceed 30,000 impressions by 800 unique visitors viewing 1,900 pages. We drive traffic to our brand's digital hub with our E-newsletters, Digimags, and printed publications.

SPONSOR AD 250 x 185 pixels

Ads randomly rotate in 1 position. Additional Animated Frames \$20.

\$195
PER MONTH

\$145
per month for
FULL YEAR

as low as
\$72.50
per month
with PrintPlus

LEADERBOARD AD 970 x 90 pixels

Ads randomly rotate in 1 position. Additional Animated Frames \$20.

\$225
PER MONTH

\$165
per month for
FULL YEAR

as low as
\$82.50
per month
with PrintPlus

BANNER AD 300 x 400 pixels

Ads randomly rotate in 1 position. Additional Animated Frames \$20.

\$175
PER MONTH

\$130
per month for
FULL YEAR

as low as
\$65
per month
with PrintPlus

BOX AD 300 x 200 pixels

Ads randomly rotate in up to 5 positions. Additional Animated Frames \$10.

\$125
PER MONTH

\$95
per month for
FULL YEAR

as low as
\$47.50
per month
with PrintPlus



as low as
\$72.50

as low as
\$82.50

as low as
\$65

as low as
\$47.50



Contact Todd Crayton • todd@fwpi.com • (315) 789-6431.
Monthly installment plan available with credit card purchase.



E-NEWSLETTER AD RATES

EN
e-newsletter
monthly

Every month we send the *edplay* Product E-newsletter to almost 3,000 readers. Each issue features new products with large images, descriptions, contact info, web links and video demonstration links.

E-NEWS SPONSOR BANNER

705 x 175 pixel image

\$260
PER AD

as low as
\$130
per ad for
with PrintPlus

Sponsor Banner ad located at top of E-Newsletter. Also includes **One Complimentary Product Feature** (located at bottom of E-Newsletter): 500 x 500 pixel image, 150 word description, contact info, web link, product video link.

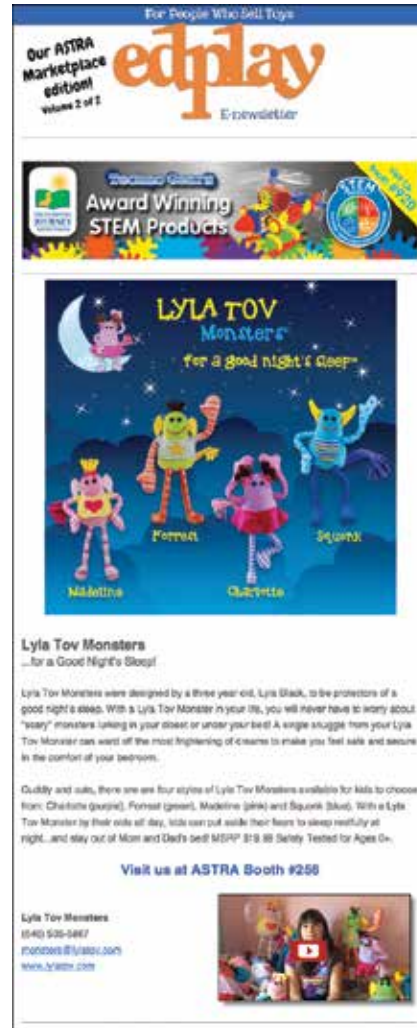
E-NEWS PRODUCT FEATURE

500 x 500 pixel image

\$200
PER AD

as low as
\$100
per ad
with PrintPlus

Includes 150 word description, contact info, web link, and product video link.



Sponsor Banner

Product Feature



ANNUAL BUYERS' GUIDE ISSUE

- Featured as a multi-page insert of the November/December 2017 and July/August 2018 Issues of *edplay* magazine, the printed Buyers' Guide has been a reader favorite for years and used by buyers all year long. Contains necessary contact information from suppliers in the industry.
- Receive a FREE Highlighted Listing with logo and Company Profile with the purchase of an ad.
- Buyers' Guide Print ad rates are included in this Rate Card under Magazine Ad Rates.



DIGIMAG

- The edplay DigiMag is e-mailed to our subscribers when each printed issue is published, and archived on our website indefinitely.
- DigiMag Sponsor Ad is a full page ad that appears next to the front cover of the DigiMag upon opening. Dimensions of ad are 8 $\frac{1}{8}$ " W X 10 $\frac{7}{8}$ " H.
- Accepted format is a PDF file, 300dpi.
- \$395 per issue, prior to PrintPlus program discount. Contact Todd Crayton for details at todd@fwpi.com or (315) 789-6431.

AD PACKAGE EXAMPLES

We can customize ANY plan to fit your specific needs.



These sample advertising packages include our most popular print ad sizes PLUS digital ad sizes, and have all **PrintPlus program discounts** applied to the total. Integrating digital advertising options with print significantly improves your company's exposure within the industry, **and saves money.**

IGNITE

PRINT

- Full-color, 1/6-page ad in all six issues
- Product Feature in all six issues

DIGITAL

- Ad appears in all six issues of DigiMag
- e-News Product Feature for year
- Website Box Ad for year

Total Bill \$4,254

\$355/month autopay

CONNECT

PRINT

- Full-color, 1/3 page ad in all six issues
- Product Feature in all six issues

DIGITAL

- Ad appears in all six issues of DigiMag
- e-News Product Feature for year
- Website Leaderboard Ad for year

Total Bill \$6,918

\$577/month autopay

PROSPER

PRINT

- Full-color, full page ad in five issues
- Full-color, 2 page spread in one issue
- Product Feature in all six issues

DIGITAL

- Ad appears in all six issues of DigiMag
- DigiMag Sponsor Ad in all six issues
- e-News Product Feature for year
- Website Leaderboard Ad for year

Total Bill \$13,335

\$1,112/month autopay

GROW

PRINT

- Full-color, 1/2-page ad in five issues
- Full page ad in one issue
- Product Feature in all six issues

DIGITAL

- Ad appears in all six issues of DigiMag
- DigiMag Sponsor Ad in all six issues
- e-News Product Feature for year
- Website Leaderboard Ad for year

Total Bill \$9,555

\$797/month autopay