



# CreativePlay

RETAILER

Covering The Children's Retail Industry

## DIGITAL MEDIA KIT

[creativeplayretailer.com](http://creativeplayretailer.com)



## BRAND OVERVIEW

Creative Play Retailer Magazine is designed to help retailers in the children's toy, game, hobby, books and music retail industries gain valuable insight into the market dynamics affecting businesses. This includes the latest toy industry news, trade show news, consumer trends, hot products and new product introductions.

What makes our digital trade magazine stand-alone is its ability to provide retailers with top rated reviews of products that are endorsed by Creative Child Magazine, parents and educators. This enables buyers to better understand what the market truly thinks of the products that are presented.

## AUDIENCE

Each year, Creative Play Retailer has grown stronger, allowing advertisers to engage confidently with retail buyers.

Our subscription list consists of toy retailers, wholesalers, sales representatives and other industry members. Our list has been organic in its growth using trade show retailer attendee connections; creating one of the most influential lists in the industry.



### MARKET:

Our subscriber base creates awareness for partner brands on a nationwide scale.

### METRICS TODAY:

AVERAGE UNIQUE VISITORS (EST.): **13,500**  
TOTAL EMAIL SUBSCRIBERS: **26,572**

## INTEGRATED DIGITAL PLATFORMS

### MONTHLY DIGITAL ISSUE:

Our digital magazine is distributed via email each month, January through November. The publication offers complete advertising and marketing to give clients the opportunity to bring retailers and buyers the latest products from top manufacturers. The digital versions are fully interactive, allowing active clickable links.



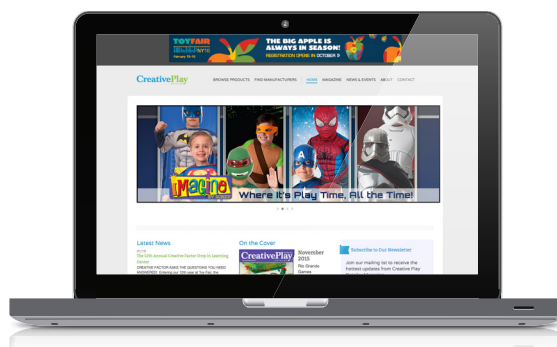
### EMAIL NEWSLETTER:

Want to know what's happening this week? From upcoming tradeshows, to top rated product reviews and the latest industry news, Creative Play Retailer covers it all. Weekly, we send the latest issue of the digital magazine along with compelling content, directly to the inboxes of our newsletter subscribers.



### WEBSITE:

Creativeplayretailer.com is a powerful go-to resource for visitors. The offering of editorial features, industry news, product reviews, trade show and event information covers the children's retail industry in its entirety.





## ADVERTISING RATES

### MONTHLY DIGITAL ISSUE RATES:

RUNS	FULL-PAGE	HALF-PAGE	THIRD-PAGE	PRODUCT SPOT
1 X	\$1,750	\$945	\$700	\$375
3 X	\$1,575	\$850	\$630	\$300
6 X	\$1,400	\$760	\$560	\$275
12 X	\$1,225	\$660	\$490	\$250

### DIGITAL ADVERTISING RATES:

#### Weekly E-Newsletter Sponsor Banner:

- Banner ad in e-newsletter
- 1200x200 (bottom of email placement)  
**1X \$1,100 • 2X \$1,030 • 3X \$960**
- Recurring banner ad in 1 e-newsletter per month (10 months)  
**1 time annual fee – \$4,000**
- Website banner in carousel on creativeplayreailer.com included in price

#### Weekly E-Newsletter Product Feature:

- Product image in e-newsletter
- 370x460 (body of email placement)  
**1X \$1,250 • 2X \$1,180 • 3X \$1,110**
- Recurring product image in e-newsletter (10 months)  
**1 time annual fee – \$5,500**

#### Weekly Dedicated Email – Takeover:

- With a dedicated email, your brand will receive an editor's recommendation and call-to-action click through banner ad
- Our editors develop an advertorial review written exclusively for your brand
- Full email with 1200x200 traditional banner ad (bottom of email placement)  
**1X \$2,500**

#### Creativeplayreailer.com Campaigns:

Users are constantly engaged on our website – receive brand awareness through web ad campaigns.

- Home page banner ad
- 728x90 (top of website position on all pages)  
**1X \$1,500 • 2X \$1,430 • 3X \$1,360**
- 950x306 – Rotating Carousel (home page position)  
**1X \$900 • 2X \$830 • 3X \$760**
- Directory listing – 200 word description and contact information for **\$50/year**

**\*Ad Art** - Our creative team is available to design your ad for an additional \$75

## EDITORIAL CALENDAR

NEWSLETTERS ARE DEPLOYED  
ON TUESDAY OF EVERY WEEK.

January \* AmericasMart Winter gift show: Jan 11th-18th (Atlanta, GA)

February \* Toy Fair: Feb 19th- 22nd (NYC)

March \* ToyFest West: March 9th-11th  
(World Market Center- Downtown/ Las Vegas, NV)

April \* ABC EXPO: May 9th-11th (Vegas, NV)  
Green /Earth Friendly Product Features

May \* ASTRA: June 12th-15th (Long Beach, CA)

June \* AmericasMart Summer Show: July 12th-18th (Atlanta, GA)  
Outdoor Fun Toys & Games

July \* NYNOW Summer Gift Show Aug 14th-17th (NYC)  
Made in the USA Product Features Available

August Fall Features available

September \* 2023 Preview & 2022 Holiday Market: Sept. 20th-22nd (Dallas, Texas)

October Q3 Features TBD

November Holiday Features Available

December Sneak Peek 2023 Features

*\* magazine at show*

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## CONTACT INFO

Our team is here to help you create the best campaign for your needs and budget. Our experienced staff is here to answer your questions, and design your ads (if needed); we can help take your advertising to the next level.

We are experts in helping you view your business from a new perspective to gain a competitive edge in a changing market.

For more information, please contact:

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## OUR NETWORK

CREATIVE PLAY RETAILER MAGAZINE IS PUBLISHED  
BY SCOOTERBAY PUBLISHING, INC.

