

# Lek & Baby

Din branschtidning för leksaker och babyprodukter

## ADVERTISING RATE 2025

Lek & Baby is a specialized and independent industry magazine dedicated to everyone involved in the toys and baby products sector.

Owned by the Lek- och Babybranschen, the magazine effectively reaches nearly all players within the Swedish toy and baby industry, with additional distribution in other Nordic countries. Published six times a year, it serves as a vital channel for connecting retailers, suppliers, and industry professionals.

	Deadline for booking		Deadline for submission		Date of publication
1	17/12-2024	• • •	19/12-2024	• • •	22/1
2	26/2	• • •	28/2	• • •	17/3
3	23/4	• • •	25/4	• • •	12/5
4	13/8	• • •	15/8	• • •	1/9
5	24/9	• • •	26/9	• • •	13/10
6	5/11	• • •	7/11	• • •	24/11

The magazine is formatted in A4 size, with dimensions specified as width x height. It is printed on uncoated paper and is subject to VAT. All prices are exclusive of VAT. Please note that any advertisement canceled less than three weeks prior to the publication date will be charged. We reserve the right to request advance payment and to decline inappropriate advertisements.

## FRONT COVER PAGE

The advertisement should preferably contain minimal text for a cleaner and clearer design.

200x210 mm

29 900 SEK



## BACK COVER PAGE

The ad is full-bleed; add 3 mm around all sides in addition to the ad dimensions below

210x262 mm

22 900 SEK

## CENTER FOLD

The ad is full-bleed; add 3 mm around all sides in addition to the ad dimensions below

420x297 mm

29 900 SEK

## 1/1 INSIDE COVER PAGE

The ad is full-bleed; add 3 mm around all sides in addition to the ad dimensions below

210x297 mm

19 900 SEK

Lek & Baby provides all the essential information for everyone working in the toy and baby products industry!

## 1/1 PAGE

The ad is full-bleed; add 3 mm around all sides in addition to the ad dimensions below

210x297 mm

18 900 SEK

## 1/2 LAYING

The ad is full-bleed; add 3 mm around all sides in addition to the dimensions below

210x147 mm

11 900 SEK

## 1/2 STANDING

100x297 mm

11 900 SEK

## 1/4 PAGE LAYING

The ad is full-bleed; add 3 mm around all sides in addition to the ad dimensions below

210x72 mm

7 900 SEK

## 1/4 PAGE STANDING

102x147 mm

7 900 SEK

## SUPPLIER PAGE

The price is per issue. The price includes space for your logo plus six lines of text.

990 SEK

## EDITORIAL ADVERTISEMENT

If you want an editorial ad, this is fine, the cost is the same as for "regular" ads and we can layout it for you.

**The price is based on the advertising space set for "regular" ads**

## MESSAGE BOARD/EMPLOYEE INFORMATION

On the Message Board you can for example introduce new co-workers, seek staff, thank staff, lay out your business for sale. Or maybe it's a coworker that has done something extra you want to lift in the industry. For personal news, send a face photo together with a short text and contact information.

**1 900 SEK**

## JOB ADVERTISEMENT

Here you get up to 600 characters with spaces and logo, if you want more space, contact us for a quote.

**3 900 SEK**

## SUPPLEMENTS

Supplements below 25 gram.

**18 900 SEK**

## BANNER NEWS LETTER

Every month (except for July), Lek & Baby sends out a digital newsletter as a complement to the printed magazines. The newsletter reaches approximately 1,200 individuals in the toy and baby industry.

**910x300 pix**

**3 900 SEK**

**AD BOOKING & SUBMISSIONS SHOULD BE SENT TO**  
Camilla Waltin  
[camilla@lekobaby.se](mailto:camilla@lekobaby.se)  
+4670- 353 95 94

## BANNER LEKOBABY.SE

A banner on lekobaby.se helps reinforce your message and reach the industry quickly and effectively. Email the advertisement as a JPEG (max 100 kB) to [camilla@lekobaby.se](mailto:camilla@lekobaby.se) and don't forget to specify where the ad should link.

**480x160 pix**

**1 950 SEK for 4 weeks**

**970x210 pix**

**2 950 SEK for 4 weeks**