

B[®]ANDORA[®]

The information portal for trademarks,
licences and products

Media Information 2023/2024



B[®]ANDORA[®]

Content

Webportal

BRANDORA Newsletter





Editorial office



Webportal

- Target group:
 - **BtB:** Buyers/decision-makers in stationary and online specialized trade for toys, games, book trade, hobby & handicrafts as well as license decision-makers, licensors and licensees.
 - **BtB:** related industries furniture stores, department stores, drugstores and pharmacies, retail groups, sports stores, purchasing associations, wholesalers and agencies.
 - **BtC:** prospective customers of your product novelties - BRANDORA SEO evaluation ranks the web page in search engine on the top positions

Reach & USP *

| | |
|---|----------------|
|  User / Monat | 200.000 |
|  Page Views / Monat | 179.500 |
|  Engagement Rate | 57,38% |
|  Direkt - Besuche | 40% |

Every day is
BRANDORA - day:
We are read.
Even on the weekend!



* Quelle Google Analytics 2022, 1: Jan 2022

Webportal

- The **established information portal** for the toy and licensing industry
- **Daily news, information and product announcements** from the industry
- Magazine with **exciting advertorials** from the licensing and toy industry
- highly frequented **industry job exchange**
- the BRANDORA data base with **daily product news** from the toy industry
- **6.200 company profiles** - 280 from member companies Toys **400.000 product profiles** from the toys segment
- 150 licensor profiles 1.320 licensees, **1.200 different license topics**

Seiten-Audit: brandora.de

Stand: 01.03.2022

On-Page-Punktzahl:

51

Monatliche organische Seitenaufrufe:

Sehr gut 68.801

Organische Keywords:

Sehr gut 113.165

Backlinks:

Sehr gut 42.873

Das Webportal | Preise

| Placement | Details | Prices | B. Membership price* |
|---|---|---|----------------------|
| TOP Placement | Pinned Top News 4 working days Picture 16:9 | 500 € | 400 € (20% discount) |
| Block Placement | Pinned Top News3. Block right 4 working days Picture 16:9 | 350 € | 280 € (20% discount) |
| Top News Feed | Pinned Top News 4 working days Picture 1:1 | 200 | 160 € (20discount) |
| Press release incl. newsletter | BRANDOR.de incl.. one-time sending in NL (delivery of picture + text) | 690 € | free of charge |
| Translation english to german | Translation service | 0,30 € p. word minimum price 80 € | No Discount possible |
| <p>All prices are in EURO and are subject to VAT.</p> <p>Ask for our combination offers for newsletter placements in the same time period</p> | | | |

* You are a manufacturer, supplier or licensor and interested in becoming a member. We will gladly send you the BRANDORA MEMBER INFORMATION

The screenshot displays the B@ANDORA website interface. At the top, there is a navigation bar with links for Spielwaren, Lizenzen, News, Jobbörse, Newsletter, Downloads, Über Brandora, and Kontakt. A search bar labeled 'PRODUKTSUCHE' is also present. The main content area features a large red banner for 'MARKEN AWARD 2023 - jetzt bewerben!' with a 'MEHR ZEIGEN' button. Below this, there is a 'News' section with several articles, each accompanied by an image and a 'SPIELWAREN' tag. The articles include: 'Wunderbare Geschenkideen zur Geburt', 'Kuschelfreunde zum Mitnehmen', 'Wörter und Füchse im Pocketformat', 'X-Shot von ZURU erneut ausgezeichnet', 'Platz da für das erste Plüsch-Bobby Car!', 'Geschenkideen zu Ostern von schlech', and 'Fulminanter Kinostart für „Die drei ???“'. A large red banner for 'Block Placement' is also visible. At the bottom, there is a banner for 'Spielwarenmesse 2023: Feel the Spirit' with dates '1.-5. FEBRUAR Nürnberg'.

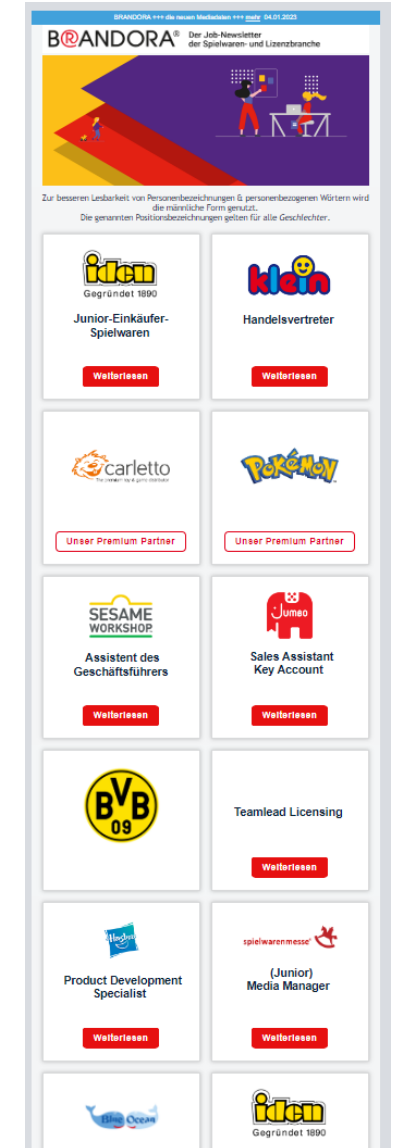
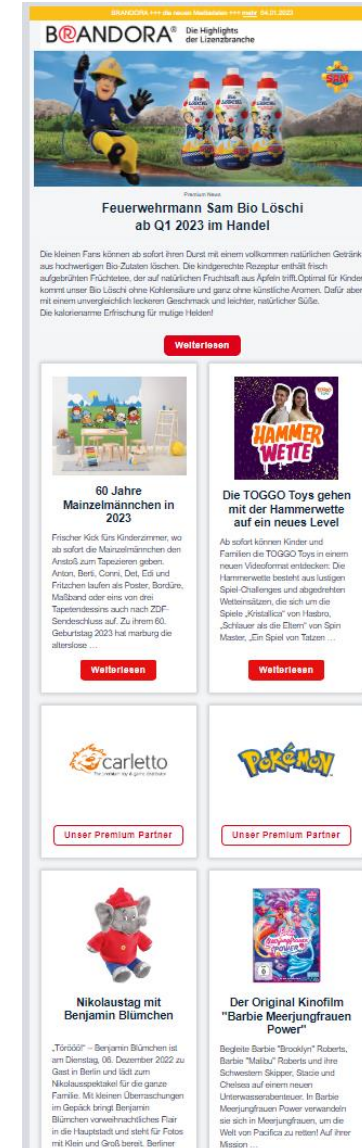
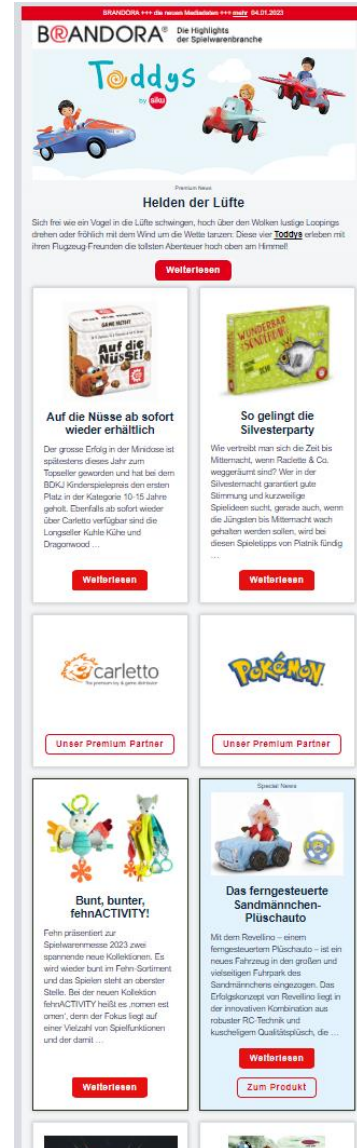
The Newsletter



- Target group:
 - Buyers/decision-makers in stationary and online specialty retail for toys, games, book retail, hobby & crafts as well as license decision-makers, licensors and licensees.
 - Related industries Furnishing stores, department stores, drugstores and pharmacies, retail groups, sports stores, purchasing associations, wholesalers and agencies.
 - Job seekers
- USP:
 - Open rate \varnothing 27% (up to 40%)**
 - Effective click-through rate \varnothing 30%**
 - More than 84% of readers open the newsletter every week*.
 - 27% read the newsletter immediately / 63% during a quiet period in the office*
 - 50 - 100% of the content is read by 66% of the recipients*
 - More than 74% of readers rate the content: Product news, company announcements, and market information as relevant*
 - Summary of a week from the industry
 - No waste coverage due to qualified distribution

* Participants of the qualitative BRANDORA survey 2022

** cf. study Inxmail 2022 trade media: open rate \varnothing 25%, effective click rate \varnothing 9.6%



Spielwaren Insights Advertising deadline and topics 2024

| Newsletter | KW | Dispatch: | Advertising deadline |
|---------------------|------|--------------|------------------------|
| Spielwaren Insights | 1-51 | Every friday | 7 days before dispatch |

Editorial topics and special newsletters *:


| Newsletter | KW | Dispatch: | Deadline Editorial | Our Topics / Editorial | Events |
|---|----|------------|--------------------|---|---|
| Spielwaren Insights TOY Spezials 1-4 | 5 | 30.01.2024 | | The TOY Special is sent out every working day of the Spielwarenmesse with current live topics from the fair |  spielwarenmesse [®] 30.01-03.02 |
| | | 31.01.2024 | | | |
| | | 01.02.2024 | | | |
| | | 2.02.2024 | | | |
| Spielwaren Insights | 11 | 15.03.2024 | 04.03.2024 | The impact of technology on traditional toys: how are robots and AI changing the gaming experience? |  19.06. – 20.06 Spiel des Jahres 29.08. Markenfestival / Düsseldorf Kind+Jugend / Köln 03.09 – 5.09 BLE / London 24.09 – 26.09 03.10-06.10 Spiel / Essen 16.10-20.10 Buchmesse Frankfurt |
| Spielwaren Insights | 17 | 26.04.204 | 08.04.2024 | Gender-neutral toys: Why is it important to challenge stereotypes in the toy industry? | |
| Spielwaren Insights | 23 | 07.06.2024 | 27.05.2024 | Marketing strategies for the autumn toy market: How the toy industry inspires with new concepts | |
| Spielwaren Insights | 29 | 19.07.2024 | 01.07.2024 | Autumn toy trends: Which products will be particularly popular in the run-up to Christmas? | |
| Spielwaren Insights | 35 | 30.08.2024 | 12.08.2024 | Licensing in toys: an outlook | |
| Spielwaren Insights | 41 | 11.10.2024 | 30.09.2024 | The growing popularity of collector's items: What makes a toy a coveted object | |
| Spielwaren Insights | 47 | 22.11.2024 | 04.11.2024 | "The future of toys: what innovations and developments can we expect in the coming years? | |

* Subject to change without notice

Licensing Post Advertising deadline and topics 2024

| Newsletter | KW | Dispatch: | Advertising Deadline |
|----------------|------|-----------------|------------------------|
| Licensing Post | 1-51 | Every wednesday | 7 days before dispatch |

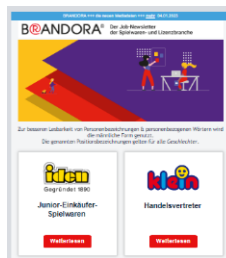
Editorial topics and special newsletters *:

| Newsletter | KW | Dispatch | Deadline Editorial | Our Topics/ Editorial | Events |
|----------------|----|------------|--------------------|---|--|
| Licensing Post | 2 | 10.01.2024 | 25.12.2023 | Dealing with consumer inquiries: Self-knitted socks and protected motifs on garden sheds |  |
| Licensing Post | 14 | 03.04.2024 | 18.03.2024 | The impact of trends in the entertainment industry on the license business | |
| Licensing Post | 20 | 15.05.2024 | 29.04.2024 | Best practices for effective license management |  spielwarenmesse [®] 30.01-03.02 |
| Licensing Post | 26 | 26.06.2024 | 10.06.2024 | Licensing in the sports sector: connecting brands and fans |  19.06. – 20.06 Spiel des Jahres |
| Licensing Post | 32 | 07.08.2024 | 22.07.2024 | The art of brand extension through licenses | Kind+Jugend / Köln 03.09 – 5.09 |
| Licensing Post | 38 | 18.09.2024 | 02.09.2024 | The future of licensing: new technologies and emerging markets | BLE / London 24.09 – 26.09 |
| Licensing Post | 44 | 30.10.2024 | 14.10.2024 | Style guides in licensing: the importance of consistent brand representations | 03.10-06.10 Spiel / Essen 16.10-20.10 Buchmesse Frankfurt |
| Licensing Post | 50 | 11.12.2024 | 25.11.2024 | Creative ways for licensors and licensees to work together | |

The Newsletter

Reach more than 10,000 industry experts

- **Spielwaren Insights:**
 - Mailing every Friday
 - Information from the game goods and games, products, industry and suppliers.
 - New job ads
 - Fair & association information
- **Licensing Post:**
 - Mailing every Wednesday
 - Information about licenses, licensors, licensees and new products
 - fair information
 - new job advertisements
 - industry news
- **Jobbörsen Newsletter:**
 - Mailing every 6 weeks, Tuesdays
 - Current vacancies through toy manufacturers, license brokers and partner companies



Reach:

6.300 Spielwaren Insights

4.700 Licensing Post

4.200 Job-News

Newsletter | Placements

(1) Top Banner small:

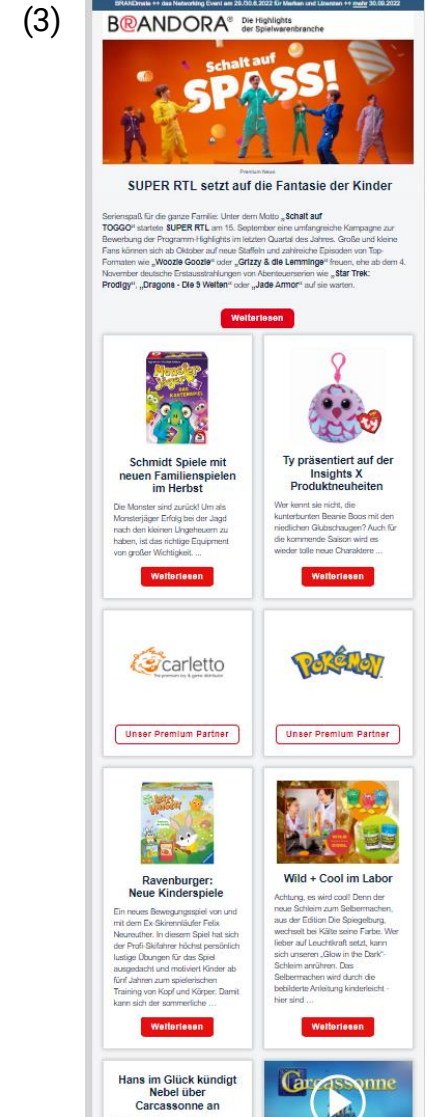
- Be in the first place
- Narrow text banner in ticker format
- colour selection possible
- external link possible
- max. 78 characters

(2) Premium News:

- Special placement of your news with **exclusive** image (600 x 240 px)
- Your text and image prominently in the header of the BRANDORA newsletter
- Inform the BRANCHE about your highlights

(3) Top 4:

- Book the placement of your entries on one of our top places
- Limited contingent (first come first serve)
- Place 1 & 2 directly under the Premium News
- Place 3 & 4 directly under the Premium Partners



Newsletter | Placements

(4) Teaser News left / right:

- Increase your click rate with a teaser video
- Message incl. integration of a video link with miniature image of the teaser and play button
- Play button leads to the connected media platform (e.g. YouTube)
- Special CTA with free link definition

(5) Special News left /right:

- Direct clicks to your campaign page
- Announcement and news incl. 2nd CTA.
- Colour-highlighted display in the design

(6) Job Advertisement (WEB & NEWSLETTER):

- 90 days online and can be called up from every newsletter via the "Job exchange" link
- 1 x mailing via newsletter (game goods or licences)
- 1 x mailing via newsletter "Job, Career & Succession" (approx. every 6 weeks)
- Mirroring to the BRANDORA job exchange on LinkedIn incl. tagging of a possible company page

(4)

Hans im Glück kündigt Nebel über Carcassonne an

Die beliebte Spielwelt erhält eine neue Ergänzung, die sowohl kooperativ und eigenständig spielbar, aber auch als Erweiterung einsetzbar ist.

[Weiterlesen](#)



Carcassonne Produktwelt

(5)

Veranstaltung



Wo bitte geht es in Metaverse?


400 Besucher bekommen beim ersten Markenfestival in Düsseldorf Einblicke in die neuesten Trends und Entwicklungen rund um die digitalen Paralleluniversen.

Doch – wo ist der Eingang? ...

[Weiterlesen](#)


[Zum Veranstalter](#)

(6)


Stellenangebote jetzt auch auf: 

B[®]ANDORA[®] JOBBÖRSE


Zur besseren Lesbarkeit von Personenbezeichnungen & personenbezogenen Wörtern wird die männliche Form genutzt. Die genannten Positionsbezeichnungen gelten für alle Geschlechter.



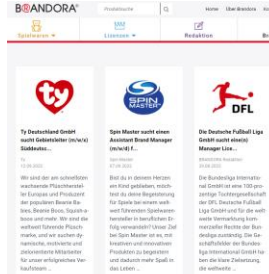
Gebietsleiter Süddeutschland und Österreich
Ty Deutschland [Mehr](#)

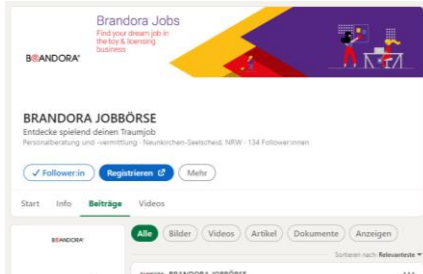


Assistant Brand Manager Kinder- & Familienspiele
Spin Master [Mehr](#)



Manager Licensing
Deutsche Bundesliga International GmbH [Mehr](#)





Newsletter | Prices

| Banner | Banner Format | Prices | BRANDORA Member price* |
|---------------------|---|--------|------------------------|
| Top Banner small | 78 characters text, external link, colour selection | 150 € | 120 € (20% discount) |
| Premium News | Header Message Image: 600 x 240 px | 500 € | 400 € (20% discount) |
| Top 4 | Placement request (first come, first serve) | 190 € | 152 € (20% discount) |
| Teaser News (l/r) | Teaser image 16:9 min 576px, playbutton is placed by BRANDORA. Special CTA (ext. Link) | 400 € | 320 € (20% discount) |
| Banner Fullsize fix | 600 x 120 px; | 850 € | 680 € (20% discount) |
| Special News | with 2-fold CTA (2nd CTA = ext. link - own landing page) | 250 € | 200 € (20% discount) |
| Job Advertisement: | Combination offer Web (90 days) + 2 x NL placement + 1 special newsletter "Job Exchange" | 500 € | 300 € (40% discount) |


All prices are in EURO and are subject to VAT. Prices per placement. Graduated offer possible. Ask for our combination offers for Landingpage placements in the same time period. Please contact us.

[Click here for an example](#)

* You are a manufacturer, supplier or licensor and interested in becoming a member. We will gladly send you the BRANDORA MEMBER INFORMATION

Newsletter | Special

| Banner | Banner Format | Prices | BRANDORA Membership price* |
|---|--|--------------|----------------------------|
| Stand Alone Newsletter | company / theme newsletter | | |
| | <ul style="list-style-type: none"> • own design • 2 advertorials • own text and & product messages • Link to news at BRANDORA • Video integration (still image with link) possible. • dispatch to BRANDORA distributor (Tuesdays or Thursdays) • incl. 2 correction runs <p>Further support by BRANDORA editorial staff possible on request</p> | from 5.400 € | from 4.500 € |
| All prices are in EURO and are subject to VAT. Prices per placement. Graduated offer possible. Please contact us. | | | |



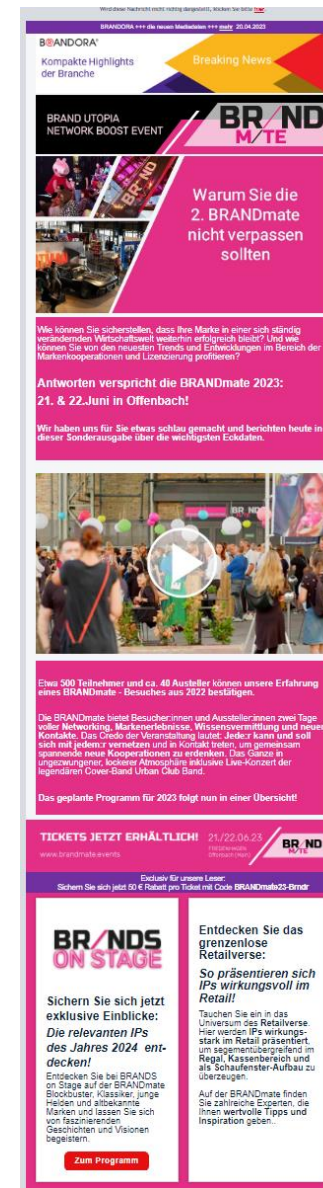
BRANDORA®
Kompakte Highlights der Branche

Share your own industry highlights! Book the BRANDORA Breaking News now

Always up to date with **BRANDORA Breaking News!** Our newsletter provides compact highlights and essential information from the industry

BRANDORA Breaking News are special topic newsletters. They provide concentrated and **relevant information on an important industry topic.**

Companies from the industry have the opportunity to announce special topics, innovations and events via our newsletter.



BRANDORA®
Kompakte Highlights der Branche

Breaking News

BRAND UTOPIA NETWORK BOOST EVENT

BR ND M/TE

Warum Sie die 2. BRANDmate nicht verpassen sollten

Wie können Sie sicherstellen, dass Ihre Marke in einer sich ständig verändernden Wirtschaftswelt weiterhin erfolgreich bleibt? Und wie können Sie sich den neuesten Trends und Entwicklungen im Bereich der Markenkooperationen und Lizenzierung professionell?

Antworten verspricht die BRANDmate 2023: 21. & 22. Juni in Offenbach!

Wir haben uns für Sie etwas schlau gemacht und berichten heute in dieser Sonderausgabe über die wichtigsten Eckdaten.

Etwas 500 Teilnehmer und ca. 40 Aussteller können unsere Erfahrung eines BRANDmate - Besuches aus 2022 bestätigen.

Die BRANDmate bietet Besucher:innen und Aussteller:innen zwei Tage voller Networking, Markenerlebnisse, Wissensvermittlung und neuer Kontakte. Das Gedröbe der Veranstaltung ist nicht zu unterschätzen und soll sich mit jedem:z versetzen und in Kontakt treten, um gemeinsam spannende neue Kooperationen zu entdecken. Das Ganze in ungezwungener, kollektiver Atmosphäre inklusive Live-Konzert der legendären Cover-Band Urban Club Band.

Das geplante Programm für 2023 folgt nun in einer Übersicht!

TICKETS JETZT ERHÄLTlich! 21./22.06.23

www.brandmate.events

Einmalig €1 unsere Leser:
Sichern Sie sich jetzt 50 € Rabatt pro Ticket mit Code BRANDmate23-Bmrdr

BR/ NDS ON STAGE

Entdecken Sie das grenzenlose Retailverse:
So präsentieren sich IPs wirkungsvoll im Retail!

Sichern Sie sich jetzt exklusive Einblicke:
Die relevanten IPs des Jahres 2024 entdecken!

Entdecken Sie bei BRANDS on Stage auf der BRANDmate Blockbuster, Klassiker, junge Medien und alternative Marken und lassen Sie sich von faszinierenden Geschichten und Visionen begeistern.

Entdecken Sie das grenzenlose Retailverse:
Hier werden IPs wirkungsvoll im Retail präsentiert, um kundenorientiert im Regal, Kassabereich und als Schaufenster-Aufbau zu überzeugen.
Auf der BRANDmate finden Sie zahlreiche Experten, die Ihnen wertvolle Tipps und Inspiration geben...

Zum Programm

* You are a manufacturer, supplier or licensor and interested in becoming a member. We will gladly send you the BRANDORA MEMBER INFORMATION

BRANDORA®

LinkedIn



Followers & Engagement

1,475 followers (as of 7/2023)*

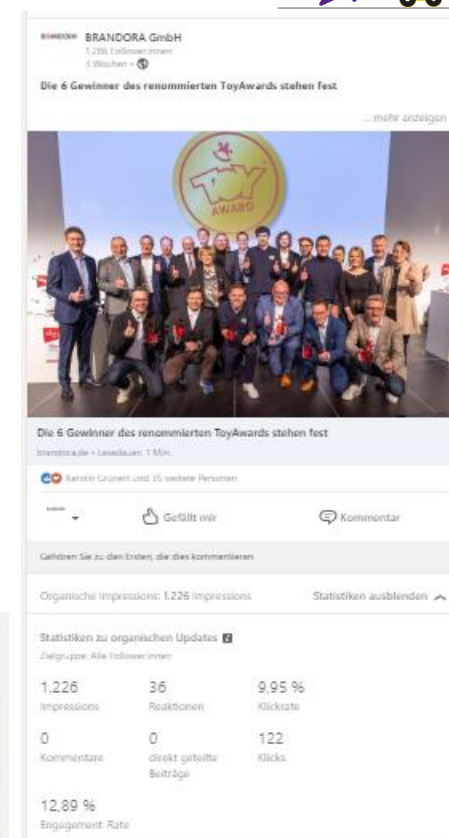
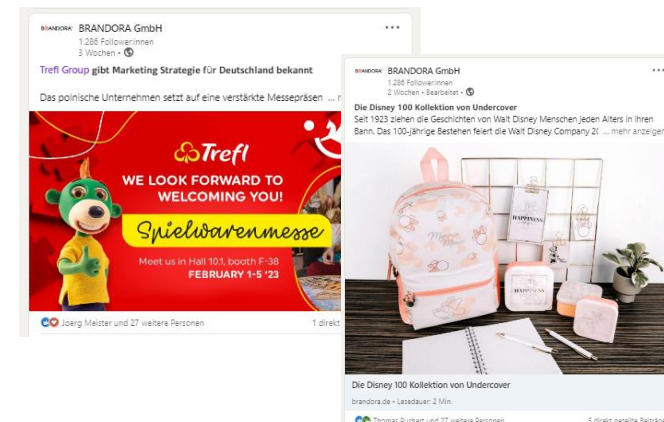
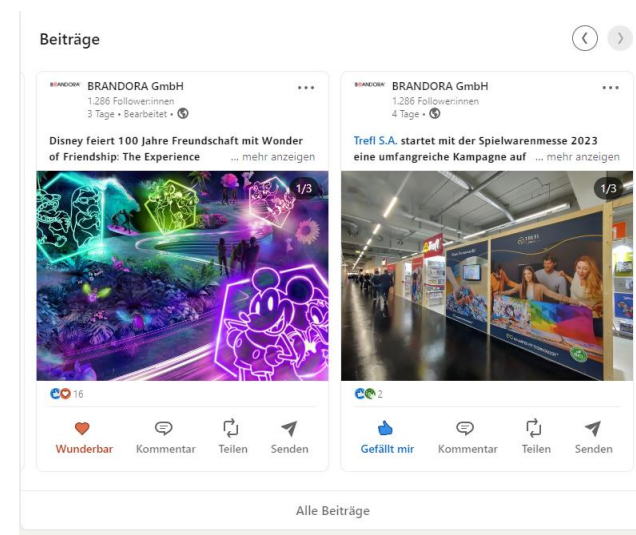
Growth rate Ø 30% - 62%

Above average engagement rate Ø 6% - 10%



| Placement | format | Price | BRANDORA Membership price* |
|---|---|-------|----------------------------|
| Posting | <ul style="list-style-type: none"> Image or video content Headline Teaser text Linking message on BRANDORA.de Tagging company page Hashtag optimization | 300 € | 240 € (20% discount) |
| All prices are in EURO and are subject to VAT | | | |

* [Click here for current follower count](#)





Combi WEB | News | Social

| Placement | Details | Prices | BRANDORA Membership price* |
|--------------------------------|---|---------------|----------------------------|
| WEB TOP Placement | Pinned Top News 4 working days Picture 16:9 | 500 € | 400 € (20% discount) |
| Newsletter Premium News | Header Message in Licensing Post or Spielwaren Insights Image: 600 x 240 px | 500 € | 400 € (20% discount) |
| Social Posting | <ul style="list-style-type: none"> Image or video content Headline Teaser text Linking message on BRANDORA.de Tagging company page Hashtag optimization | 300 € | 240 € (20% discount) |
| Kombi Discount | | 1.040 € (20%) | 832 € (36%) |

Optimized visibility on all channels. Perfect recognition. All prices are in EURO and are subject to VAT. Ask for our combination offers for newsletter placements in the same time period

The screenshot shows the B@ANDORA website interface. At the top, there's a navigation bar with 'Spielwaren', 'Lizenzen', 'News', 'Jobbörse', 'Newsletter', 'Downloads', 'Über Brandora', and 'Kontakt'. A search bar labeled 'PRODUKTSUCHE' is on the right. The main content area features a large article titled 'Licensing – über den (Pizza) Tellerrand!' with a 16:9 image of a pizza and a superhero character. Below this is a 'News' section with three thumbnails: 'Ritterliches Osterfest mit der PAW Patrol', 'Lesen lernen mit Bibi & Tina', and 'Über den (Pizza) Tellerrand!'. The 'Über den (Pizza) Tellerrand!' article is expanded, showing a 'Weiterlesen' button. At the bottom, there's an illustration of a woman walking a dog on a leash.

This screenshot shows a social media post from BRANDORA GmbH. The post features the same 'Licensing - über den (Pizza) Tellerrand!' article as seen in the website screenshot. The post includes the company name 'BRANDORA GmbH', follower count '1.256 Follower:innen', and duration '13 Min.'. Engagement icons for 'Gefällt mir' and 'Kommentar' are visible at the bottom.

Editorial office

The BRANDORA editorial service for the Spielwaren Insights & Licensing Post is a platform that specializes in reporting on events, happenings and topics in the toy and licensing industry. The editorial team attaches great importance to objective and factual reporting and offers readers comprehensive and informative first-hand reporting.

The editorial team regularly reports on industry events and trade fairs. They not only present the latest products, but also highlight trends and developments in the industry.

The editorial teams see themselves as partners and want to contribute to the further development of the industries through objective and critical reporting. The aim is not just to provide information, but also to create a dialog within the industries.



Unserem Chefredakteur:
Jörg Meister

Jörg Meister
Editor in charge
j.meister@brandora.de



Unserer Redakteurin:
Eva Stemmer

Eva Stemmer
Editor

e.stemmer@brandora.de



Unserer Redakteurin:
Yvette Vaessen

Yvette Vaessen
Editor

y.vaessen@brandora.de

Editorial offers

| Offer | Description | Prices | BRANDORA Membership price* |
|------------------------------------|---|---------|----------------------------|
| Advertorial: | Text creation after briefing by the editorial staff of BRANDORA. Display of up to 5 images. Special placement for (at least) one week on the homepage, afterwards in the feed. Anteasern in the weekly newsletter | 1.480 € | 1.332 € (10% discount) |
| Editorial Report: | Interview via video meeting incl. picture gallery Anteasern in a newsletter | 890 € | 712 € (20 % discount) |
| Extra trade fair reports: | Toy Fair Nürnberg, Kind & Jugend, SPIEL | | |
| Premium Trade Show Report: | Interview on site /exhibition booth. Length approx. 600 words incl. picture gallery Anteasern in a trade fair newsletter. | 890 € | 712 € (20% discount) |
| Standard Trade Show Report: | Interview on site /booth.length min. 300 words incl. 3 pictures Anteasern in one of the newsletters | 790 € | 632 € (20% discount) |

All prices are in EURO and are subject to value added tax.

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Management

This is an overview of our possible media services. We would be happy to work with you to develop independent and unique concepts. Our marketing & sales team can support you and work out an individual offer for your campaign.

Please contact us!

BRANDORA was founded more than 20 years ago by Christophe Macht and is the information portal for the toy trade and the licensing industry. The company's extensive database is supplemented and processed on a daily basis. The company is also a content provider for the toy trade.



Yvette Vaessen
Media Sales

y.vaessen@brandora.de



Christophe Macht
CEO

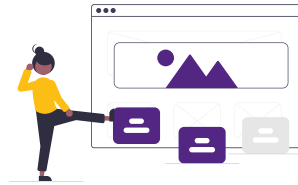
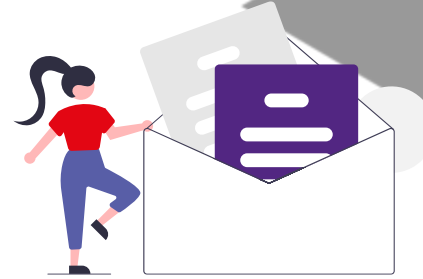
c.macht@brandora.de

BRANDORA | Services

Are you interested in further BRANDORA services?

Request the information today.

- Media Services
(Web | Spielwaren Insights | Licensing Post | Social Media)
- Toy Producer / Publisher (Membership)
- Licensing Hub (Membership)
- Fair and industry service provider (Membership)
- License brokerage
- Licensing – Consulting
- Text, Picture and Video production
- Social Media Management
- Digital Marketing Support
- Product data management (PIM)
- Content Providing Online retail Toys



B[®]ANDORA[®]

We look forward to support you!

BRANDORA GmbH
Zeithstraße 119
D- 53819 Neunkirchen-Seelscheid
CEO: Christophe Macht

Tel. +49 2247 969 80 72

mailto: marketing@brandora.de

brandora.de

Follow our newsletter: [Register right here](#)

