



baby & kid store



Mother - Baby - Child Sector Export Publication

www.baby-kidstore.com

**EXPORT PUBLICATION OF THE
SECTOR, BRINGING MANUFACTURERS
TOGETHER WITH GLOBAL BUYERS
ON INTERNATIONAL PLATFORMS**

**Your
Both Printed
and Interactive
Trade
Magazine**



**WE ADVERTISE YOUR BRANDS AND PRODUCTS ON
GLOBAL FAIRS AND DIGITAL PLATFORMS
WITH BUYERS FROM ALL OVER THE WORLD**

baby & kid store

Trade Magazine for Mother - Baby - Child Products Sector

www.baby-kidstore.com



WHY CHOOSE US

20 +
COUNTRY



25 +
FAIR



250,000 +
BUYER



25,000 +
E-MAILING



INTERACTIVE
DIGITAL
ADVERTISING PAGE



HAND DISTRIBUTION



BEST DIGITAL
PUBLISHING PLATFORMS
OF THE GLOBE

- MAGZTER
- YUMPU
- ISSUE



WE PROMOTE YOUR BRANDS AND
PRODUCTS IN **GLOBAL FAIRS AND
DIGITAL PLATFORMS**
WITH INTERNATIONAL BUYERS



Distribution of magazines from
our stand at international fairs



Weekly e-mailing to
over 25,000 target buyers



Live B2B support where buyers
connect you with one click with an
interactive digital advertising page



Possibility to advertise
in multiple languages



Social selling support



Custom e-mailing service



babykidstoreofficial



Baby Kid Store



Babykidstoredergisi



Baby_Kid_Store

DISTRIBUTION POINTS

We bring our magazine together with global buyers in more than 25+ international fairs in more than 20+ countries, thereby enabling your commercial cooperation

CONNECT THE WORLD WITH US



FAIR IMAGES



Kind Jugend, GERMANY



Baby Expo, UKRAINE



Linexpo İstanbul, TURKEY



Baby Kid Spain+FIMI, SPAIN



CJF Russia, RUSSIA



CBME Turkey, TURKEY



Linexpo İstanbul, TURKEY



JunioShow Bursa, TURKEY



Pitti Immagine Bimbo, ITALY



Playtime, PARIS



Kind Jugend, GERMANY



Baby Kid Spain+FIMI, SPAIN

FAIR IMAGES



CJF Russia, RUSSIA



Pitti Immagine Bimbo, ITALY



CBME Turkey, TURKEY



Kid's Time, POLAND



CIFF Kids, DENMARK



JunioShow Bursa, TURKEY



CBME Turkey, TURKEY



Baby Expo, UKRAINE



Linexpo İstanbul, TURKEY



Pitti Immagine Bimbo, ITALY



Kid's Time, POLAND

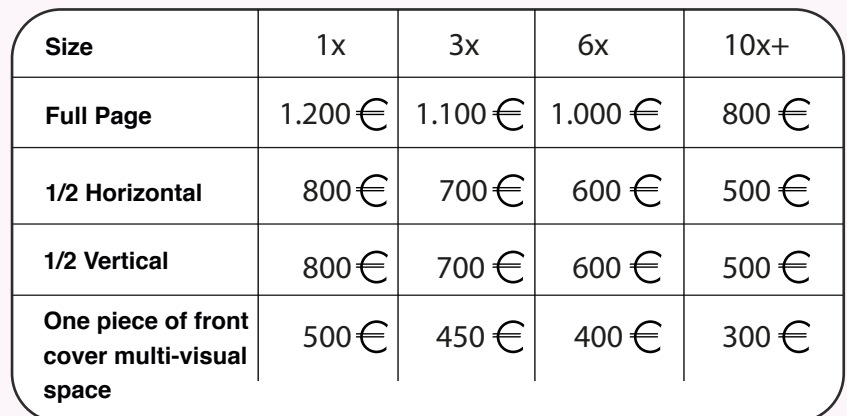


CBME Turkey, TURKEY

- > Print Quantity**
11.500 +

- > 25.000 +**

Advertising Rates & Specs



One piece of front cover multi-visual space

- **Bleed** : 3 mm
- **Number of pages** : 96 - 160
- **Language** : English and more

INTERNATIONAL BREAKDOWN OF THE EDM (Electronic Direct Mail) SERVICE



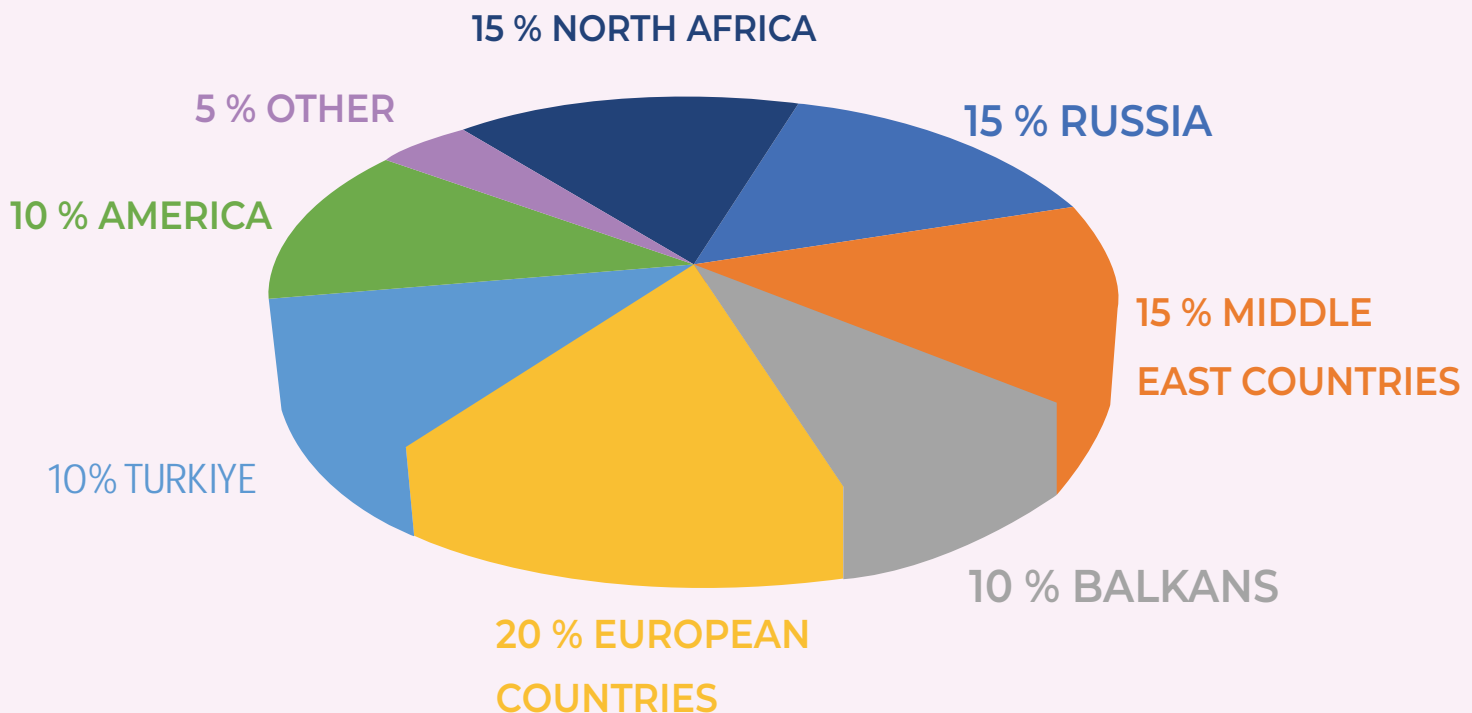
About Us and News Page
(Free)

Advertising Page

Interactive
Live Hotspot



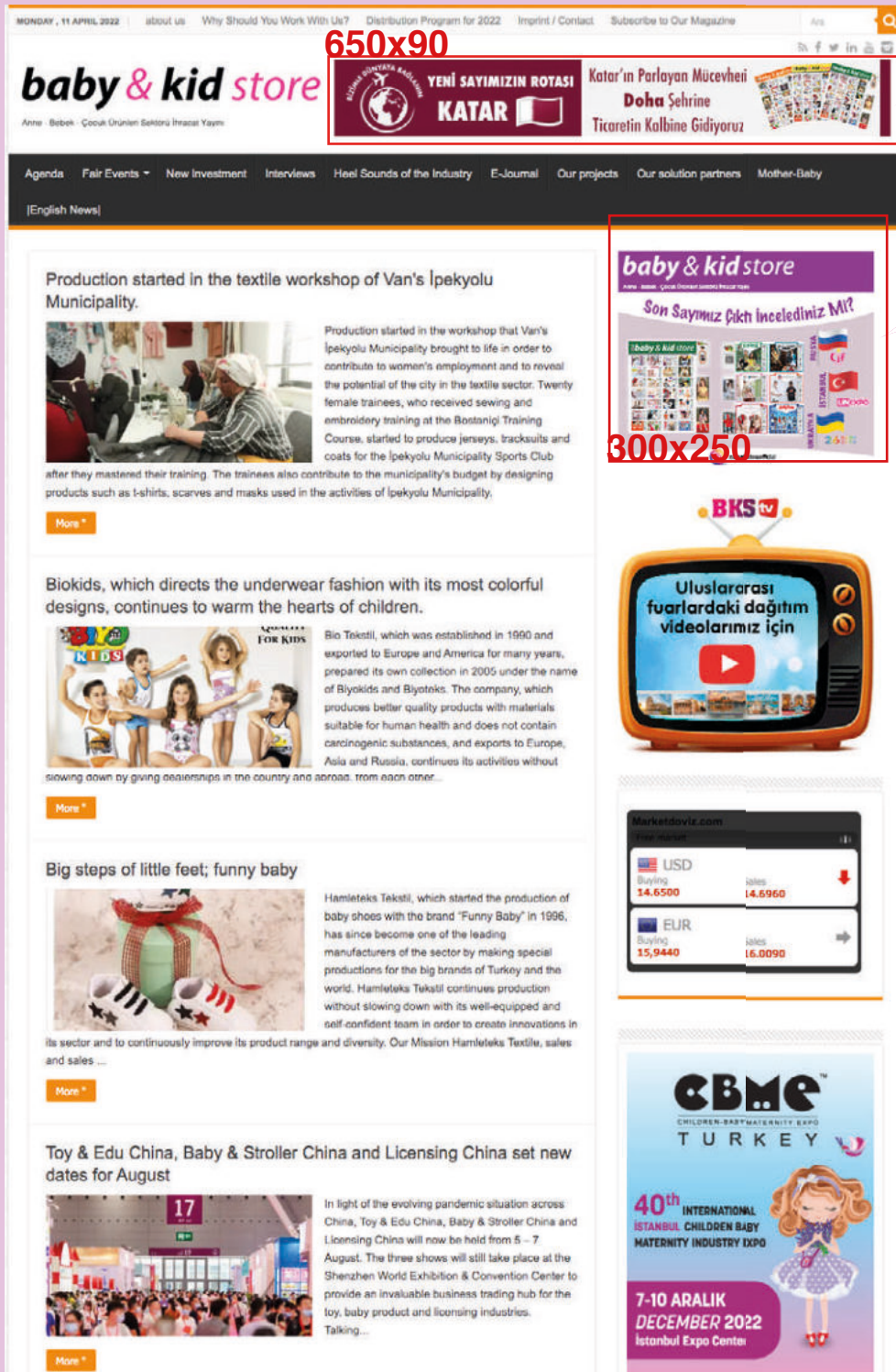
We email **25,000+** international buyers. We provide a **digital link** to all your communication icons on your advertisement page.



Mailing Rate	1x Month	3x Month	6x+ Month
	1.500 €	1.250 €	1.000 €

WE CAN PUBLISH YOUR BANNER ADS IN OUR WEBPAGE

www.baby-kidstore.com



Top Banner
650x90

Side Banner
300x250

**MONTHLY
110.000+
VISITOR**

Web Page Banner

Top banner on the main page

(We publish interview/editorial free of charge.)

Side banner on the main page

(We publish interview/editorial free of charge.)

1x Month 2x Month 3x Month

1000 € 850 € 700 €

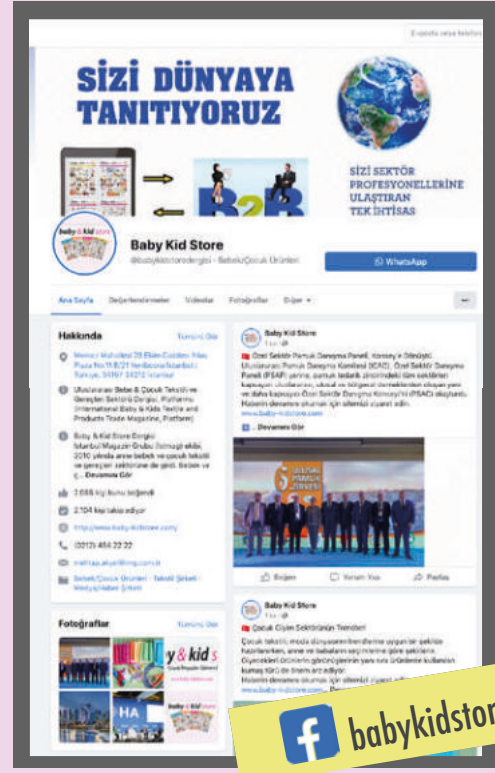
750 € 625 € 500 €

FOLLOW US

baby & kid store



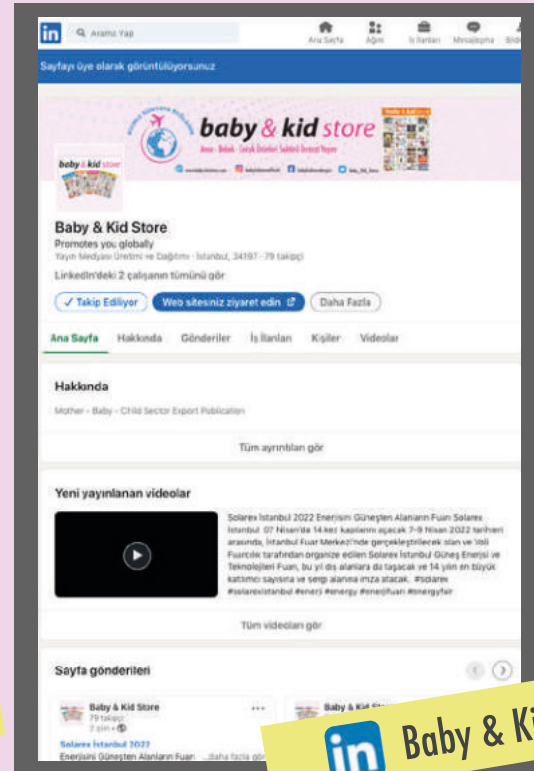
babykidstoreofficial



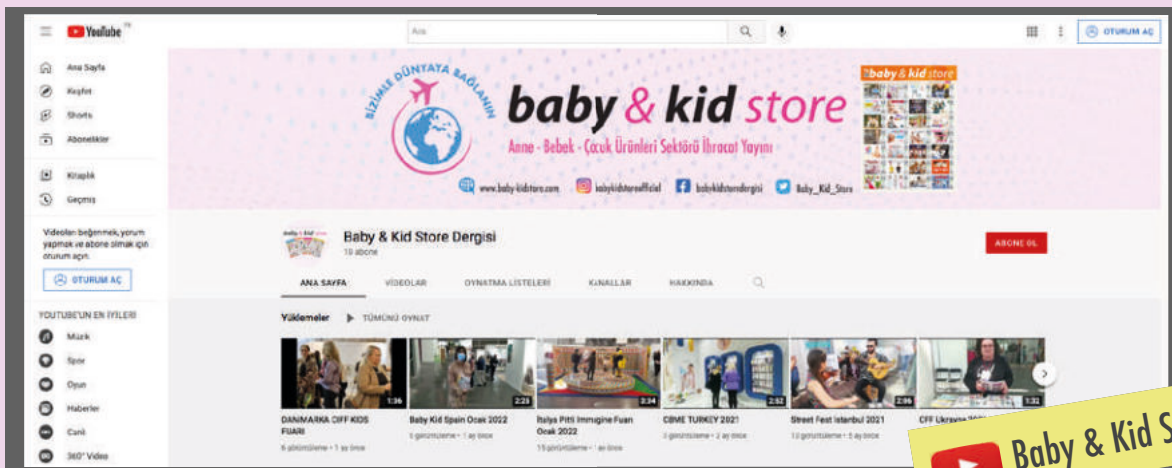
babykidstoredergisi



Baby_Kid_Store



Baby & Kid Store



Baby & Kid Store Dergisi

ABOUT US

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Baby & Kid Store, the only trade magazine of the baby and child industry, serves to reach new dealer channels for supplier companies in the baby-child textile industry between the ages of 0-16. Thus, it provides benefits for the generation of a new customer portfolio and the improvement and development of existing dealer channels. Baby & Kid Store, the industry's trade guide that brings companies together with global buyers on international platforms, brings together supplier companies (manufacturers, importers, exporters, wholesalers) operating on behalf of the baby-child textile industry through advertisements and newsletters, and retail sales with target audiences. The cargo is delivered to the authorized names of the relevant purchasing department and also on behalf of the company owners. These can be grouped as independent boutique stores, chain stores and department stores. In addition, representing the industry the magazine is distributed to all exhibitors and qualified visitors from the Baby & Kid Store stand in fairs organized on behalf of the baby-child textile industry, in domestic and international arenas.

PARTNERS



TURKEY



PITTI IMMAGINE BIMBO



ITALY



TURKEY



SPAIN



RUSSIA



Kids' Time



POLAND



GERMANY



TURKEY



AMERICA



TURKEY



DENMARK



UZBEKISTAN



BRAZIL



KYRGZISTAN



KAZAKHISTAN



SPAIN



TURKEY



FRANCE



AMERICA



CHINA

Baby & Kid Store Magazine is in

20 + Country

- ◆ Germany
- ◆ Italy
- ◆ Russia
- ◆ Turkiye
- ◆ Poland
- ◆ Spain
- ◆ Ukraine
- ◆ France
- ◆ Kyrgyzstan
- ◆ Libya
- ◆ Kazakhstan
- ◆ Qatar
- ◆ Brazil
- ◆ Uzbekistan
- ◆ Denmark
- ◆ America

25 + Fair

- ◆ Kind & Jugend
- ◆ Pitti Immagine Bimbo
- ◆ CJF Russia
- ◆ CBME Turkiye
- ◆ JunioShow Bursa
- ◆ Linexpo
- ◆ İstanbul Kids Fashion
- ◆ Kid's Time
- ◆ Fimi
- ◆ Baby Expo
- ◆ Children's Fashion
- ◆ Playtime
- ◆ Bishkek Fashion & Textile
- ◆ Childhood and Kids Fashion
- ◆ Fit 0/16 and Pueri Expo
- ◆ TFT Expo
- ◆ Lider Expo
- ◆ CIFF Kids

250.000 + Visitor

- ◆ All visitors and exhibitors attending the fairs in our fair list

25.000 + Post

E-mailing or newsletter to more than 25000 e-mail addresses of professionals in the sector

Social Media

- * Web Site
- * Instagram
- * WhatsApp
- * Facebook
- * LinkedIn
- * YouTube
- * Twitter

Online Publishing

- * Issuu
- * baby-kidstore.com
- * Yumpu
- * Magzter
- * Turkcell

CONTACT



Mehtap AKYEL
Advertising Coordinator

Baby & Kid Store Dergisi
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TERMS & CONDITIONS

1. These conditions shall apply to all advertisements accepted for publication. Any other proposed condition shall be void unless incorporated clearly in written instructions and specifically accepted by the Publisher.
2. All advertisements are accepted subject to the Publisher's approval of the copy and to the space being available.
3. The Publisher reserves the right to omit or suspend an advertisement at any time for good reason, in which case no claim on the part of any Advertiser for damages or breach of contract shall arise. Should such omission or suspension be due to the act or default of the Advertiser, or his servants or agents, then the space reserved for the advertisement shall be paid for in full notwithstanding that the advertisement has not appeared. Such omission or suspension shall be notified to the Advertiser as soon as possible.
4. If the Publisher considers it necessary to modify the space or alter the date or position of insertions or make any other alteration, the Advertiser will have the right to cancel if the alterations requested are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Every care is taken to avoid mistakes but the Publisher cannot accept liability for any errors due to third parties, sub-contractors or inaccurate copy instructions.
5. The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way illegal or defamatory or an infringement of any other party's right or an infringement of the British Code of Advertising Practice.
6. The Advertiser will indemnify the Publisher fully in respect of any claim made against the Publisher arising from the advertisement. The Publisher will consult with the Advertiser as to the way in which such claims are to be handled.
7. Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press. In the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rates.
8. The advertiser warrants to maintain strict confidentiality around details of the commercial arrangements between the Publisher and themselves. Should details of advertising contracts be passed to any third party, the Publisher reserves the right to retrospectively surcharge advertisers to the appropriate rate as defined by this ratecard.
9. If an Advertiser cancels the balance of a contract, except in the circumstances set out in clauses 4 or 7, he relinquishes any right to any discount to which he was previously entitled and advertisements will be paid for at the appropriate rates.
10. Recognised advertising agents will be allowed by the Publisher 5% commission on the quoted rates as appropriate provided payment is made by the due date and all other requirements are strictly complied with.
11. The due date for payment is 30 days following the cover date of the issue concerned. If accounts are not paid by the due date the Publisher reserves the right to make surcharges at the rate of 3% per month until payment is made.
12. Charges will be made to the Advertiser or his Agent where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his Agent. The charges will be at the rates agreed prior to publication.
13. Complaints regarding reproduction of advertisements must be in writing, and must be received within one calendar month of the on sale date.
14. Cancellation: Notice in writing is required to stop or suspend an insertion. The notice is to arrive with the Publisher 16 weeks prior to publication date.
15. If copy instructions are not received by the agreed copy date no guarantees can be given that corrections will be made and the Publisher reserves the right to repeat the most appropriate copy.
16. Advertisers' property, artwork etc, are held at Owners' risk and should be insured by them against loss or damage from whatever cause. The Publisher reserves the right to destroy all advertising material which has been in his custody for 6 months from the date of its last appearance.
17. For the purpose of these conditions, 'Advertiser' shall refer to the Advertiser or his Agent whichever is the principal.
18. These conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of Turkey.
19. The distribution boundaries of wholesalers do not precisely coincide with those of areas, and that therefore there may be some small variation at the margins of each area. Every effort is made to adhere as closely as possible to territories.
20. Final print-runs are not decided until one week prior to on-sale. Therefore the total amount of inserts used may vary.
21. Unless an Advertiser has been guaranteed the position of Fully Facing Matter in writing then advertisements could appear opposite other advertisements and no compensation will be given.
22. The on sale date of any supplements or additional magazine is subject to change due to world or news events.

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