

The only Professional Trade Magazine within its sector and industry. BHL is also the Norwegian representative member in both ITMA (international Toy Magazines Association) and BCMI (BabyCare Magazines International) and is published four to six times a year in Norwegian language, which is easily read by Danes, Finns and Swedes.

Each issue contains valuable National Surveys of all important suppliers to the professional retailers of baby equipment, safety articles, preschool toys, traditional toys for girls and boys, family games, data & video games and hobby articles for all ages and lots of relevant information. Baby, Hobby & Toy is naturally supported by all Government bodies dealing with baby and child safety issues and matters.

Regular columns includes International, Scandinavian and National trade fair reports, as well as trend studies, security matters, kids fashion, new sales techniques and customer relations. Articles also deals with a.o. retail management, economy and product information. In other words; BHL is the information source you need to keep ahead of trade developments in the interesting Nordic region.

The Trade Journal, with its editorial desk in Oslo, is distributed on a regular basis to all Norwegian professional baby-, hobby- and toy retailers, chains, affiliates, agents, importers and wholesalers, pluss one hundred handpicked Swedish baby equipment retailers and one hundred specialized Danish toyretailers.

Address and telephones:

Baby, Hobby & Toy - Norway

c/o Press Telegraph Ltd.

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Advertising consultant: May Kristin Bagaas



Circulation:

Retailers: all professional trade shops, including all chains and shop managers, plus departement leaders.

Distributors; all agents, importers, wholesalers and special (niche) distributors.

Press and mass media; weeklies, popular magazines, daylies, other trade/merchant press, advertising agencies.

Gross; 2.100 from the print presses

Net Circulation; 1.950 professional receivers and 4.500 readers

Technical data

The both Norwegian and Scandinavian

Journal is printed in offset in A4-format

Paper quality: 90 grams Galerie one gloss

Mirror: 191 x 272 mm.

Bleed format: 220 x 307 mm.

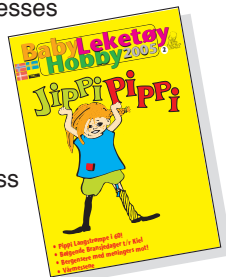
Columns: 3 and 4

Advertising material:

-colour ads: electronic via mail or CD-rom, pluss colour proof

-black & white ads: via email, soft original or manuscript.

Our Advertising Dept will charge you for all extra work in order to make the ad electronically printable.



Printers data:

Otto Stenersen Boktrykkeri/Masterprinters Ltd

Hausmannsgate 6 - 6th floor, N-0186 Oslo-Norway

Int. telephone: (0047) 23-15 70 60 (ask for Arne or Per)

Int. telefax: (0047) 23-15 70 61

e-mail for ready-to-print ads: post@ottostenersen.no

Designer: Tove Skåningrud; e-mail: hellgraf@online.no

Int. telephone: (0047) 22-36 07 42

Print plan 2007

Issue	Deadline for ready-to-print material	Month of Publication
No. 1	January 15 th	FEBRUARY/MARCH
No. 2	April 5 th	MAY/JUNE
No. 3	August 1 th	AUGUST/SEPTEMBER
No. 4	October 5 th	NOVEMBER

Cancellations are not accepted after three weeks before deadline.

Advertising rates 2007 - in NOK Norwegian Kroners

Ready-to-print elec. ads colours b&w

Cover space:

Front page: only editorial motifs - and after confirmed order and price only

2. cover page: 17.600

3. cover page: 17.600

Backside/Last page: 18.700

Both front and back, double or center pages - according to special agreements only

Ordinary space - against editorials:

1/1 page 191x272 mm. 15.500 9.000

1/2 page 93x272 mm. 9.300 6.000

191x134 mm. 9.300 6.000

1/3 page horizontal og vertical 7.500 5.000

1/4 page 93x134 mm. 5.600 3.500

191x 65 mm. 5.600 3.500

Plus 10% is added for bleed material and special space wishes - against special editorial columns etc.

Our Advertising Dept will help you, after a price agreed upon, with translations, copy & text, layout and repro of and from illustrations of all types; photo, diapositive film, paper, prints, CD-rom, etc.

Annulment only until three weeks before deadline.

Promotion Ad (in addition to an ordinary product ad):

NOK 10.000, incl. full service packet from raw manuscript, translation, layout, typesetting and repro.

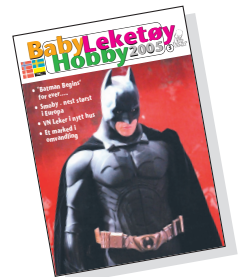
Product News: NOK 500 (for the illustration repro only)

Main & National Wholesalers

Register: NOK 700 per issue.

Year contract only NOK 590 per issue

Inserts: 1.850 loose, stitched or copacked in transparent plastic cover. Prices according to special agreement depending of format, weight, etc.



Please observe that all prices are given net - without the addition of VAT - and are also based on the principle that out printers receive electronically ready-to-print material and colourproof. VAT is not added on exportbills to abroad.

Discounts: When ordering four ads for one years issues, you get an extra fifth bonus ad free in our X-max issue (No.4)

Subscription:

NOK 600 in Norway. NOK 750 in the Nordic.

NOK 850 in Europe.

Please observe that only written cancelation of subscriptions will be accepted by our Circulation Dept.

Norwegian member and representative of:

The International Toy Magazines Association, BabyCare Magazines International and Business-to-Business Publications of Scandinavia.

