

# PUERICULTURA

Childcare trade magazine in the Spanish market

## market

*Puericultura Market* is the professional magazine in Spain that specialises in baby products and products for early childhood. Founded in 1992, this bimonthly publication is targeted at the distribution channel: childcare retailers (who represent approximately 70% of the market structure), manufacturers, distributors, purchasing offices, superstores, wholesalers, sales representatives, etc., that is, every professional in the industry. The aim is to inform, promptly, all our readers about the new products and latest news in the Spanish childcare industry, one of the most competitive and dynamic markets in the world.

As regards its contents, each *Puericultura Market* issue includes regular sections, such as interviews with specialised businesses, marketing articles to support small businesses, interviews with manufacturers and distributors in the industry, news, information about fairs (the March edition features an in-depth report with more than 25 full-colour pages of all the new products presented in January at the Valencia International Baby and Child Care Fair, the Spanish industry show; and the November edition covers the events at Cologne's Kind + Jugend International Fair held in September in a long report that includes around 150 photographs taken at the show).

### Special reports that analyse the market

In the six editions of *Puericultura Market* we include special reports regarding the childcare market. These are: Commercial Barometer, in which we analyse how sales have gone in the last year (January issue); Child Safety in the Car (March issue); Prams and Pushchairs and Childcare I -Cosmetics and Hygiene- (May issue); Static Childcare, Furniture and Decoration and Child Safety at Home (July issue); Layette and Infant's Toys (September issue); and Childcare II -Food and Technical Childcare- (November issue). All the special reports include in-depth analysis of the market, with interviews with retailers, graphs, market figures and product galleries.

### News Puericultura Market, a monthly bulletin

*Puericultura Market* also sends a newsletter with news about the industry to all its subscribers. This is *News Puericultura Market*, a monthly information bulletin distributed to more than 1,800 email addresses, and

which complements the printed edition of the magazine.

If you would like more information, you can visit the website: [www.puericulturamarket.com](http://www.puericulturamarket.com) or send an email to the following address: [pmk@app.es](mailto:pmk@app.es).

### EDICIONES JUST, a publishing company with 45 years of experience

EDICIONES JUST, S.L., the publisher of *Puericultura Market*, has 45 years of experience putting professional publications on the market, covering the toy industry (with the magazine *Juguetes y Juegos de España*), the childcare industry (with *Puericultura Market*) and the licensing industry (with *Licencias Actualidad*). It is worth highlighting the fact that all of EDICIONES JUST's publications are audited by the Spanish Circulation Audit Bureau -OJD-, an organisation that certifies the appropriate circulation of all magazines.

#### TECHNICAL DATA

FORMAT: 210 x 297 mm.  
CIRCULATION: 4.000 copies  
Audited by OJD  
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