

The leading professional media brand for all players in the games and toys sector



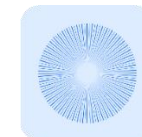
9K

Unique Visitors / month ⁽¹⁾



13K

intentional emails in our database



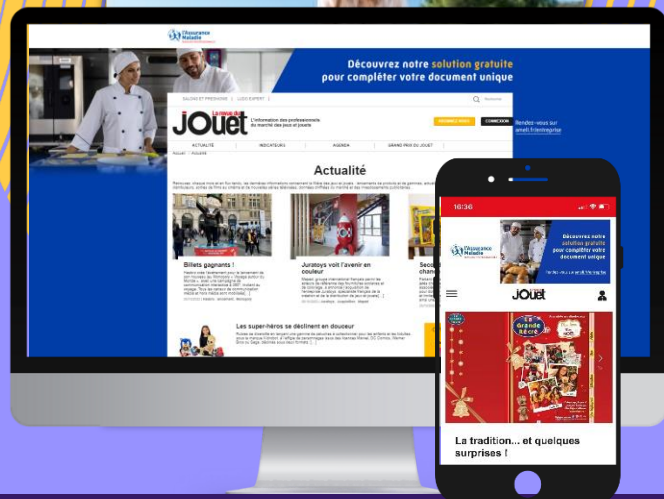
4,000

copies distributed with each issue



6,500

copies distributed at tradeshows in the sector



Product launches

Grand Prix du Jouet

News

Suppliers

Economic news

Distributors

Film releases

Investment in advertising

Market

Video

Licences

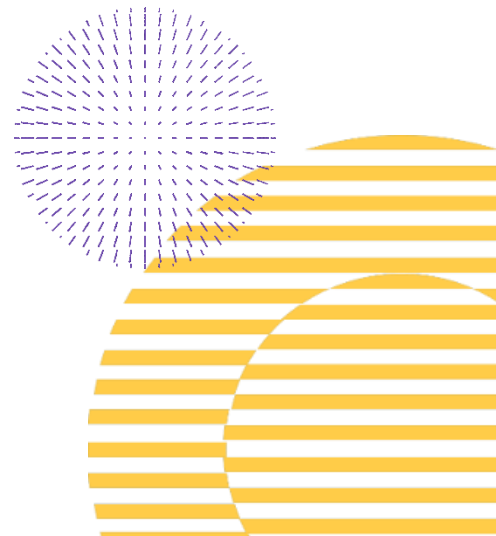
Events in the sector

An expert and recognised editorial team in the games and toys market

Every month, our editorial staff offers you **an in-depth analysis of the games and toys sector** in which you can find :

- ▶ The key figures deciphered and commented to understand and analyse your market.
- ▶ The latest news from specialised and general retailers, suppliers and institutional bodies to keep you informed of news and events in the sector.
- ▶ Targeted thematic dossiers to shed light on strategies and new trends.

L'information des professionnels du marché des jeux et jouets
La revue du
Jouet



Bruno BOKANOWSKI
Managing editor

La Revue du Jouet : audience profile of the brand

Sectors of activity :

Independent or affiliated specialists	23%
Integrated specialists	22%
Manufacturers	20%
GSA	16%
Online sales platforms	13%
Other	5%

74%

of readers **read La Revue du Jouet every issue.**

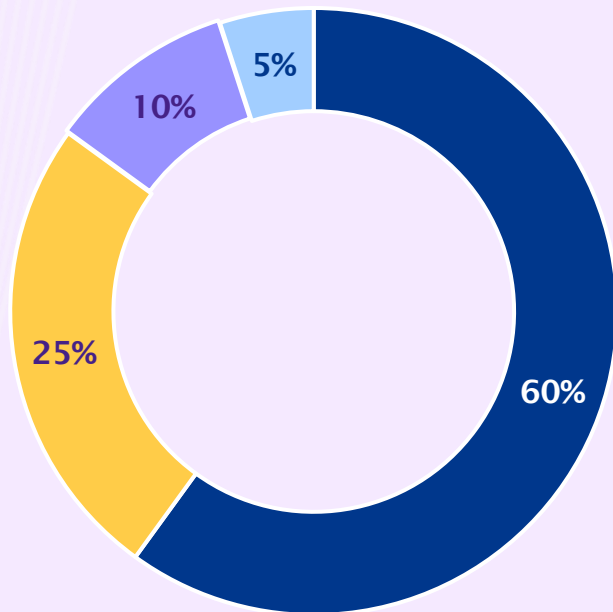
78%

of readers believe that La Revue du Jouet **provides them with information that they cannot find elsewhere.**



La Revue du Jouet : audience profile of the brand

Functions in the company :



- Purchasing managers, buyers, shop managers, department managers, salespeople
- Sales, marketing, key account, product manager
- General management (suppliers and distributors)
- Others

Positioning of the audience in relation to advertising

73%

of readers believe that **advertising in the magazine is informative.**

53%

of readers believe that advertising in the magazine **helps to identify new suppliers and providers.**



infoprodigital
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LET'S KEEP IN TOUCH!