



CreativePlay

RETAILER

Covering The Children's Retail Industry

DIGITAL MEDIA KIT

creativeplayretailer.com



BRAND OVERVIEW

Creative Play Retailer Magazine is designed to help retailers in the children's toy, game, hobby, books and music retail industries gain valuable insight into the market dynamics affecting businesses. This includes the latest toy industry news, trade show news, consumer trends, hot products and new product introductions.

What makes our digital trade magazine stand-alone is its ability to provide retailers with top rated reviews of products that are endorsed by Creative Child Magazine, parents and educators. This enables buyers to better understand what the market truly thinks of the products that are presented.

AUDIENCE

Each year, Creative Play Retailer has grown stronger, allowing advertisers to engage confidently with retail buyers.

Our subscription list consists of toy retailers, wholesalers, sales representatives and other industry members. Our list has been organic in its growth using trade show retailer attendee connections; creating one of the most influential lists in the industry.



MARKET:

Our subscriber base creates awareness for partner brands on a nationwide scale.

METRICS TODAY:

AVERAGE UNIQUE VISITORS (EST.): **13,500**
TOTAL EMAIL SUBSCRIBERS: **26,572**

INTEGRATED DIGITAL PLATFORMS

MONTHLY DIGITAL ISSUE:

Our digital magazine is distributed via email each month, January through November. The publication offers complete advertising and marketing to give clients the opportunity to bring retailers and buyers the latest products from top manufacturers. The digital versions are fully interactive, allowing active clickable links.

**FULL PAGE ADS, HALF PAGE ADS
AND PRODUCT SPOT ADVERTISING
OPPORTUNITIES AVAILABLE**



EMAIL NEWSLETTER:

Want to know what's happening this week? From upcoming tradeshows, to top rated product reviews and the latest industry news, Creative Play Retailer covers it all. Weekly, we send the latest issue of the digital magazine along with compelling content, directly to the inboxes of our newsletter subscribers.

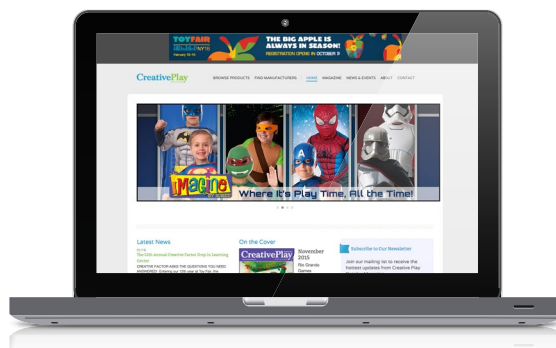
**SPONSOR BANNERS AND PRODUCT FEATURE
OPPORTUNITIES AVAILABLE**



WEBSITE:

Creativeplayretailer.com is a powerful go-to resource for visitors. The offering of editorial features, industry news, product reviews, trade show and event information covers the children's retail industry in its entirety.

**SPONSOR BANNERS AND DIRECTORY LISTING
OPPORTUNITIES AVAILABLE**



CONTACT SALES FOR ADVERTISING RATES

EDITORIAL CALENDAR

NEWSLETTERS ARE DEPLOYED
ON TUESDAY OF EVERY WEEK.

January	<ul style="list-style-type: none">* NY Now Gift Show (NYC)* AmericasMart Atlanta International Gift show (Atlanta)
February	<ul style="list-style-type: none">* Toy Fair Show & ASTRA lounge at Toy Fair (NYC)
March	<ul style="list-style-type: none">* Western States Toy and Hobby Show / ToyFest West (Las Vegas) The Latest in Specialty Toys
April	<p>Green /Earth Friendly feature Hot new games for kids, families and party night</p>
May	<p>ASTRA Marketplace & Academy Preview BookExpo America Preview Outdoor Fun Toys & Games</p>
June	<ul style="list-style-type: none">* ASTRA Marketplace & Academy Show (Pittsburgh) Pretend Play Toys including Puppets Outdoor Fun Toys & Games
July	<p>Made in the USA Products Ride-On Toys for All Ages Play Structures</p>
August	<ul style="list-style-type: none">* NY NOW Gift Show (NYC) Back To School feature
September	<ul style="list-style-type: none">* All Baby & Kids Show (Las Vegas)
October	<ul style="list-style-type: none">* Fall Toy Preview Show (Dallas)
November	<p>Preview the Hottest Toys & Games for the Holidays Post EXPO issue</p>

** Magazine will be at show*

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COVERING THE CHILDREN'S RETAIL INDUSTRY

CONTACT INFO

Our team is here to help you create the best campaign for your needs and budget. Our experienced staff is here to answer your questions, and design your ads (if needed); we can help take your advertising to the next level.

We are experts in helping you view your business from a new perspective to gain a competitive edge in a changing market.

For more information, please contact:

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OUR NETWORK

CREATIVE PLAY RETAILER MAGAZINE IS PUBLISHED
BY SCOOTERBAY PUBLISHING, INC.

