

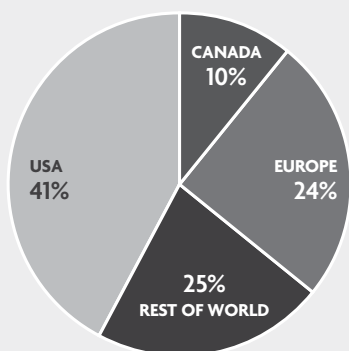


CIRCULATION  
**9,250\***

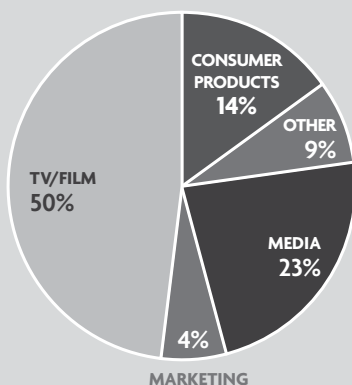
\*Measured in April 2018 using internal data.

## DISTRIBUTION

Readers by region:



Readers by company type:



# MEDIA KIT 2019-2020

## kidscreen®

### A 360-degree approach to kids entertainment industry coverage

The leading magazine serving the information needs and interests of kids entertainment executives. Published six times a year, Kidscreen is delivered to more than 9,000 entertainment decision-makers around the world, in addition to bonus copies distributed at major industry events.



### kidscreen**daily**

Our email newsletter delivers the industry's most meaningful news to 15,000+ subscribers each weekday.

### TALENT POOL

This new biweekly newsletter from Kidscreen is a compendium of the latest executive hires, moves and promotions designed to help its 15,000+ subscribers stay on top of who's who in the kids business.

### kidscreensummit.

The year's biggest gathering of kids entertainment executives, this conference and networking event attracts 2,000+ attendees to Miami each February.



An annual event designed to showcase Asia's strongest kids animated projects to potential co-producers, broadcasters, distributors and investors.

[www.kidscreen.com](http://www.kidscreen.com)

**kidscreen®**

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All ads must be uploaded via [kidscreen.com/upload](http://kidscreen.com/upload)

## PRINT RATE CARD

### ARTWORK SPECIFICATIONS

Please supply us with your working files (Pre-Flighted) in one of the following formats:

#### PRINT-OPTIMIZED PDFs

- Please embed all fonts
- PDFs must not contain RGB, LAB or Indexed colors—only CMYK

**NOTE:** We can't check detailed trapping in print-quality PDFs. Please ensure that all colors are trapped correctly prior to writing your PDF.

### Kidscreen magazine

Ad Sizes	x1	x2-5	x6-9
Double-Page Spread	\$7,500	\$6,750	\$6,000
Full Page	\$4,500	\$4,050	\$3,600
1/2-Page	\$3,000	\$2,700	\$2,400
1/3-Page	\$2,600	\$2,340	\$2,080

PREMIUM	Front Cover	\$35,000
	Premium DPS	\$8,500
	Premium Full Page	\$5,000
	Centre Spread	\$8,500
	Back Cover	\$15,000



### GENERAL NOTES

- Please keep all essential text and logos 6mm away from trim.
- Ensure that all colors are defined as process (CMYK), unless a spot color is specified
- All color pictures should be converted to CMYK (no RGB), and should contain no JPEG encoding
- Grey-scale and color images should be scanned at a minimum line-screen of 266 DPI
- There will be a US\$50 production charge per ad for file preparation, pre-flight, trouble-shooting and processing
- Kidscreen does not accept responsibility for reproduction when materials supplied do not meet the above specifications. Kidscreen reserves the right to charge back to the Advertiser or Agency costs of all work incurred for conversion of material

### Mechanical requirements

Ad Position	Trim Size	Type area	Bleed size
Double-Page Spread	425mm x 276mm	413mm x 264mm	432mm x 283mm
Full Page	213mm x 276mm	201mm x 264mm	219mm x 283mm
1/2-Page Horizontal Bottom, left-hand page	213mm x 132mm	201mm x 120mm	219mm x 135mm
1/2-Page Vertical Outside edge, left-hand page	103mm x 276mm	91mm x 264mm	110mm x 283mm
1/3-Page Horizontal Bottom, left-hand page	213mm x 94mm	203mm x 82mm	219mm x 102mm
1/3-Page Vertical Outside edge, left-hand page	75mm x 276mm	63mm x 264mm	81mm x 283mm

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# DIGITAL RATE CARD

## Kidscreen Daily

Ad Position	Dimensions	1 Week	4 Weeks
Leaderboard	Desktop: <b>820px x 90px</b> Mobile: <b>300px x 250px</b>	\$2,395	\$8,580
Half Page	Desktop: <b>300px x 600px</b> Mobile: <b>300px x 250px</b>	\$2,295	\$8,100
Large Banner	Desktop: <b>500px x 120px</b> Mobile: <b>300px x 250px</b>	\$1,795	\$6,400
Banner	Desktop: <b>500px x 60px</b> Mobile: <b>300px x 250px</b>	\$1,395	\$5,100
Rectangle	Desktop & Mobile: <b>300px x 250px</b>	\$1,395	\$5,100

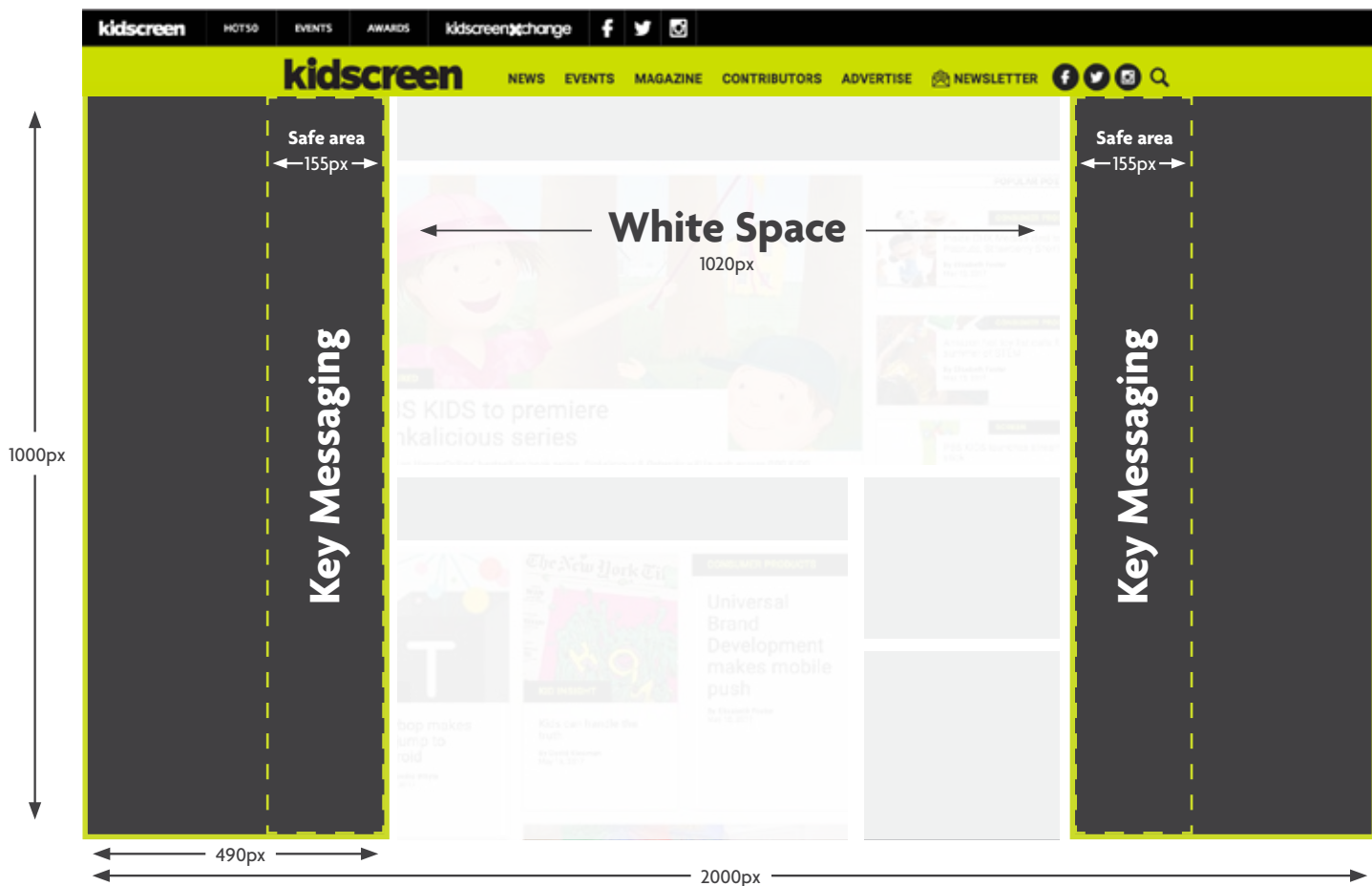
## Kidscreen.com

Ad Position	Dimensions	1 Week	4 Weeks
Billboard	Desktop: <b>1000px x 90px</b> Mobile: <b>300px x 250px</b>	\$1,695	\$6,195
Half Page	Desktop: <b>300px x 600px</b> Mobile: <b>300px x 250px</b>	\$1,695	\$6,195
Rectangle	Desktop & Mobile: <b>300px x 250px</b>	\$995	\$3,495
Banner	Desktop: <b>680px x 100px</b> Mobile: <b>300px x 250px</b>	\$995	\$3,495
Dynamic Wallpaper	Desktop: <b>2000px x 1000px</b> (1020px left blank in the middle)	\$2,295	\$8,295
Hijack	Desktop & Mobile: <b>700px x 500px</b>	\$2,895	\$10,495

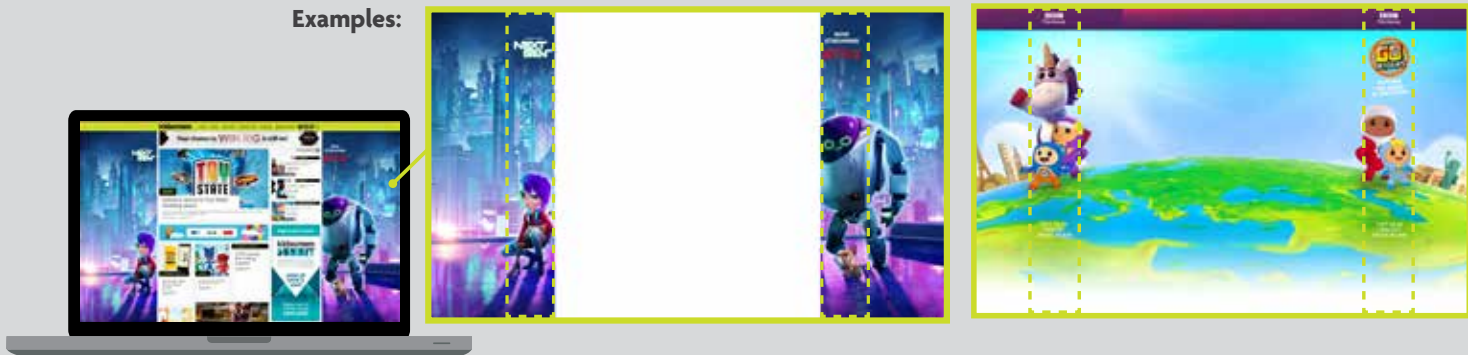
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# DYNAMIC WALLPAPER

Ad Position	Dimensions	1 Week	4 Weeks
Dynamic Wallpaper	Desktop: <b>2000px x 1000px</b> (1020px left blank in the middle)	\$2,295	\$8,295



Examples:



All ads must be uploaded via [www.kidscreen.com/upload](http://www.kidscreen.com/upload)

# PUBLICATION SCHEDULE

2019-2020

Issue	Space Deadline	Material Deadline	Street Date	Bonus Distribution
July/August 2019	Jun 26	Jul 3	Jul 22	<ul style="list-style-type: none"> <li>• Cartoon Forum (800 copies)</li> </ul>
September 2019	Aug 14	Aug 21	Sep 10	<ul style="list-style-type: none"> <li>• MIP Junior (1,500 copies)</li> <li>• Brand Licensing Europe (500 copies)</li> <li>• Ottawa Animation Festival (500 copies)</li> </ul>
October 2019	Sep 4	Sep 11	Oct 9	<ul style="list-style-type: none"> <li>• MIPCOM (2,500 copies)</li> </ul>
February/March 2020	Jan 2	Jan 9	Feb 10	<ul style="list-style-type: none"> <li>• Kidscreen Summit (2,000 copies)</li> <li>• Toy Fair (1,000 copies)</li> </ul>
April 2020	Feb 27	Mar 5	Apr 1	<ul style="list-style-type: none"> <li>• MIPTV (2,000 copies)</li> </ul>
May/June 2020	Apr 28	May 5	May 25	<ul style="list-style-type: none"> <li>• Licensing Expo (2,000 copies)</li> <li>• Annecy (1,000 copies)</li> <li>• Children's Media Conference (1,000 copies)</li> </ul>



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