

kidscreen[®]
engaging the global children's entertainment industry

MediaKit

A 360-degree approach to kids entertainment industry coverage

Kidscreen is the leading international trade publication serving the informational needs and interests of kids entertainment professionals.

Our cross-disciplinary approach to coverage mirrors the way the kids entertainment operates, and makes it unique in the trade publishing space serving this audience.

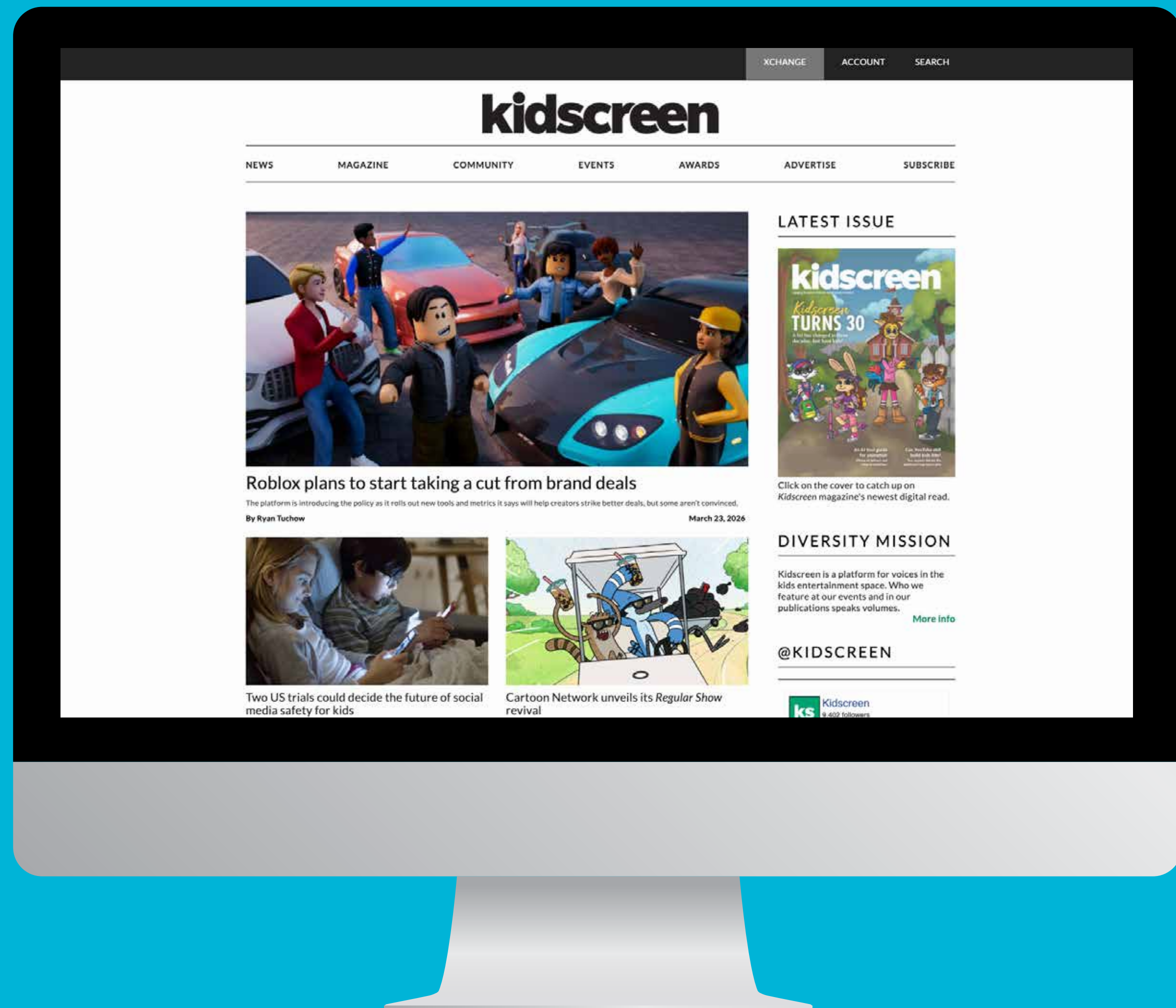
Kidscreen Magazine

Our editorial content provides comprehensive analysis of the issues, trends, market shifts and opportunities having an impact on all sectors of the business.

kidscreen.com

An online hub where the global kids entertainment community can find the latest news, including top stories and breaking news delivered via *Kidscreen Daily* and *The Rewind* e-newsletters.

Production | Content Development | Distribution & Programming | Consumer Products
Gaming & Digital Media | Creator Content | Feature Films | Animation | Publishing | Insights



kidscreen.com

The online destination media executives rely on to stay informed and ahead of emerging trends.

With fresh insights published daily, this is the industry's all-in-one digital hub for news, in-depth research, expert blogs, reader polls and an extensive archive of trusted content.

340,000+ page views per month

35,000+ active users per month

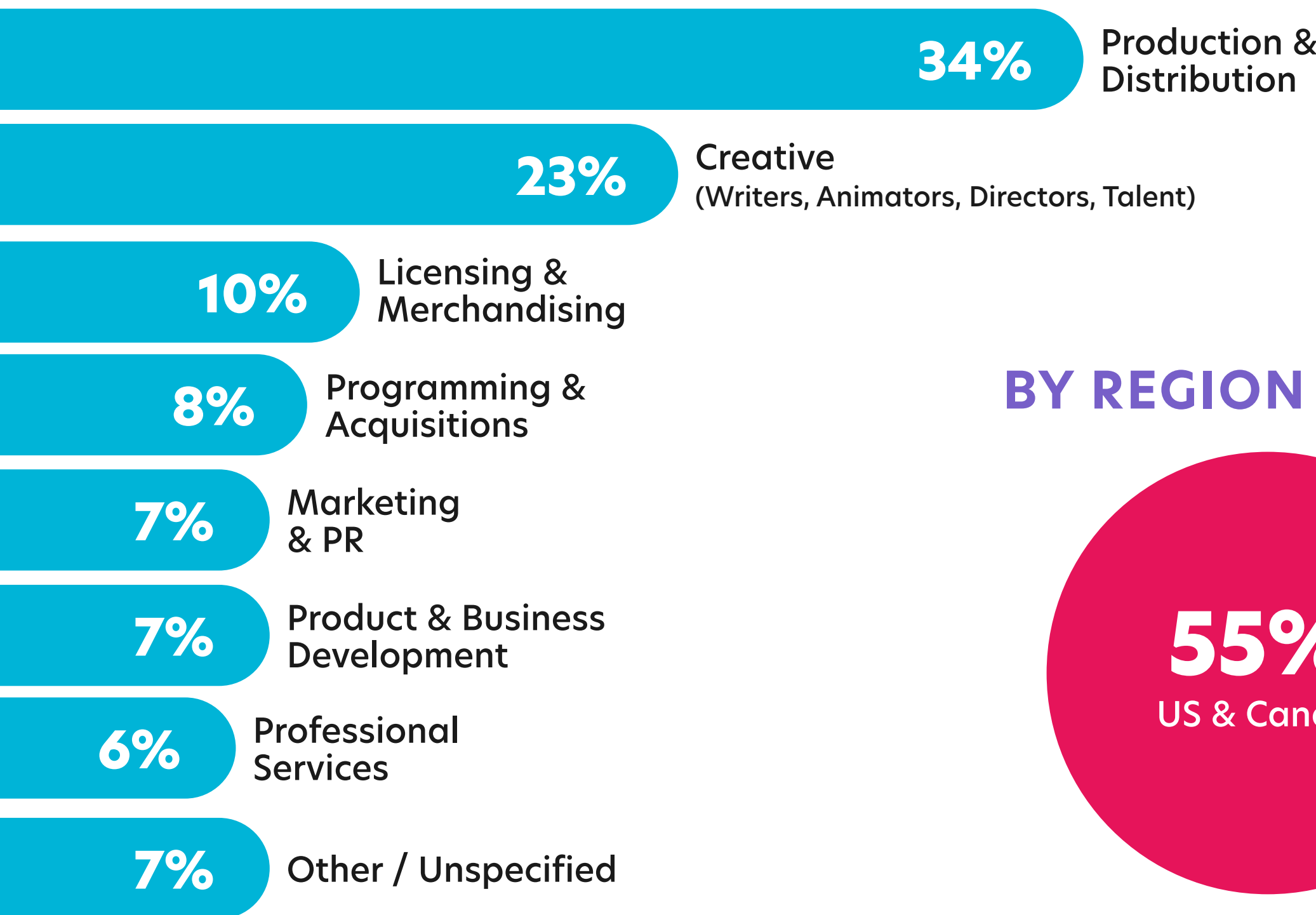
from 130+ countries

kidscreen daily

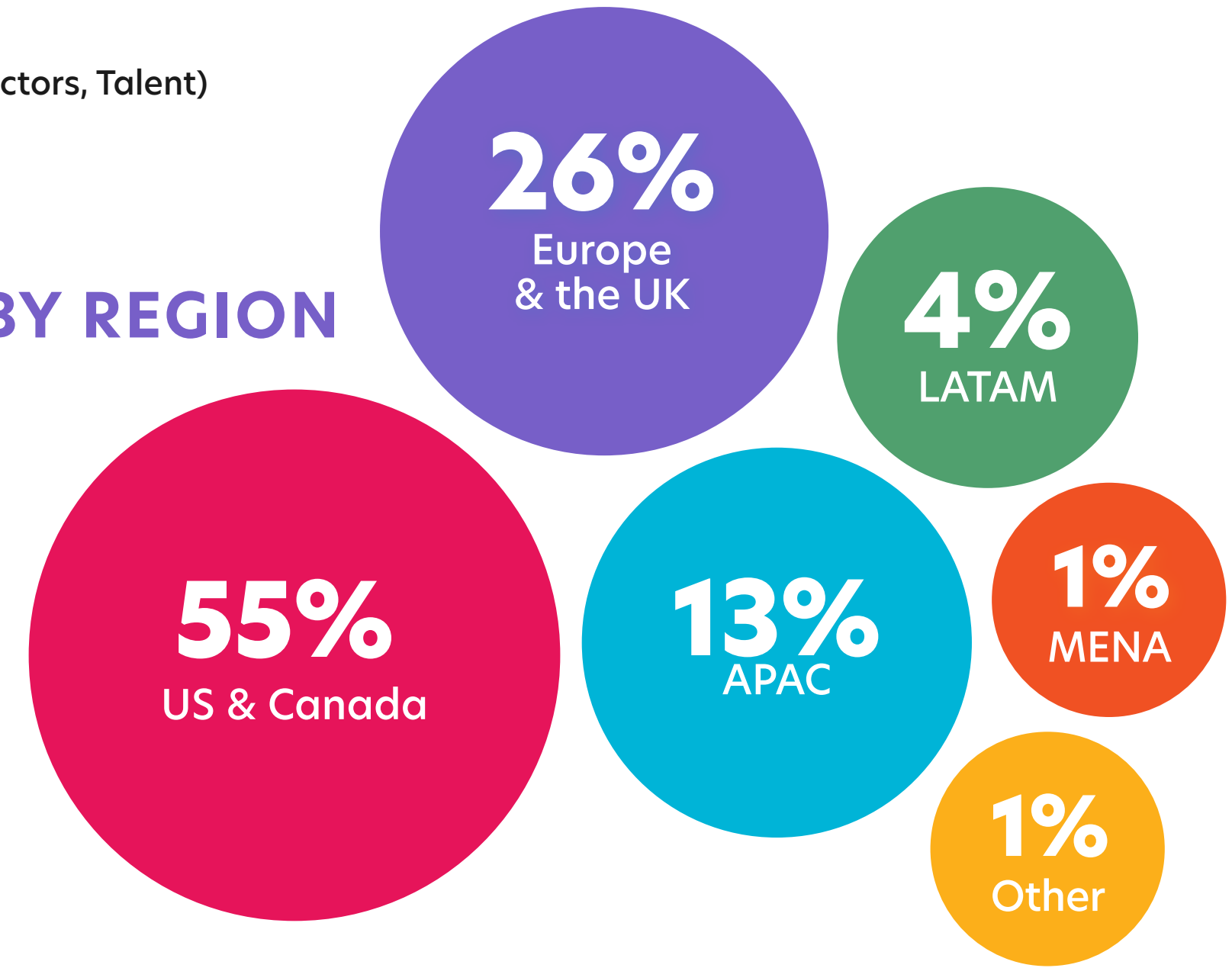
The global industry's trusted source for must-read business news and high-value opportunity leads.

Delivered Monday through Friday, our newsletter provides the critical insights and market intelligence you need to thrive in the fast-moving kids' entertainment landscape.

NEWSLETTER READERSHIP

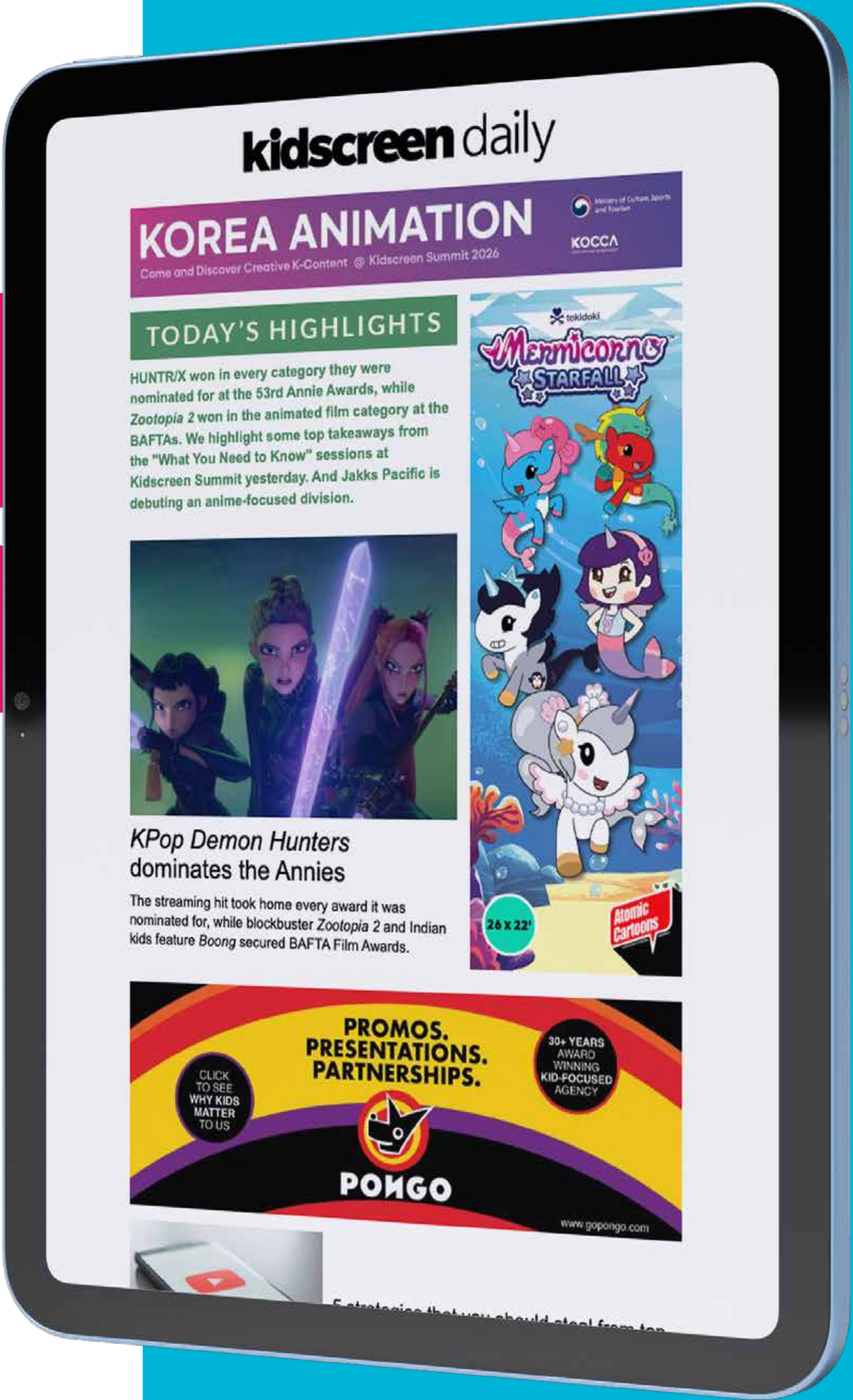


BY REGION



14,500+ Subscribers receive the newsletter daily Monday to Friday

49% average open rate



The Rewind

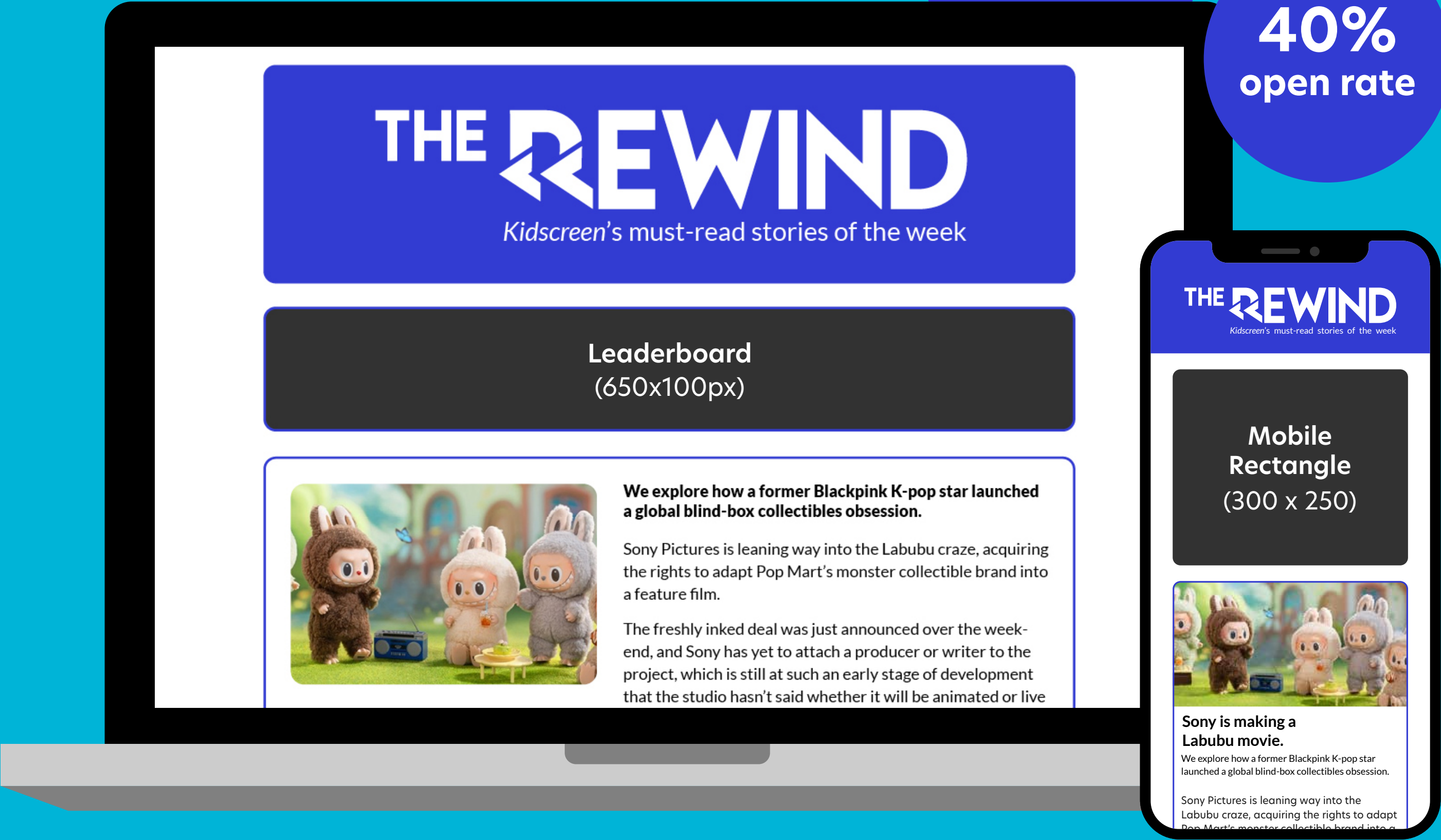
Weekly shortlist of the stories sparking the biggest conversations in kids' media.

Kidscreen curates the week's top five articles, offering expanded text and deeper context for a more immersive reading experience.

With its focus on high-engagement content and longer viewing times, this newsletter offers a premium, exclusive sponsorship opportunity, giving your brand undivided attention alongside the week's most trending news.

14,00+ subscribers

40% open rate



3 months
\$5,995

6 months
\$9,995

12 months
\$16,995

Leaderboard (Desktop: 650 x 100px)
& Rectangle (Mobile: 300 x 250px)

Kidscreen Magazine

Leading resource for the global kids' entertainment industry, strategically timed to align with peak planning and buying cycles.

Each issue reaches **18,000+ industry professionals** via direct digital delivery and high-impact physical distribution at major global events.

With additional amplification through our social media channels and a featured presence on the kidscreen.com homepage, Kidscreen ensures your brand remains at the center of the conversation.

BONUS DISTRIBUTION

SPRING	Licensing Expo MIFA/ Anney The Children's Media Conference
FALL	Brand Licensing Europe MIPJunior MIPCOM



Rate Cards

kidscreen

NEWS MAGAZINE COMMUNITY EVENTS AWARDS ADVERTISE SUBSCRIBE

POPULAR POSTS



By Elizabeth Foster

October 8, 2021



By Ryan Tuchow

October 8, 2021



By Elizabeth Foster

October 8, 2021

POPULAR POSTS



Netflix blasts off with bee and puppycat

Rectangle
(300x250px)

DIVERSITY MISISON

By Megan Haynes

October 9, 2021

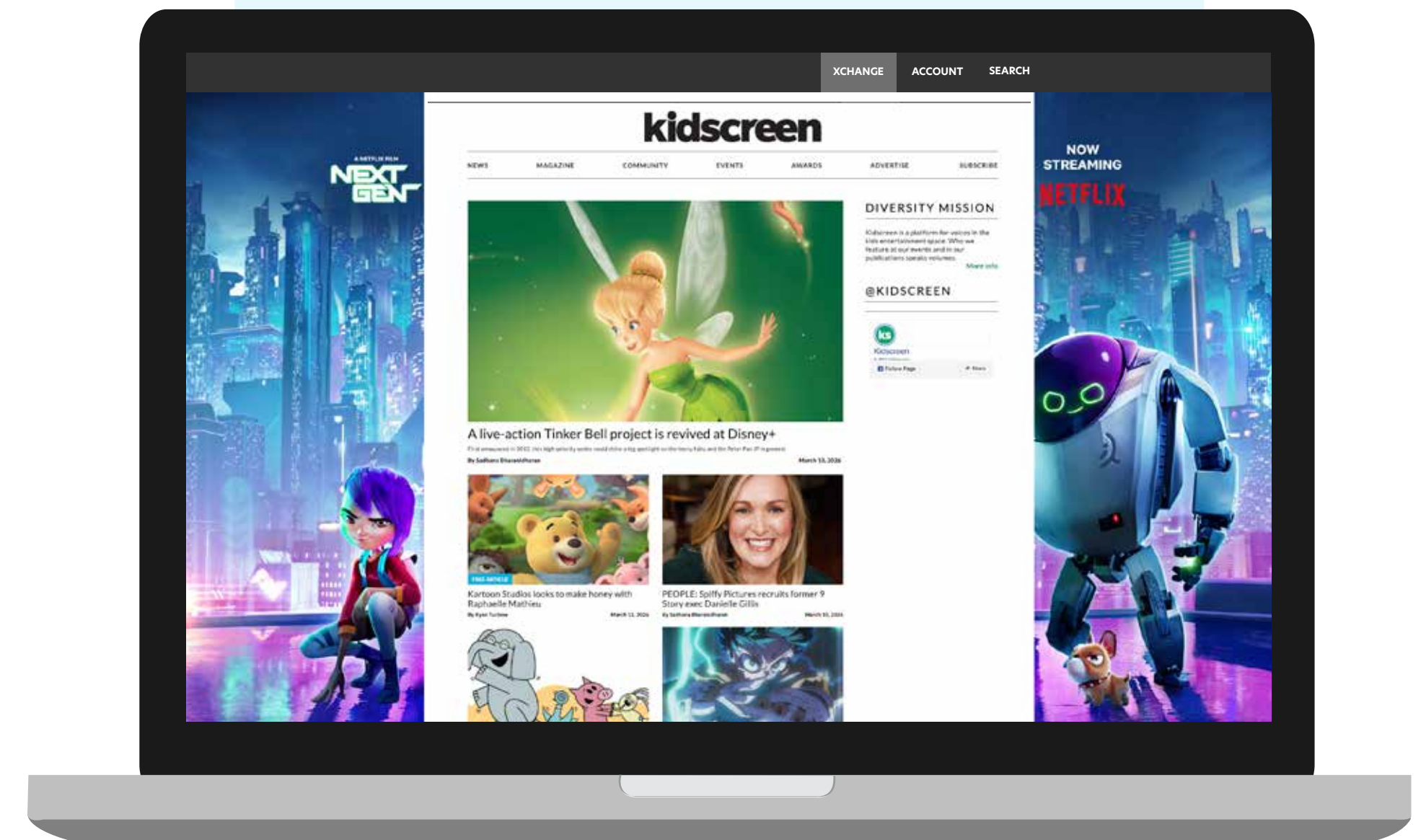


By Ryan Tuchow

October 8, 2021

Desktop: 700 x 500px

Desktop: 2000 x 1000px
1220px left blank in the center



kidscreen daily

Leaderboard (820x120px)

TODAY'S HIGHLIGHTS

HUNTR/X won in every category they were nominated for at the 53rd Annie Awards, while *Zootopia 2* won in the animated film category at the BAFTAs. We highlight some top takeaways from the "What You Need to Know" sessions at Kidscreen Summit yesterday. And Jakks Pacific is debuting an anime-focused division.



KPop Demon Hunters dominates the Annies

The streaming hit took home every award it was nominated for, while blockbuster *Zootopia 2* and Indian kids feature *Boong* secured BAFTA Film Awards.

Skyscraper
(300x869px)

Billboard
(820x300px)



5 strategies that you should steal from top YouTubers

Cool Shiny Insights' Kaley Mullin shares her blueprint for success on the platform.

Banner 1 (820x90px)



Jakks taps into anime fever with new

kidscreen daily

Leaderboard (820x120px)

TODAY'S HIGHLIGHTS

Jordan and Salish Matter are the latest YouTube family superstars to strike a content deal with Netflix. Disney has announced that Josh D'Amato will succeed Bob Iger as CEO—but Dana Walden gets a big bump, too. And Adobe has shocked the biz by announcing that it will discontinue its industry-standard Animate software.



Netflix commits to creators with Jordan & Salish Matter deal

The father-and-daughter duo have signed on to develop, produce and star in new projects for the streamer.

Half Page
(300x600px)

Rectangle
(300x250px)

Banner 1 (820x90px)



It's official—Josh D'Amaro will be the next CEO of Disney

The parks boss will take the reins from Bob Iger next month, and Dana Walden has been promoted into a newly created role as president and chief creative officer.

Banner 2 (820x90px)



Adobe is discontinuing its Animate tool, which is still widely used

Banner 3 (820x90px)

POSITION	1-5 newsletters	6-19 newsletters	20+ newsletters
Leaderboard 820 x 120px	\$550	\$500	\$450
Skyscraper 300 x 869px	\$725	\$675	\$625
Billboard 820 x 300px	\$525	\$475	\$425
Half Page 300 x 600px	\$500	\$450	\$400
Banner 1-6 820 x 90px	\$400	\$375	\$350
Rectangle 300 x 250px	\$350	\$325	\$300

Prices are per insertion. Rates are in USD and are net. All ad positions require a Rectangle size for mobile.

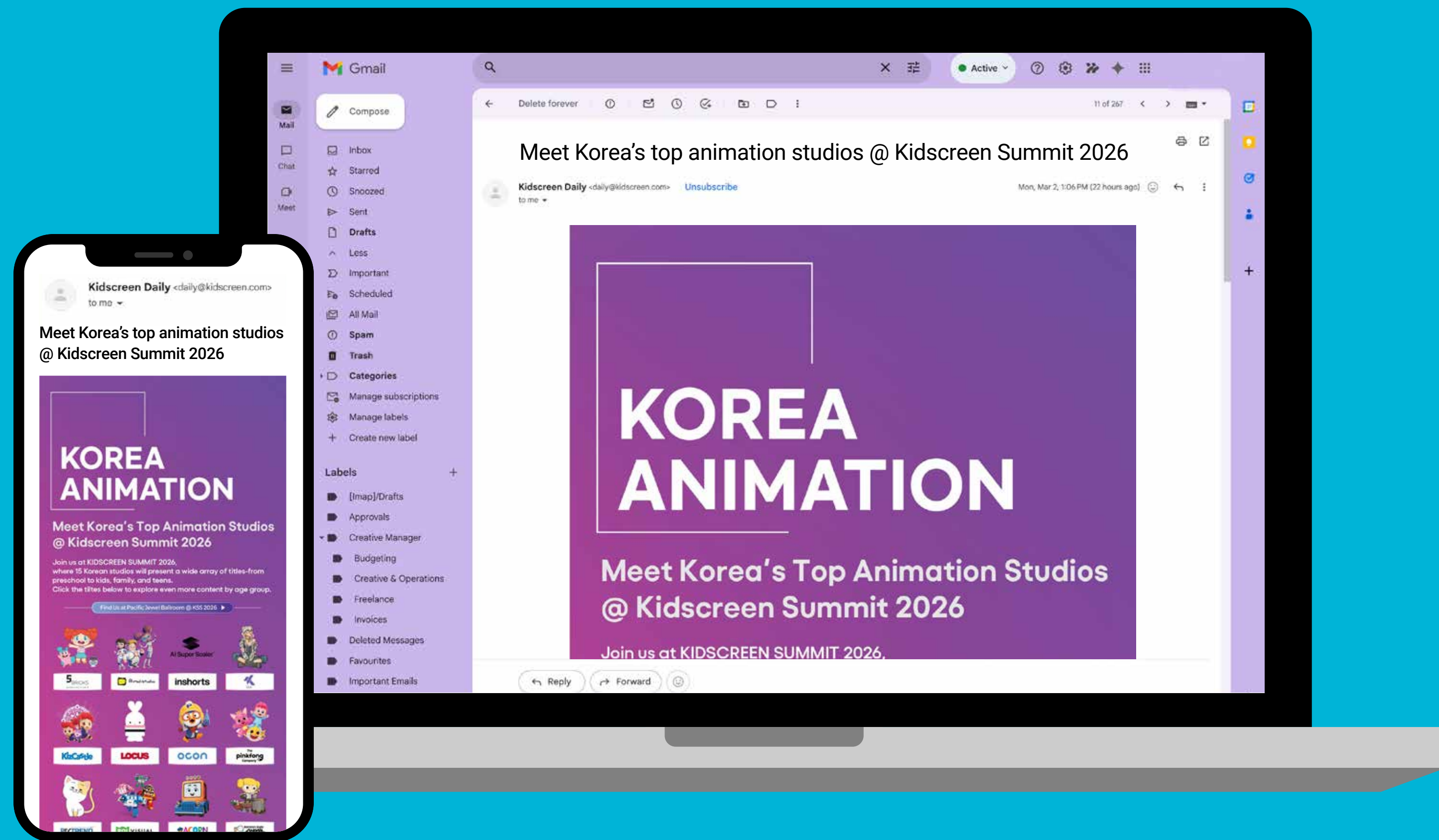
NEWSLETTER TAKEOVER

Ownership of all *Kidscreen Daily* ad units (total 3).

Dates subject to availability

\$8995 per week

Command the undivided attention of the global children's entertainment industry



Sponsored eBlast

An exclusive, direct line to influential decision-makers in the business.

By leveraging our premium subscriber list, your message lands straight in the inboxes of buyers, producers, distributors and more.

Every email is optimized for desktop and mobile, ensuring your brand achieves maximum impact on every screen.

MECHANICAL REQUIREMENTS

Supplying as HTML

- Email subject line
- Responsive HTML that has been fully tested on both desktop and mobile
- Desktop: 760px
- Mobile: 479px
- Editable
- No Javascript
- Max file size: 1MB

Supplying as a single image

- Email subject line
- Image in .jpg or .png format
- 700px max image width
- Single URL link

US\$7,000 each

Dates subject to availability

Sponsored Content

Place your brand at the center of the industry's most essential read.

Communicate your stories, milestones and offerings alongside the breaking news and critical analysis that the international children's media biz relies on.

US\$7,000

Company Profile

- One featured article in the *Kidscreen* Daily newsletter (650 words max), professionally written by a freelance *Kidscreen* writer.
- Set your company apart from competitors and highlight your unique tools, services, expertise and solutions.

Premium Positioning

- Content available to all *Kidscreen* Daily subscribers and Kidscreen.com visitors for maximum reach.
- Your profile will be featured in one (1) *Kidscreen* Daily newsletter.
- Prominent placement on the homepage of kidscreen.com for one (1) full day.
- A two-week banner advertisement in the *Kidscreen* Daily newsletter.

Multimedia Integration

- One (1) hero image, one (1) video, and up to two (2) additional images in your profile piece.
- Include contact information for up to four (4) representatives at the end of your profile.
- Add up to three (3) external links.

Peak visibility. Premium placements. High-impact engagement.

Top positions guarantee specific placement within the magazine and include the right of first refusal, granting you priority to renew the same position for the following year.



AD SPACE	POSITION	INVESTMENT
Front Cover	Includes full page ad inside the magazine	\$15,000
Outside Back Cover		\$7,000
Premium Double-Page Spread	Center Spead Front of book (1st, 2nd, 3rd DPS)	\$6,500
Premium Full-Page (right-hand page)	Inside front cover (left-hand page) Inside back cover Opposite table of contents Opposite Publisher's note	\$4,500
Double-Page Spread	Run of press	\$6,000
Full-Page	Run of press	\$4,000

CONTACT US



Get in touch today to customize
the package thats right for you.



**Maggie
Wilkins-Hobbs**

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