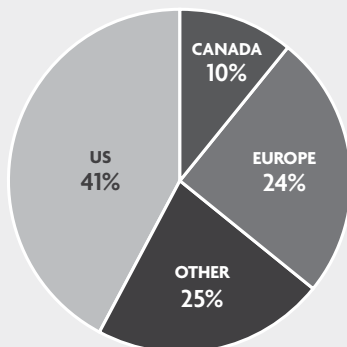




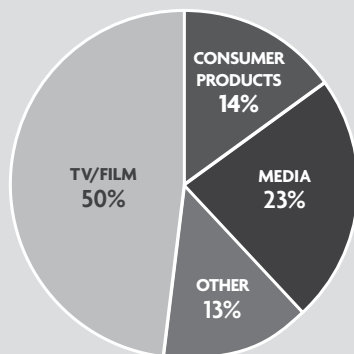
CIRCULATION
8,000

DISTRIBUTION

Readers by region:



Readers by company type:

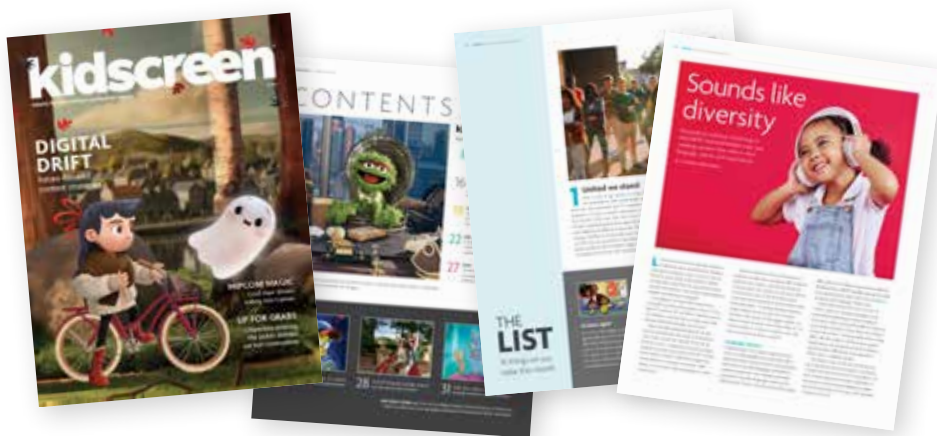


MEDIA KIT 2025

kidscreen®

A 360-degree approach to kids entertainment industry coverage

The leading magazine serving the information needs and interests of kids entertainment executives. Published four times a year, *Kidscreen* is delivered to 8,000 industry decision-makers around the world, in addition to bonus copies distributed at major events.



kidscreen daily

Our email newsletter delivers the industry's most meaningful news to 14,000+ subscribers each weekday.

kidscreenSummit

The year's biggest gathering of kids entertainment executives, this conference and networking event attracts 1,600+ attendees each February.

Asian Animation Summit

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

kidscreen®
kidscreen.com

Maggie Wilkins-Hobbs

Associate Publisher
mwilkins@brunico.com

All ads must be delivered to:
kidscreen.com/upload

ARTWORK SPECIFICATIONS

Please supply us with your working files (pre-flight) in the following format:

PRINT-OPTIMIZED PDFs

- Embed all fonts
- PDFs must not contain RGB, LAB or Indexed colors—only CMYK
- All colors must be defined as process (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.

GENERAL NOTES

- Keep all essential text and logos at least 6mm away from the trim.
- All color images should be converted to CMYK (no RGB), and should not contain 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 the cost of all work required to convert materials.
- Artwork with body copy may be considered advertorial and would therefore require a label so our readers don't mistake it for editorial.
- *Kidscreen* reserves the right to require changes to maintain our quality standards.

PRINT RATE CARD

Kidscreen magazine

Ad Size	1x	2x–5x	6x–9x
Double-Page Spread	\$8,500	\$7,700	\$7,000
Full Page	\$5,000	\$4,800	\$4,100

PREMIUM

Front Cover	Inquire
Premium DPS	\$9,500
Premium Full Page	\$5,500
Center Spread	\$9,500
Back Cover	\$17,000



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

Enhance your print ad with an advertorial approach!

Studies show that advertorials boost engagement, conversions, and even brand recall. Presented in a trusted publication, advertorials have built-in credibility and deliver value by offering the reader something useful or interesting—even if they're also being marketed to.

HOW IT WORKS...

- You will provide copy and artwork as a fully designed advertorial using the guidelines on the following page.
- Our Editorial team and Art Director will review and polish your completed file to align with *Kidscreen*'s quality standards.
- Material deadlines for advertorial files will be two weeks earlier than those for standard ads.

Advertorial opportunities are limited and offered on a first-come, first-served basis. Book your space today!

Tips for creating an effective advertorial

A COMPELLING HEADLINE

- Your headline will capture the reader's attention and encourage them to read further. Consider using words like 'today', 'limited', 'soon' or 'secret', to create the feeling of missing out on something great.

UNDERSTAND YOUR AUDIENCE

- Match the tone and style of your advertorial to the publication.
- Kidscreen's* readers are looking for information and insight, communicated in an engaging and editorial style, rather than a press release or news article.
- Write your advertorial from a third-person perspective, as if you are an unbiased source of information.
- Make your advertorial an easy read by using short paragraphs.

ENGAGING CONTENT

- Focus on providing valuable information and benefits, rather than just listing the features of your product or service.
- Include data, citations and/or testimonials to establish reliability, honesty and credibility with the reader.
- Strategically place infographics or images through your advertorial. Visual storytelling will boost clarity and re-engage the reader's attention.
- Use high-quality images that are relevant to the content and visually appealing.

THE 70/30 RULE

- An advertorial should be 70% engaging content and 30% promotional to maintain the reader's attention.

CLEAR BRANDING

- Include your company's logo and relevant contact information.

CALL-TO-ACTION

- Clearly state what you want the reader to do, such as visiting your website or redeeming a special offer.

ADVERTORIAL GUIDELINES

Kidscreen magazine advertorial space

Ad Size	1x	2x–5x	6x–9x
Double-Page Spread 1200 word max	\$8,500	\$7,700	\$7,000
Full Page 600 word max	\$5,000	\$4,800	\$4,100

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

Color

The background of your artwork must be different from *Kidscreen's* color palette. Do not use any of these colors:

☐ White

☐ C=63 M=70 Y=0 K=0

☐ C=0 M=0 Y=70 K=10

☐ C=72 M=6 Y=10 K=0

☐ C=0 M=30 Y=100 K=0

☐ C=0 M=100 Y=50 K=10

Typography

Body copy should be 8-10pt. As a general rule, leading should be 2-3pts greater.

No more than four different fonts should be used in one advertorial.

Selected fonts must be visually different from *Kidscreen's* editorial font, which are Agenda and Archer. This is what they look like:

Agenda

Archer

Advertorial label

A label will be added to the top right corner of all advertorials to clearly identify them as sponsored content to readers.

Please leave 2"W x 0.5"H or 50mmW x 13mmH in the top right corner free of text and key images in order to accommodate the label. On a double-page spread, this label will be placed on the right-hand page.

PUBLICATION SCHEDULE

Issue	Space Deadline	Material Deadline	Street Date	Bonus Distribution
Q4 2025	Sep 8	Sep 15	Oct 6	<ul style="list-style-type: none"> Brand Licensing Europe MIP Junior MIPCOM
Q1 2026	Jan 6	Jan 13	Feb 3	<ul style="list-style-type: none"> Kidscreen Summit
Q2 2026	Apr 7	Apr 14	May 5	<ul style="list-style-type: none"> Licensing Expo Annecy NATPE Budapest Children's Media Conference



TODAY'S HIGHLIGHTS

Happy Friday! Did you know that seven- and eight-year-olds are the age group that's most into podcasts? And they all want to listen to story-driven fictional content. Kuku is looking to build the biggest kids franchise out of Africa. And there's lots of acquisitions in this week's deals round-up.


Spin Master wants to invest US\$100 million in tech

The toyco's new Ventures fund is making strategic minority investments to stay on top of trends and innovation, starting with Nordlight and Hoot Reading. The goal is to be on top of new trends and tech.

**Half Page
300x600**
**Rectangle
300x250**
Banner 1 820x90


Cartoon Network Studios working with Matthew Cherry

Bello is an animated musical comedy for kids and families created by the Hair Love filmmaker and award-winning director/writer Chaz Bottoms.

Banner 2 820x90


9 Story Retail Monster chart path from SVOD to retail

Expanding brands from a streamer to shelves is new territory for 9 Story which is hoping for CP success with Kameo's World, says Natalie Osborne.

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**Skyscraper
300x869**
**Billboard
820x300**


Cartoon Network Studios working with Matthew Cherry

Bello is an animated musical comedy for kids and families created by the Hair Love filmmaker and award-winning director/writer Chaz Bottoms.

Banner 820x90

DIGITAL RATE CARD

Kidscreen Daily

Ad Position	Specifications	1 Week	4 Weeks
Skyscraper	Desktop: 300px x 869px Mobile: 300px x 250px	\$3,695	\$13,400
Leaderboard	Desktop: 820px x 120px Mobile: 300px x 250px	\$2,795	\$9,980
Billboard	Desktop: 820px x 300px Mobile: 300px x 250px	\$2,695	\$9,900
Half Page	Desktop: 300px x 600px Mobile: 300px x 250px	\$2,595	\$9,800
Banner 1-8	Desktop: 820px x 90px Mobile: 300px x 250px	\$1,995	\$7,200
Rectangle	Desktop + Mobile: 300px x 250px	\$1,795	\$6,500

Direct Marketing

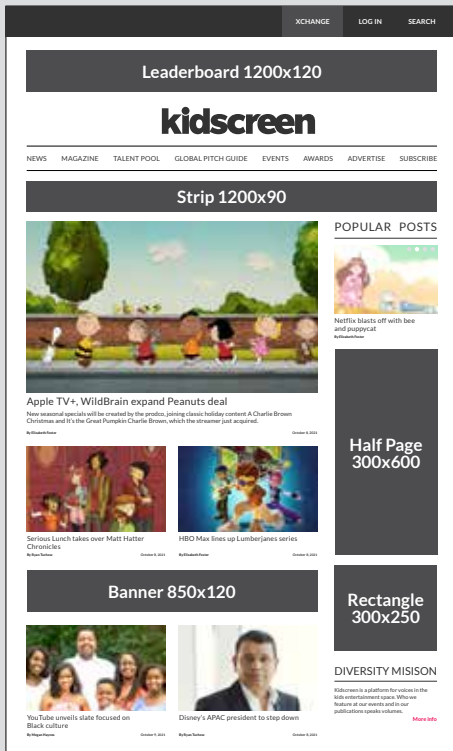
Sponsored eBlast	Specifications	Pricing
	As HTML: <ul style="list-style-type: none"> Email subject line Responsive HTML that is approved and fully tested on desktop and mobile Desktop: 760px max width Mobile: 479px Editable No Javascript Max file size: 1MB As a single image: <ul style="list-style-type: none"> Email subject line Image in .jpg or .png format 700px max image width Single URL link 	\$7,000

All ads must be delivered via www.kidscreen.com/upload

DIGITAL RATE CARD

kidscreen.com

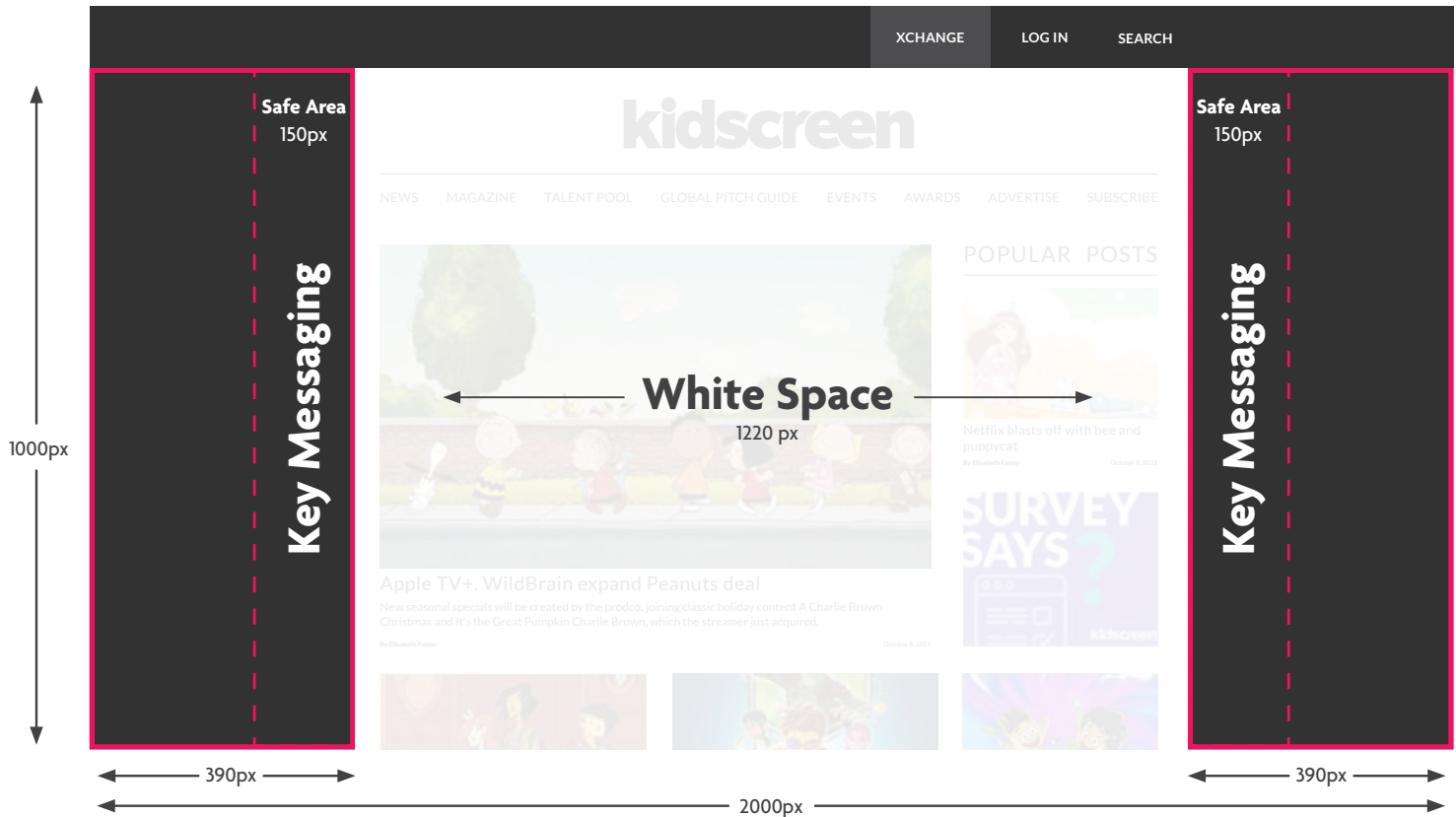
Ad Position	Dimensions	1 Week	4 Weeks
Leaderboard	Desktop: 1200px x 120px Mobile: 300px x 250px	\$1,895	\$7,095
Half Page	Desktop: 300px x 600px Mobile: 300px x 250px	\$1,795	\$6,495
Strip	Desktop: 1200px x 90px Mobile: 300px x 250px	\$1,695	\$6,195
Banner	Desktop: 850px x 120px Mobile: 300px x 250px	\$1,595	\$5,995
Rectangle	Desktop + Mobile: 300px x 250px	\$1,295	\$4,995
Dynamic Wallpaper	Desktop: 2000px x 1000px (1220px left blank in the middle)	\$2,595	\$9,995
Interstitial	Desktop + Mobile: 700px x 500px	\$2,995	\$10,995



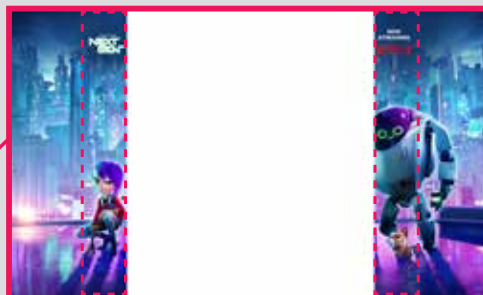
All ads must be delivered via www.kidscreen.com/upload

DYNAMIC WALLPAPER

Ad Position	Dimensions	1 Week	4 Weeks
Dynamic Wallpaper	Desktop: 2000px x 1000px (1220px left blank in the middle)	\$2,595	\$9,995



Examples:



All ads must be delivered via www.kidscreen.com/upload