



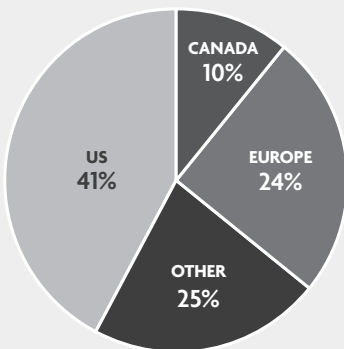
CIRCULATION

8,800*

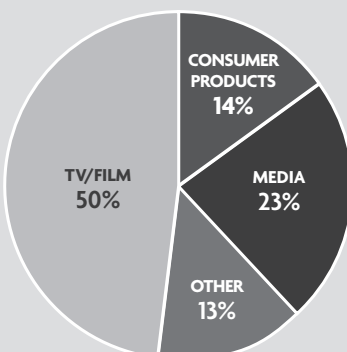
*Measured in October 2023 using internal data

DISTRIBUTION

Readers by region:



Readers by company type:



A 360-degree approach to kids entertainment industry coverage

The leading magazine serving the information needs and interests of kids entertainment executives. Published five times a year, *Kidscreen* is delivered to nearly 9,000 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 15,000+ subscribers each weekday.

kidscreen*Summit*

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

All ads must be delivered via kidscreen.com/upload

ARTWORK SPECIFICATIONS

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

PRINT-OPTIMIZED PDFs

- Please embed all fonts
- PDFs must not contain RGB, LAB or Indexed colors—only CMYK
- All colors must be defined as process (CMYK), unless a spot color is specified.

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

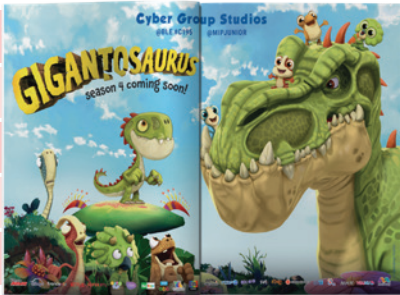
- Please keep all essential text and logos at least 6mm away from trim
- All color images should be converted to CMYK (no RGB), and should contain no JPEG encoding
- Grey-scale and color images should be scanned at a minimum line-screen of 266 DPI
- There will be a US\$50 production charge per ad for 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
- Artwork with body copy may be considered to be advertorial. Kidscreen reserves the right to require changes and/or label artwork so our readers don't mistake advertising for editorial

PRINT RATE CARD

Kidscreen magazine

Ad Sizes	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	\$40,000
	Premium DPS	\$9,500
	Premium Full Page	\$5,500
	Center Spread	\$9,500
	Back Cover	\$17,000



Diverse Voices Special Issue – April 2024

Drawing from the 2023 edition of Kidscreen's Diverse Voices mentoring program, this special issue will showcase underrepresented talent coming up in the kids entertainment industry.

Ad Sizes	1x
Outside Back Cover	\$7,000
Premium DPS	\$4,000
Double-Page Spread	\$3,500
Premium Full page	\$2,500
Full Page	\$2,000

*Digital distribution with bonus print distribution to MIPTV



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

PUBLICATION SCHEDULE

Issue	Space Deadline	Material Deadline	Street Date	Bonus Distribution
February/March 2024	Dec 22	Jan 3	Jan 22	• Kidscreen Summit
April 2024 Diverse Voices Special Issue	Mar 6	Mar 13	Apr 8	• MIPTV
May/June 2024	April 17	April 24	May 8	• Licensing Expo • Annecy/ MIFA • NATPE Budapest • Children's Media Conference
August/September 2024	Aug 13	Aug 20	Sep 6	• Cartoon Forum • Brand Licensing Europe • MIP Junior
October/November 2024	Sep 12	Sep 19	Oct 9	• MIPCOM



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. Kukua 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

Ben 10 is an animated musical comedy for kids and families created by the *Half 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 *Karma's World*, says Natalie Osborne.

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. Kukua 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.

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


Cartoon Network Studios working with Matthew Cherry

Ben 10 is an animated musical comedy for kids and families created by the *Half 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

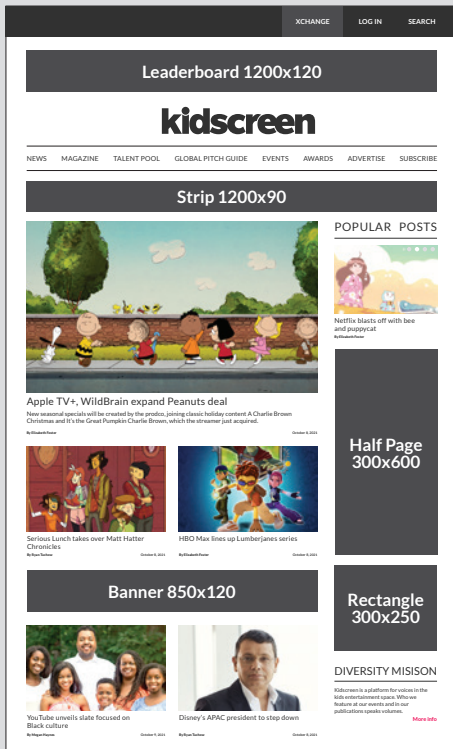
Sponsored eBlast	Specifications	Pricing
	As HTML: <ul style="list-style-type: none"> Email subject line Responsive HTML that is approved and fully tested on desktop and mobile Desktop: 760px max width Mobile: 479px Editable No Javascript Max file size: 1MB As a single image: <ul style="list-style-type: 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
Hijack	Desktop + Mobile: 700px x 500px	\$2,995	\$10,995



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

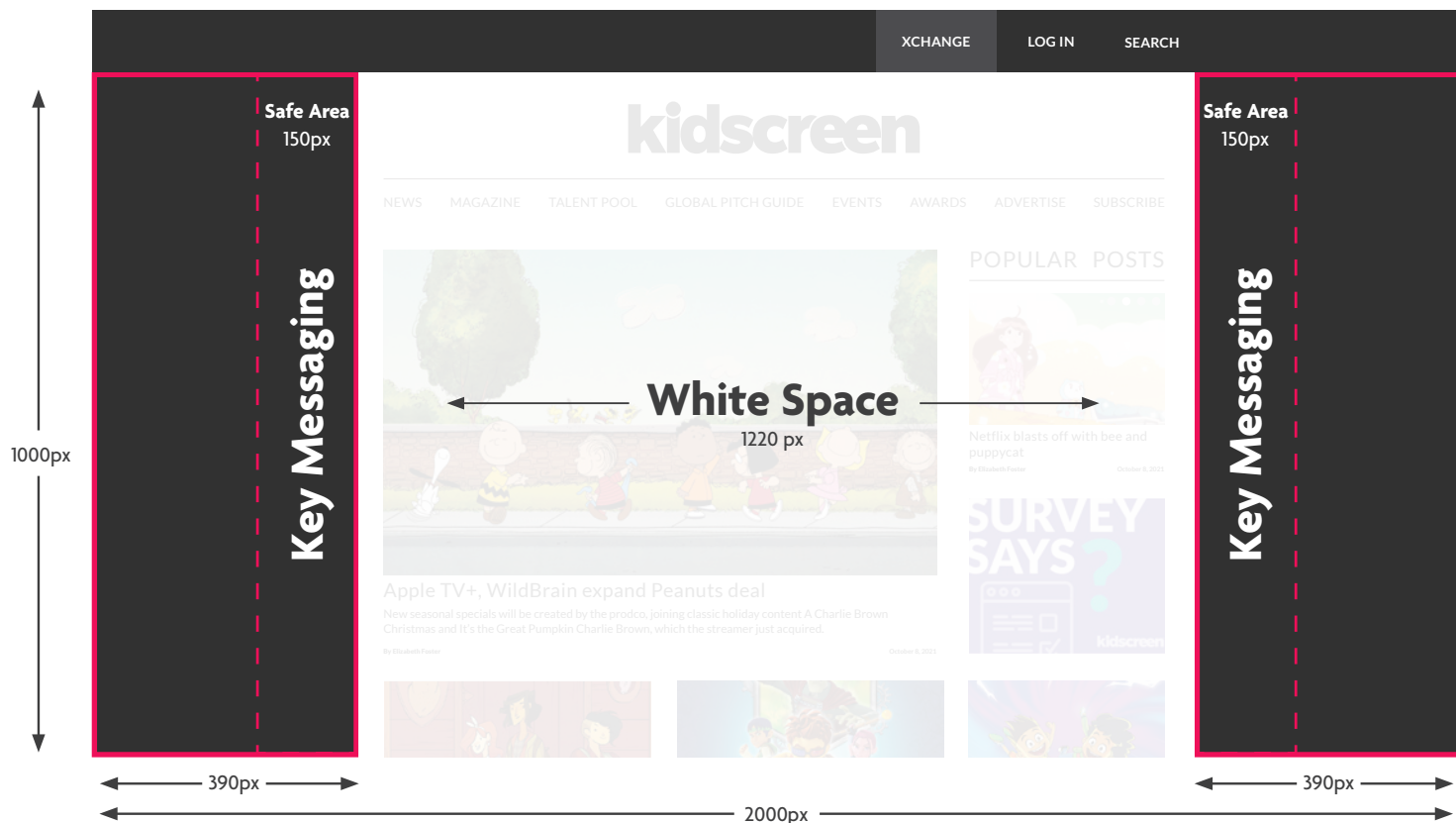
kidscreen®
kidscreen.com

Maggie Wilkins
Associate Publisher
mwilkins@brunico.com

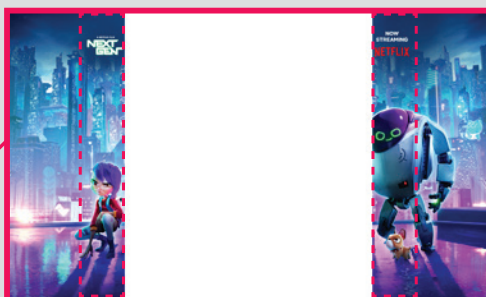
Lia Minquini
Account Manager
lminquini@brunico.com

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