

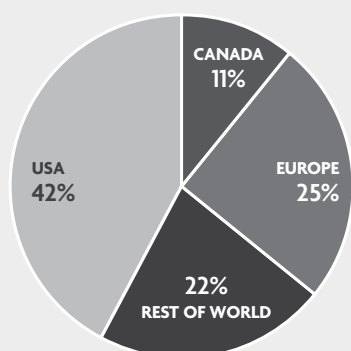


CIRCULATION
9,250*

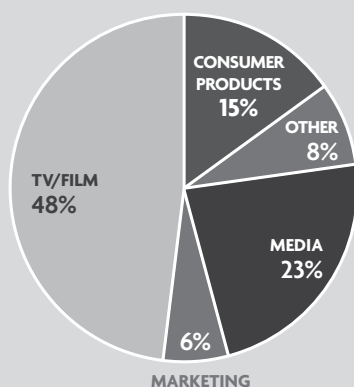
*Measured in April 2018 using internal data.

DISTRIBUTION

Readers by region:



Readers by company type:



MEDIA KIT 2018-2019

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.



kidscreendaily

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

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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.

NATIVE INDESIGN FILES

- Include all artwork, EPS files, TIFF files, and all fonts

ADOBE ILLUSTRATOR FILES

- Please outline all fonts and embed all EPS or TIFF images

EPS or TIFF

- Not recommended for ads with small type

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 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	16-3/4" x 10-7/8" (425mm x 276mm)	16-3/8" x 10-1/2" (416mm x 267mm)	17" x 11-1/8" (432mm x 283mm)
Full Page	8-3/8" x 10-7/8" (213mm x 276mm)	8" x 10-1/2" (203mm x 267mm)	8-5/8" x 11-1/8" (219mm x 283mm)
1/2-Page Horizontal Bottom, left-hand page	8-3/8" x 5-3/16" (213mm x 132mm)	8" x 5" (203mm x 127mm)	8-5/8" x 5-5/16" (219mm x 135mm)
1/2-Page Vertical Outside edge, left-hand page	4-1/16" x 10-7/8" (103mm x 276mm)	3-7/8" x 10-1/2" (98mm x 267mm)	4-5/16" x 11-1/8" (110mm x 283mm)
1/3-Page Horizontal Bottom, left-hand page	8-3/8" x 3-11/16" (213mm x 94mm)	8" x 3-1/2" (203mm x 89mm)	8-5/8" x 4" (219mm x 102mm)
1/3-Page Vertical Outside edge, left-hand page	2-15/16" x 10-7/8" (75mm x 276mm)	2-3/4" x 10-1/2" (70mm x 267mm)	3-3/16" x 11-1/8" (81mm x 283mm)

www.kidscreen.com/upload to submit files

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DIGITAL RATE CARD

Kidscreen Daily

Ad Position	Dimensions	1 Week	4 Weeks
1/2-Page	Desktop: 300px x 600px Mobile: 300px x 250px	\$1,995	\$6,900
Leaderboard	Desktop: 820px x 90px Mobile: 300px x 250px	\$1,695	\$5,800
Medium Rectangle	Desktop & Mobile: 300px x 250px	\$1,195	\$4,200
In-Copy Banner	Desktop: 500px x 60px Mobile: 300px x 250px	\$1,095	\$4,000
Sponsored Content Box (Logo or Image + 30 words)	Desktop: 500px x 120px Mobile: 300px x 250px	\$1,495	\$5,200

Kidscreen.com

Ad Position	Dimensions	1 Week	4 Weeks
Billboard	Desktop: 1000px x 90px Mobile: 300px x 250px	\$1,295	\$4,400
Hijack*	Desktop: 700px x 500px	\$2,500	\$8,500
1/2-Page	Desktop: 300px x 600px Mobile: 300px x 250px	\$1,295	\$4,400
Medium Rectangle	Desktop: 300px x 250px Mobile: 300px x 250px	\$695	\$2,400
Banner	Desktop: 680px x 100px Mobile: 300px x 250px	\$695	\$2,400
Dynamic Wallpaper	Desktop: 2000px x 1200px (1100px left blank in the middle)	\$1,995	\$6,900

*HIJACK This oversized ad pops up the first time in each day that a subscriber clicks through to read a full story from Kidscreen Daily.

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PUBLICATION SCHEDULE

2018-2019

Issue	Space Deadline	Material Deadline	Street Date	Bonus Distribution
July/August 2018	Jun 27	Jul 4	Jul 23	<ul style="list-style-type: none"> • Cartoon Forum (800 copies)
September 2018	Aug 15	Aug 22	Sep 11	<ul style="list-style-type: none"> • MIP Junior (2,000 copies) • Brand Licensing Europe (1,000 copies)
October 2018	Sep 5	Sep 12	Oct 1	<ul style="list-style-type: none"> • MIPCOM (3,000 copies)
February/March 2019	Jan 3	Jan 10	Feb 1	<ul style="list-style-type: none"> • Kidscreen Summit (2,100 copies) • Toy Fair (1,000 copies)
April 2019	Mar 1	Mar 7	Apr 1	<ul style="list-style-type: none"> • MIPTV (2,000 copies)
May/June 2019	Apr 23	Apr 30	May 17	<ul style="list-style-type: none"> • Licensing Expo (2,000 copies) • Anney (1,500 copies) • Children's Media Conference (1,000 copies)



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