



# TOYtimes magazine

THE MAGAZINE OF THE AMERICAN SPECIALTY TOY RETAILING ASSOCIATION





## ABOUT THE MAGAZINE

**Toy Times** is ASTRA's official magazine. The international not-for-profit trade organization provides education, networking, consumer public relations, and product sourcing and discounts to grow the specialty toy industry. Its members build their businesses around toys that focus on what the child can do rather than on what the toy can do. They are leaders who have a positive influence on the economy, culture and creativity of the communities they serve. ASTRA thrives on their cooperation and communication. The articles and ads in Toy Times help get the conversation started.

**Toy Times** has been proudly produced by trade magazine publisher Fahy-Williams for more than 20 years.



## OUR READERS

**1,032** Specialty Toy Retailers  
**582** Manufacturers  
**343** Independent Sales Reps  
**69** Affiliate Members

**TOTAL CIRCULATION 2,026**

*Mailed to members of the American Specialty Toy Retailing Association around the world.*



Contact Rick Kauder • [rkauder@fwpi.com](mailto:rkauder@fwpi.com) • (800) 344-0559 • (315) 789-0458

# 2022 THE ISSUES

Four issues, plus the association's annual membership directory, are mailed first-class to its members each year. **Toy Times Magazine** includes sensible business advice, profiles, trends and industry news. An ad in the magazine is a great way for manufacturers to announce new products, services and ordering specials to specialty toy retailers. Each print issue is also published digitally online and promoted via email for additional advertising exposure.

## JANUARY (Toy Fair Preview)

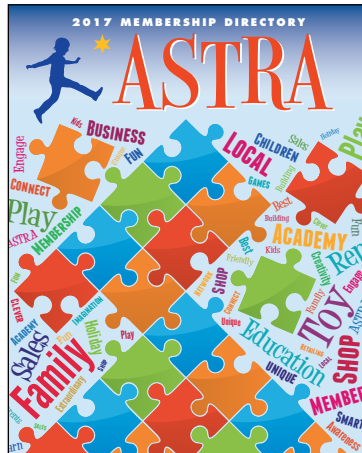


**AD SPACE DUE: DEC 3, 2021**

**MATERIALS DUE: DEC 10**

**MAILING DATE: JAN 14**

## Membership Directory



**AD SPACE DUE: JAN 28**

**MATERIALS DUE: FEB 4**

**MAILING DATE: MAR 11**

## MAY (ASTRA Show Preview)



**AD SPACE DUE: MAR 25**

**MATERIALS DUE: APR 1**

**MAILING DATE: MAY 6**

## AUGUST (ASTRA Show Re-Cap)



**AD SPACE DUE: JUL 8**

**MATERIALS DUE: JUL 15**

**MAILING DATE: AUG 19**

## OCTOBER (Holiday/NTSD)



**AD SPACE DUE: AUG 26**

**MATERIALS DUE: SEP 2**

**MAILING DATE: OCT 7**

*Fahy-Williams has been Toy Times' official publishing partner since 2002.*



\*All dates subject to change

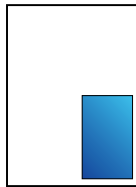
Print advertising payable net 30. Monthly installment plans available with credit card.

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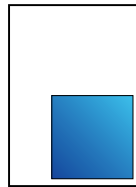


# MAGAZINE AD RATES

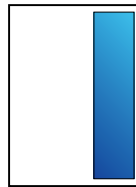
*Non-members add a 20% premium to ad rate.*



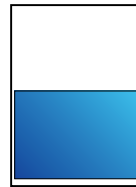
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Vertical  
3.5" x 4.75"  
(W x H)



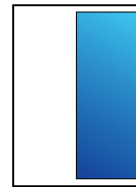
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4.625" x 4.75"  
(W x H)



**1/3 PAGE**  
Vertical  
2.25" x 10"  
(W x H)



**1/2 PAGE**  
Horizontal  
7" x 5"  
(W x H)



**1/2 PAGE**  
Vertical  
3.5" x 10"  
(W x H)



**2/3 PAGE**  
Vertical  
4.625" x 10"  
(W x H)



**FULL PAGE**  
Bleed Size: 8.75" x 11.25"  
Please keep important info .5" from edge

AD RATES FOR ASTRA MEMBERS					
Ad Size	1 issue	2 issues	3 issues	4 issues	5 issues
1/4 page	400	390	375	365	350
1/3 page	465	450	435	425	410
1/2 page	535	520	505	485	470
2/3 page	660	645	625	600	580
Full page	770	745	725	700	680

PREMIUM PLACEMENTS FOR ASTRA MEMBERS <i>(based on availability)</i>					
Ad Size	1 issue	2 issue	3 issues	4 issues	5 issues
BACK COVER	1030	1000	970	940	905
INSIDE FRONT (C2)	975	945	915	890	860
INSIDE BACK (C3)	875	850	825	795	770
PAGE 5, 7, or 9	895	870	840	815	785
CENTER SPREAD	1565	1520	1470	1425	1375
1/2 PG COVER WRAP	2500	2425	2350	2275	2200



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