

img *baby & kid store*

media kit

International trade magazine for mom, baby and kids products



<https://linktr.ee/BabyKidStoreMag>

baby & kid store



Target audience

As Baby & Kid Store magazine, we address a wide audience through our website, newsletters and social media channels, reaching buyers at international fairs, retailers, manufacturers, fair organizers, department stores, children's furniture and clothing retailers, related associations, representatives, franchise and e-commerce suppliers, chain markets, affiliates, agencies, importers and wholesalers, traditional and digital baby & kid industry professionals.



Click here to read our back issues or scan the QR code on the right



About us

Baby & Kid Store is an international trade magazine focusing on fashion and products for mom, baby and kids. The magazine brings its readers the latest products and industry trends in areas such as baby and children's clothing, car seats, strollers and furniture. Baby & Kid Store magazine is one of the prestigious publications of Istanbul Magazine Group (www.img.com.tr) with 20 different magazines.

Baby & Kid Store published monthly and mailed as a printed magazine together with a digital edition online via its website (www.baby-kidstore.com) plus its social media platforms to professionals working on all sides of the baby & kids business.

In addition to its normal distribution, Baby & Kid Store magazine is distributed in the leading baby and kids fashion fairs such as Playtime New York-**US**, Kind + Jugend-**Germany**, Pitti Immagine Bimbo-**Italy**, Babykid Spain + FIMI-**Spain**, Child and Junior Fashion-**Russia**, Kids' Time-**Poland**, Childhood and Kid's Fashion-**Kazakhstan**, Kidspace (**Dubai**), CBME-**Türkiye** from our stands in addition to this, the magazine is also distributed on-site in wholesale centers of **Dubai, Saudi Arabia, Dagestan, Algeria, and Egypt.**

Baby & Kid Store is available in both print and digital editions on our website (www.baby-kidstore.com) and on our social media platforms (**Instagram, YouTube, TikTok, Facebook, Telegram, LinkedIn, Pinterest, X** and **Vkontakte**). Each digital issue of Baby & Kid Store magazine is available on **Aposto, Magzter, issuu** and **Yumpu.**



The magazine is published 12 issues in a year and each issue is distributed at a different international fair.

Partner fairs and topics

No	Issue	Deadline	Fair Date, Fair Name, Country	Topics of the issue
1	January 2025	12 January 2025	1. 22-24 January 2025, Pitti Immagine Bimbo , Florence, Italy 2. 22-24 January 2025, BabyKid Spain + FIMI , Valencia, Spain	<ul style="list-style-type: none"> • Reviews from Pitti Bimbo and BabyKid Spain • Baby and Kids Fall/Winter Fashion Trends 2024/25 • Innovative Eco-Friendly Baby and Kids Products for 2025
2	February 2025	7 February 2025	19-22 February 2025, CJF Russia , Moscow, Russia	<ul style="list-style-type: none"> • Traveling with Children: Strollers, Bicycles, Vehicles, Child Car Seats • For Summer: Fashion, Sun Protection, Sunglasses, Care Products • Safe Seating: High Chairs, Baby Jumping Chairs, Swings and Other
3	March 2025	14 February 2025	25-27 February 2025, Kids' Time , Kielce, Poland	<ul style="list-style-type: none"> • Fair reviews for Kids' Time Poland • First Essentials: Strollers, Car Seats, Baby Carriers, Care Products, Fashion & Accessories, Gift Ideas, Midwifery Tips and Accessories for Newborns
4	April 2025	6 May 2025	16-17 May 2025, Dia Magico by FIMI , Valencia, Spain	<ul style="list-style-type: none"> • Special edition of Dia Magico FIMI 2024: Product innovations, industry news and information about the fair • Winter Fashion for Kids: Key Trends and Must-Haves of the Year
5	May 2025	15 May 2025	27-29 May 2025, Kidspace , Dubai	<ul style="list-style-type: none"> • Special edition for Kidspace Dubai 2025: Product innovations, industry news and information about the fair • Trends in Children's Furniture: Highlights from 2025 • Sustainable and innovative game ideas on the occasion of the fair
6	June 2025	2 June 2025	19-21 June 2025, Pitti Imm. Bimbo , Florence, Italy	<ul style="list-style-type: none"> • Special edition for Pitti Bimbo 2025: Product innovations, industry news and information about the fair • Furniture, lamps, textiles, decoration for children • International perspective on fashion trends for 2025
7	July 2025	22 July 2025	August 2025, Nelly Kids Fashion , Cairo, Egypt	<ul style="list-style-type: none"> • Special issue for Nelly Kids Fashion 2025: Product innovations, industry news and information about the fair • Focus on Emerging Designers: This Year's Standout Talent in Kids' Fashion • Super Ideas for Decorating Children's Spaces: Highlights from 2025
8	August 2025	26 July 2025	August 2025, IFCO , İstanbul- Türkiye	<ul style="list-style-type: none"> • Special edition for IFCO 2025: Product innovations, industry news and information about the fair Sustainable Fashion for Kids: Eco-Friendly Brands to Watch • Rising Stars in Kids Fashion: Designers to Watch in 2025
9	September 2025	22 August 2025	9-11 September, Kind + Jugend , Cologne, Germany	<ul style="list-style-type: none"> • What's New at Kind + Jugend Fair • Comprehensive Sustainability: Certified Products, Recycling and Utilization, Environmentally Responsible Production • Pacifier Special: Pacifiers, Pacifier Chains, Cleaning & Accessories
10	October 2025	12 September 2025	24-27 September, CJF Russia , Moscow, Russia	<ul style="list-style-type: none"> • Special Issue for the 2024 CJF Moscow Autumn exhibition: Product Innovations, Industry News and Exhibition Information • Parenting Trends: Coping with Modern Parenting Challenges • The First Colors of Autumn: New Trends in Children's Fashion in September 2024
11	November 2025	14 November 2025	24-27 November, Special Distribution Event for Wholesalers in Makhachkala , Dagestan	<ul style="list-style-type: none"> • Innovations in Eco-Friendly Children's Products: What's New? • Decorating Children's Spaces: Different Ideas for a Cozy Winter • Trends in Children's Furniture: Comfort Meets Style
12	December 2024	2 December 2024	11-14 December, CBME Türkiye , İstanbul, Türkiye	<ul style="list-style-type: none"> • Special edition for CBME Türkiye 2024: Product innovations, industry news and information about the fair • Decorating Children's Spaces: Super Ideas for a Cozy Winter • New Year Excitement: Kids Fashion and Play Trends in 2025

Magazine distribution videos



img baby & kid store



ISTANBUL
CBM



Italy
Pitti Bimbo



Paris
Play time



BURSA
JUNIOSHOW



Poland
Kids' Time



Ukraine
Baby Expo



Bishkek
Fashion Textile



Spain
Fimi



Moscow
CJF



Florence, Italy



Connecting You to the World



Ad Rates

Item	Price (Euro)
1/2 Front Cover	1650
2 Pages Front Cover Ear	2200
Inside Front Cover	1250
1st page	1020
1 inner page	600
Double spread	1100
2-page Insert	1450
Inside Back Cover	1000
Back Cover	1650
2-page Back Insert	1800
Bag with Company Logo	2000
Printed Flyer	1450
Bracket	1800

Page Specification

20 cm (width) x 27 cm (height) + 3 mm bleed, in PDF, TIFF, or JPEG format, with a resolution of at least 300 dpi.



Please contact us for other special promotional activities.

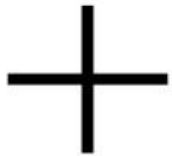
ismail.cakir@img.com.tr



+90 532 156 06 75

Circulation

Distribution Points	Quantity
Buyers from international baby and children's fairs	925
Single or chain retail stores selling baby and children's products	910
Manufacturers, importers, and wholesalers of mother and baby necessities, materials, and textile products	875
Purchasing managers of supermarkets and department stores	720
Baby and children's furniture and accessory stores	625
Private colleges, kindergartens, and nurseries	320
Procurement centers of public institutions	300
Purchasing departments of hospitals and hotels, fair organizers	280
Turkish representatives abroad	145
Total number	5100



The digital edition of Baby & Kid Store magazine reaches over 85,000 industry professionals in the baby and children's sector.



Banner Rates of www.baby-kidstore.com (€)	1 month	2 month	3 month
Top banner in home page	500	800	1200
Side banner in home page	400	700	1100

Social Media Promotions on **babykidstoremag**

Social Media Package prices for the following 9 social media platforms:

5 posts (for 1 year): 945.- €

10 posts (for 1 year): 1,760.- €

More posts on request.



Bulk email sending to +120,000 emails: 1100 €

