

BRANDORA Licensing

BRANDORA GmbH

BRANDORA is the premier destination on the internet for information on brands, licensed properties and products. The company provides a comprehensive portfolio of B2B services for the toy industry, the baby and toddler outfitting sector and international licensing business.



BRANDORA GmbH

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At a Glance Up-to-date Industry News in a Nutshell

Sectors

Focus on: Toys, Licensed Products, Children's Books, Gaming, Baby and Toddler Outfitting, Stationery

Additional sectors on request!

BRANDORA

For almost 20 years the well-established BRANDORA platform has been the most relevant online tool for information on the German toy and licensing sector. Decision-makers from industry and retail as well as licensees and interested parties not only rely on BRANDORA's unique product database but also appreciate comprehensive, up-to-date information on relevant news and market developments.

News from more than 280 partners are compiled, published and distributed to more than 10,700 decision-makers.

38.000 articles and announcements so far!

BRANDORA**toB**

The new online magazine with high-quality tailor-made industry content and sector-relevant insights and news on companies, brands and products. Includes specialised contributions and expert reports, trade fair reviews, advertorials, news flashes, interviews, product presentations, brand introductions and many other formats.

The magazine will be available from the beginning of 2020 (without any losses) via the new website brandora.de! This allows reasonable links to products, licenses, companies and assortments to be made.

Target Group:

We reach all top decision-makers within the dedicated sectors – retailers, buyers, licensors and licensees, manufacturers, agencies and service providers.

Newsletter

BRANDORA's weekly newsletters are the sectors premier source of information. In-house editorial staff compile expert bulletins that reach more than 10,700 stakeholders in the toy and licensing industry

- Toy-News (DE)
- Licensing Bulletin (DE & EN)
- Trade Fair (Daily News)
- Job, Career & Corporate Succession
- Specials

Combined Expertise!

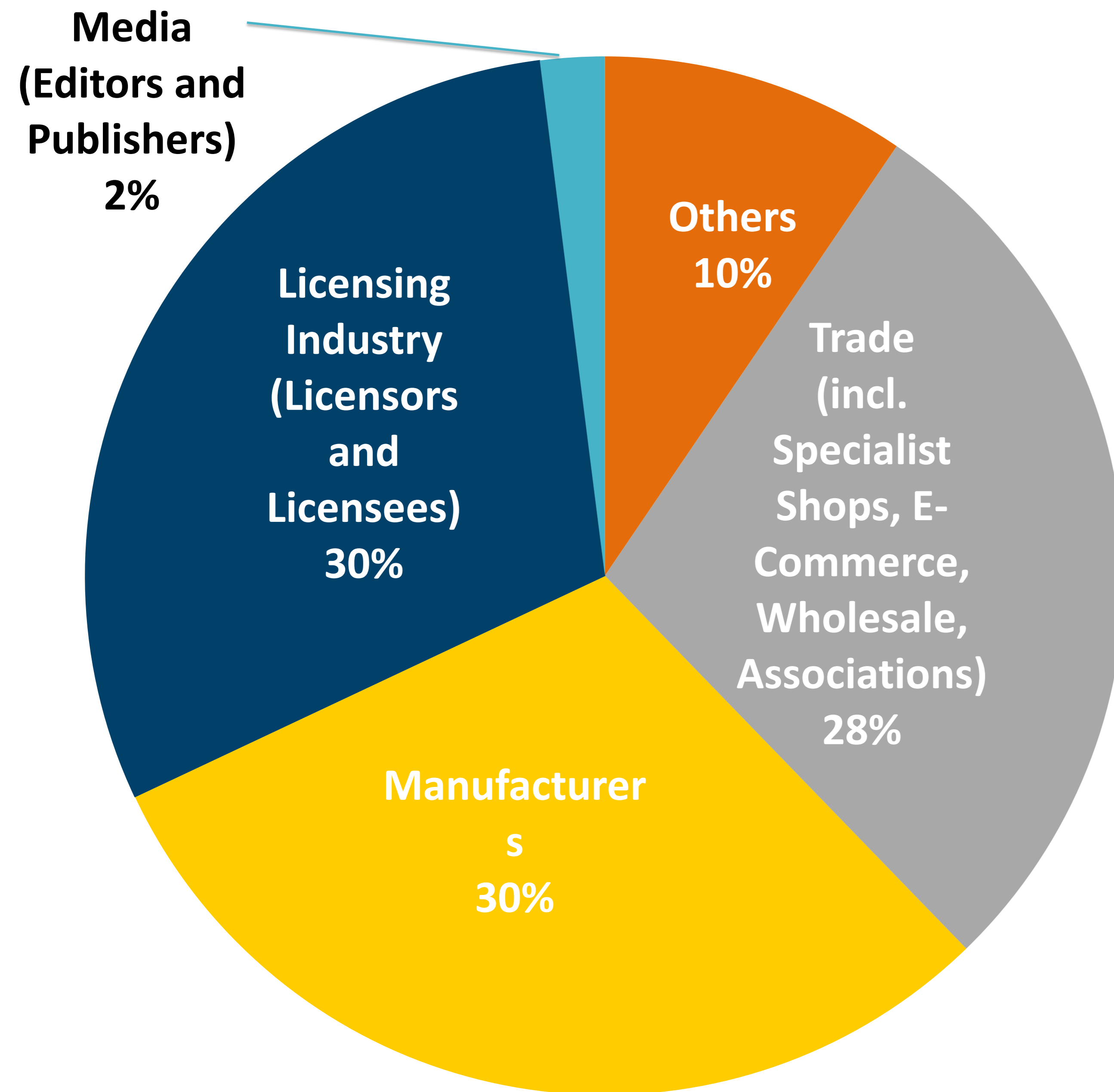
The collage displays multiple screenshots of the B@ANDORA website. Key content includes:

- DFB GMBH Licensing:** A page for the German Football Federation (DFB) offering licensing opportunities for the national team, including the 'Retro-Line', 'DFB-Pokal', and mascot 'PAULE'.
- Spiel des Jahres 2019:** An article celebrating the SIKU World building set as the 'Spiel des Jahres' (Game of the Year).
- LIZENZBRANCHE.DE:** A central page listing various licensing opportunities across different industries.
- Job Listings:** Several job openings for roles such as 'Senior Rights Manager', 'Brand Manager', and 'Junior Licensing Manager'.
- Industry News:** Articles about product launches, company announcements, and market trends.

200,000 + Pages
Each Month

25.000 + User
Each Month

10.000 +
Newsletter Subscriptions



BRANDORA's audience is equally composed of traders, manufacturers and licensing professionals. The platform caters for wholesalers and retailers, online shops and brick-and-mortar stores as well as trade or industry associations. The BRAND LICENSING audience consists of licensors and licensees.

Industry experts and leaders from manufacturing and trading companies are your key target group. You want to reach out to buyers or broker licensing rights? BRANDORA is the perfect partner for you to target key decision-makers!

BRANDORA Licensing

Right Owners and Agencies

Basic:

- Company Profile
- Property/license description
- Integration of information on products/licensees if available
- News & Newsletter Licensing included!
- Links from news to database: contact information, property, products, licensees

Premium:

Basic plus:

- Destination page (domain: brandora.de/dfbdemo)
- Individual CI (2 banner / 2 flags), replaceable at any time!
- Up to 25 licensed properties
- News/newsletter unlimited
- Up-to-date news on destination page
- Up to 10 licensees (with up to 10 licensed products each) included
- Video embedded on destination page
- Download area
- Logo and link to destination page
 - On all BRANDORA pages (footer)
 - In every newsletter
- And much more...

Price Categories:

Basic:

- | | |
|--|----------------------|
| a. Company profile (service providers) for companies without properties
2 News/newsletters incl. (introduction) | 800 €/ Year |
| b. Company profile and up to 2 licensed properties | 2,000 €/ Year |
| c. Company profile and up to 4 licensed properties | 3,000 €/ Year |
| d. Company profile and up to 6 licensed properties | 4,000 €/ Year |
| e. Company profile and up to 10 licensed properties | 5,000 €/ Year |
| ... additional licensed property (each) | + 400 €/ Year |

Premium:

**10,000 €/ Year
or 900 €/ Month**

All prices are in Euros and subject to VAT
Minimum duration: 24 month,
Period shall be extended automatically if not terminated 6 weeks prior to the end of the month
Annual adjustment to actual number of licenses displayed.

Media Data BRANDORA & Magazine

Classic Ads

The screenshot shows the BRANDORA website homepage with several ad placements:

- Top Banner:** A large yellow banner with the text "Besuchen Sie die weltweit umfangreichste Produkt-Datenbank: BRANDORA® Produkte".
- Navigation:** A red navigation bar with links for Home, BRANDORA Produkte, BRANDORA Lizenzen, BRANDORA Redaktion, BRANDORA Beratung, and Jobbörse.
- Product Grid:** A row of four small product cards for "Produkte", "Lizenzen", "Redaktion", and "Beratung".
- Main Content Area:** A blue banner for "Superbanner 950px x 120px" followed by a grid of content blocks including "KIDS.TEENS & MARKE", "Top Themen BRANDORA Lizenzen", "Stellenangebote", and "Top Themen BRANDORA Produkte".
- Sidebars:** A left sidebar with social media icons and a right sidebar with the text "Hier könnte Ihre Werbung stehen" and "Attraktive Werbeflächen als jpg oder GIF".
- Footer:** A red footer bar with logos for KOSMOS, Hageberg, NAKARI, LEGO, BABY born, STUDIO 100, and Gohäth.

Banner Formats:

BRANDORA (WxH):

Price

a. Superbanner

950px x 120px
+ mobile 320px x 80px

1.490 €

b. Skyscraper

160px x 600px
+ mobile 320px x 80px

1.290 €

c. Medium Rectangle

576px x 320px
+ mobile 250px x 250px

1.290 €

Price per month

Further sizes, offers and bundles possible – please contact us

BRANDORA Members benefit from a 20 % discount.

All website banners will be placed additionally on the homepage of the online journal **BRANDORAtoB** until the International Toy Fair 2020, with adapted dimensions and without additional costs!

Media Data Newsletter Ads

BRANDORA's weekly **newsletters** are the sectors' premier source of information. In-house editorial staff with years of experience on relevant markets compile expert bulletins that reach more than 10,700 stakeholders in the toy and licensing industry.

- News from **BRANDORA Members** are compiled, published on **brandora.de** and linked to the comprehensive database – without additional charge.
- The online magazine **BRANDORAtoB** focuses on (partly exclusive) topical expert reports, tailor-made for the industry. What is more, the digital magazine also features commissioned high-quality articles (advertorials) compiled by well-versed editors.

All articles on both channels are communicated to the target group via newsletter, featuring headline, teaser text and preview image (184x132px).

- Toy-News (DE) on Fridays
- Licensing Bulletin (DE & EN) on Wednesdays
- Trade Fair Specials - Daily news from specialized fairs
- Job/Career Newsletter (8 x per year) on Tuesdays
- Specials (event, hot topics...) on Tuesdays

Price: per mailing

Banner:

- Fullsize-Banner 600px x 120px; upper third (first comes - first served) **850 €**
- Medium 290px x 250px upper third (first comes - first served) **750 €**

Extras:

- Top Topic (tabs in the upper zone– four available) **190 €**
- Top 5 (top sector placement) **190 €**
- Job advert + 2x NL **500 €**
- Fair (jpg, png) 184px x 132px **190 €**
Logo with booth reference (important trade fairs)
(set instead of preview image to message!)

All prices are in Euros and subject to VAT

BRANDORA Members benefit from a 20 % discount.

Media Data Native Advertising

	Prices per advertising
<ul style="list-style-type: none"> Advertorial At least 300 words, including 5 images. Text production after briefing by the BRANDORA editorial staff. Special placement for one month on the start page, then in the feed Teaser in one newsletter 	1,480 €
<ul style="list-style-type: none"> Integration of videos 	On request
<ul style="list-style-type: none"> Press release as text advertisement in the newsletter with a link to BRANDORA or an external website (Delivery of picture + text) 	690 €
<ul style="list-style-type: none"> Fair report Standard Interview on site Size approx. 300 words incl. 3 pictures Teaser in one of the fair newsletters 	690 €
<ul style="list-style-type: none"> Fair report Premium Interview on site Size approx. 600 words incl. picture gallery Teaser in one of the fair newsletters 	890 €
<ul style="list-style-type: none"> Fair report with video production Report from the trade fair with a video (approx. 1.5 minutes) including travel costs, shooting, editing and rights of use. Video will be included in a fair report standard and placed on Youtube Teaser in one of the fair newsletters 	2,100 €

**** BRANDORA Members benefit from a 20 % discount on editorial formats (or ** 10%)**

All prices are in Euros and subject to VAT

Media Data Newsletter Specials

Stand-Alone Newsletter

On request **BRANDORA** provides a dedicated newsletter featuring only one company.

- Company branding
- Preview image, headline, teaser text, link to full article on **BRANDORA** or **BRANDORAtoB** or external page.
- Video embedding possible (non-animated picture and link)
- Communicated via **BRANDORA mailing list**, no disclosure of addresses

Destination Page

Customized destination page, reached via banner ad in newsletter (and/or banner on homepage and social media posts).

Newsletter:

- Banner full size fix (jpg, png) 600 x max 120px; top position in NL (exclusive)
- Link to destination page

Destination page

- Maximum of 6 sections (pictures, videos, teaser texts)
- Teaser texts with preview image and link to full article
- 2x banner (600x90px), 1x flags

Newsletter-Specials

On request **BRANDORA** provides special editions to feature hot topics or events.

- Trade fairs, topics, events, film announcement

Stand-Alone-Newsletter:

Price:

4,500 €

Depending on volume and components
All content, pictures and banner are provided by customer.
Circulation on Tuesdays or Thursdays (according to agreement)
2 correction loops max

Destination Page:

1x published in a newsletter	1,900 €
2x published	2,900 €
4x published	3,900 €

Additional banner on homepage, 4 weeks	1,000 €
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Newsletter-Specials

Price is subject to change, depending on time and effort.