

PLAYFAIR

PW Show Daily








DRIVE 20,000+ CONSUMERS,
both adults and children, to your
booth with PLAY FAIR SHOW DAILY



Play Fair NY is a celebration of play and entertainment in an expo environment, bringing toy and entertainment brands together. Attendees can touch, feel and interact with toys, games, books and entertainment products. Fans of all ages will experience toy reveals, photo ops, character interactions, stage performances, author readings, celebrity signings, live music and giveaways.

Publishers Weekly's SHOW DAILY will be the official on-site publication with **10,000 issues distributed each day.**

ADVERTISE TO HIGHLIGHT:

-  **Books and products**, including 2017 holiday lists and releases
-  **Author events and panels** on the Toys R Us Main Stage or Activity Stage
-  **Author booth signings** and character appearances
-  **Retail show specials** and **giveaways**
-  **Your own in-booth reading nook** for story times



WHERE

New York City's Jacob Javits Center
(240,000 square feet powered by The Toy Association and LeftField Media)

WHEN

November 3-5, 2017

ADVERTISING RATES & SPECIFICATIONS

AD SIZE	1X Rate (4-color)	2X Rate (4-color)
FULL PAGE	\$4,000	\$3,000
1/2 PAGE HORIZONTAL	\$2,400	\$1,750
1/3 PAGE VERTICAL	\$2,400	\$1,750
1/4 PAGE VERTICAL	\$1,500	\$1,080

