

digital edition • PREVIEW 14-30 APRIL • PLUS 18-29 MAY 2026



toysbabymilano.com/en/digital

the **DIGITAL EDITION**
is designed to add a
PLUS and strengthen
the traditional
edition.



**DIGITAL
EDITION**



what it is

The **DIGITAL EDITION** of Toys & Baby Milano is built on a custom web platform that adds a real PLUS, enhancing rather than replacing the value and defining features of the physical edition.

- **BUYERS:** Through a simple registration process, they will be accredited for access and will be able to explore in detail the offerings presented by participating companies, as well as contact them for further information.
- **EXHIBITING COMPANIES:** They have the opportunity to highlight their products and add descriptions and multimedia content.

two extra editions

Two additional, fully digital, editions designed to overcome geographical and time constraints; an added service and opportunity to expand contacts, business, synergies, and relationships, multiplying benefits and opportunities.

THE TWO DIGITAL EDITIONS:

- **DIGITAL PREVIEW (one month before the physical event)**
Provides an early introduction and prepares participants for their visit, an initial “taste” of the brands and products that will be showcased at the fair.
- **DIGITAL PLUS (two weeks after the physical event)**
Extends business opportunities for an additional two weeks, allowing those who could not attend the physical edition or those who wish to catch up on information and contacts.

our numbers*

▶ First edition year: **2020**

▶ **5.174** visits (**digital preview**)

39% international

70 COUNTRY

▶ **1.420** visits (**digital plus**)

52% international

54 COUNTRY

▶ **25.069** page views

DISCOVER MORE



[**REPORT 2025 DOWNLOAD HERE**](#)

* data referring to the 2025 editions

how it works

reserved area

GENERAL CONTENT

presentation of the project and the online edition (information, buyer certification, etc.)

GO SOCIAL

an additional campaign will be launched through social media channels, with images taken from the current digital edition + sending ad hoc newsletters to the entire buyer database with references to companies, special content and features. A continuous stimulus to “tell the story” of companies' news and products.

GET INSPIRED

presentation of topics, content, webinars and additional insights to the digital edition. Access is reserved for registered users only.

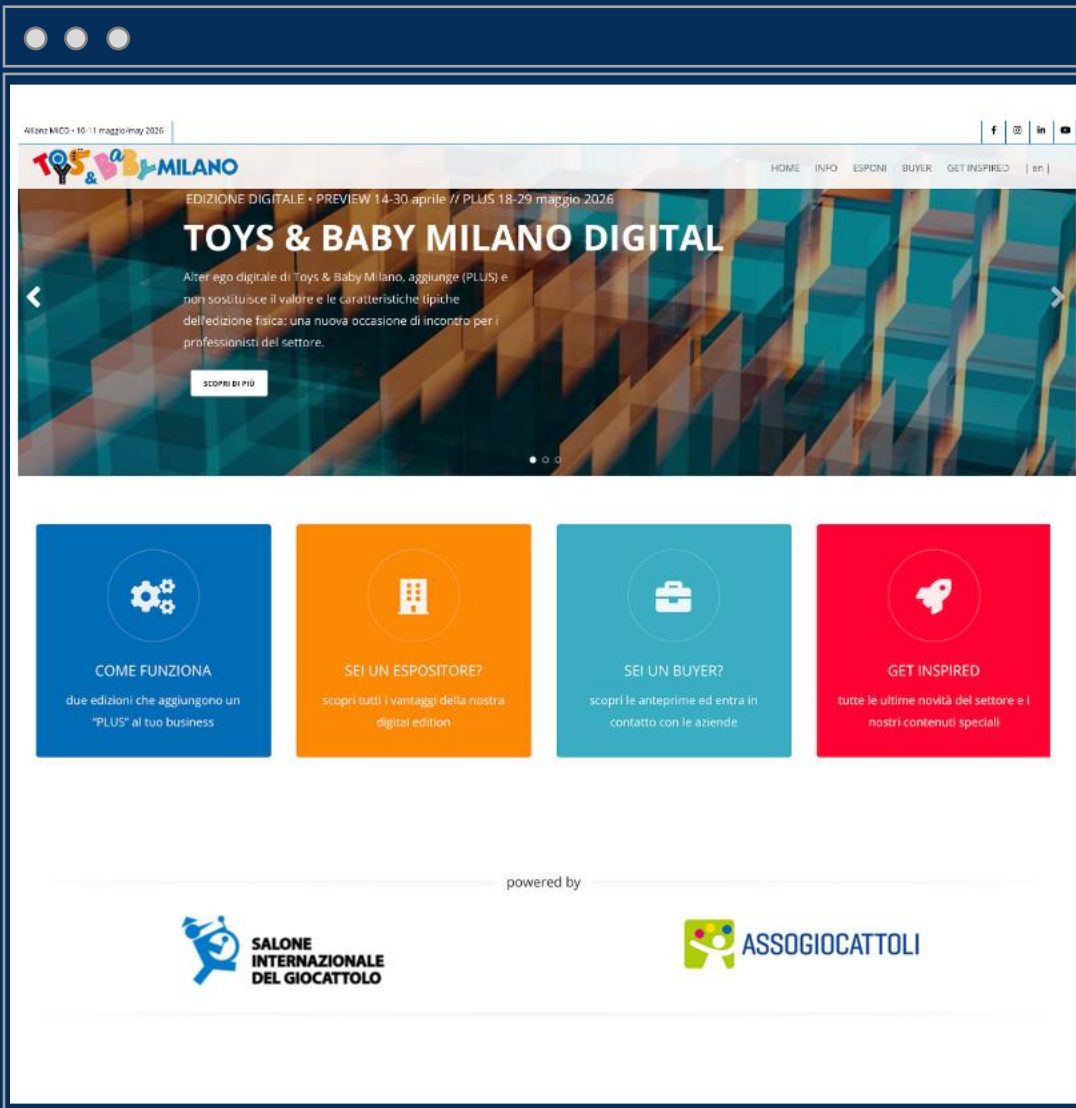
area reserved

VISIBILITY BY SECTOR

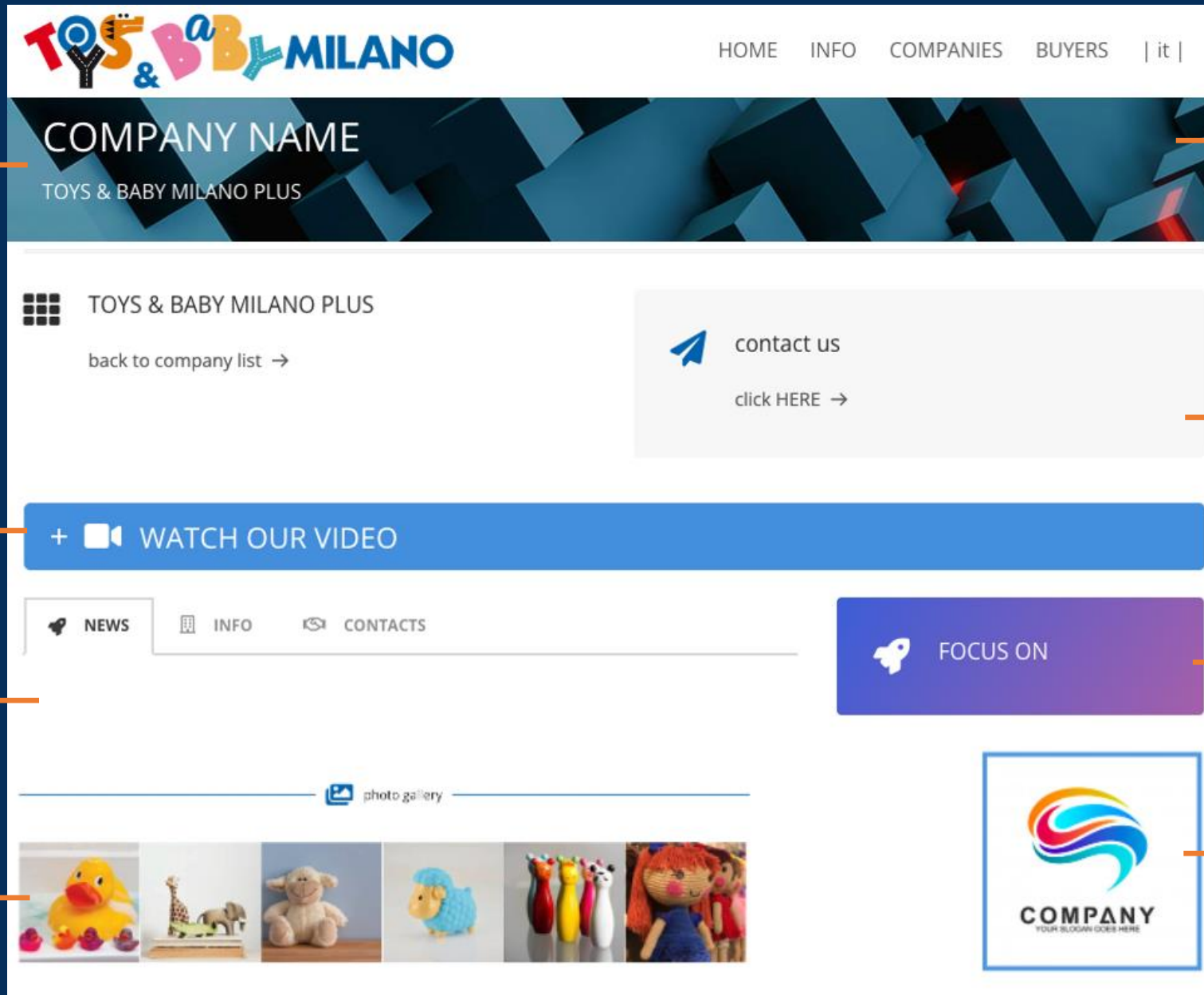
the SPACE dedicated to each registered company can be accessed from the overall list of all participating companies, in alphabetical order.

FOCUS-ON

further visibility is offered by the “FOCUS ON” section (see PREMIUM and EXCLUSIVE packages). This is a rotating selection of companies that can guarantee themselves greater visibility, supplemented by a dedicated DEM and social media campaign.



the company page



NAME & CLAIM
customisable area

HEADER
welcome graphic with standard or customisable image (PREMIUM and EXCLUSIVE only)

VIDEO
promotional video (PREMIUM and EXCLUSIVE only)

EMAIL/CALENDAR
direct email for buyers/link with calendar for trade fair appointments

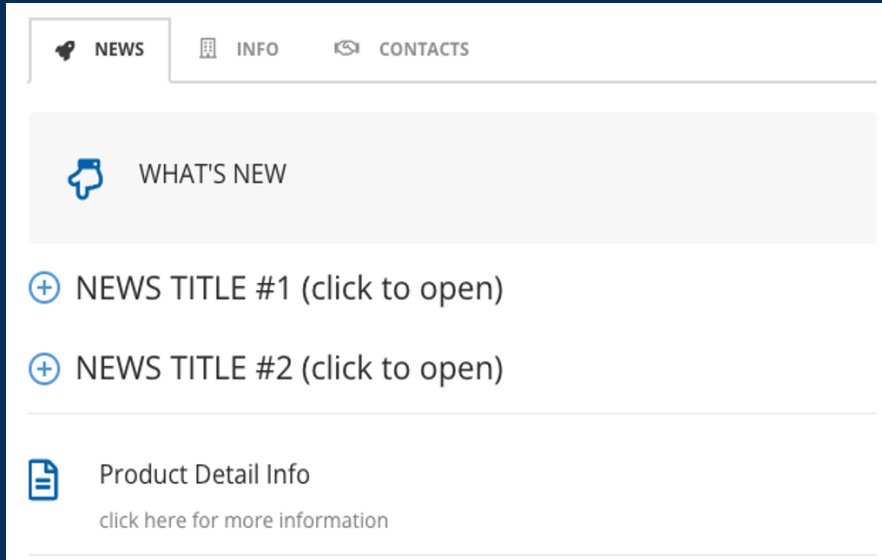
DESCRIPTIVE SECTIONS
News, Info, Contacts

FOCUS-ON BANNER
gives greater visibility (PREMIUM and EXCLUSIVE only)

PRODUCTS IMAGES
option to add images (PREMIUM and EXCLUSIVE only)

COMPANY LOGO

the company page



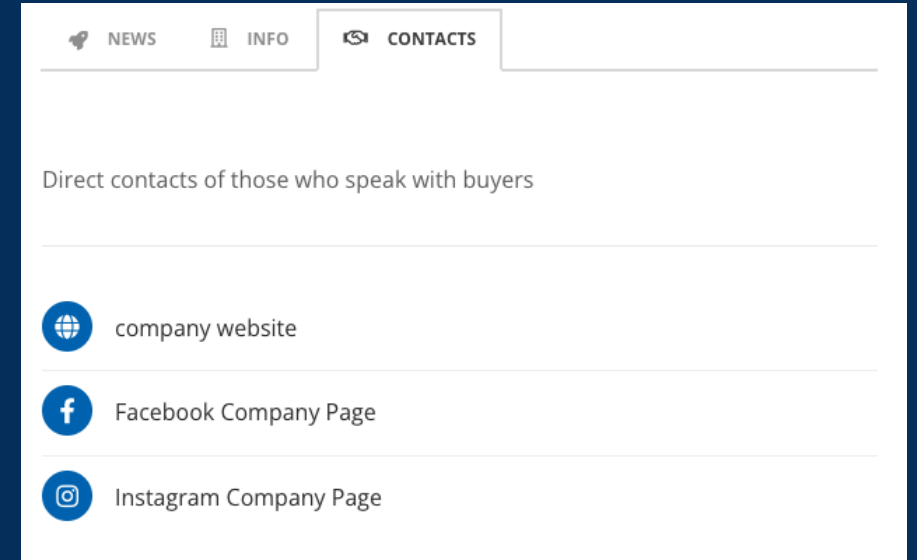
NEWS SECTION

customisable with

- new features coming soon
- brochure/catalogue (see PREMIUM and EXCLUSIVE packages)

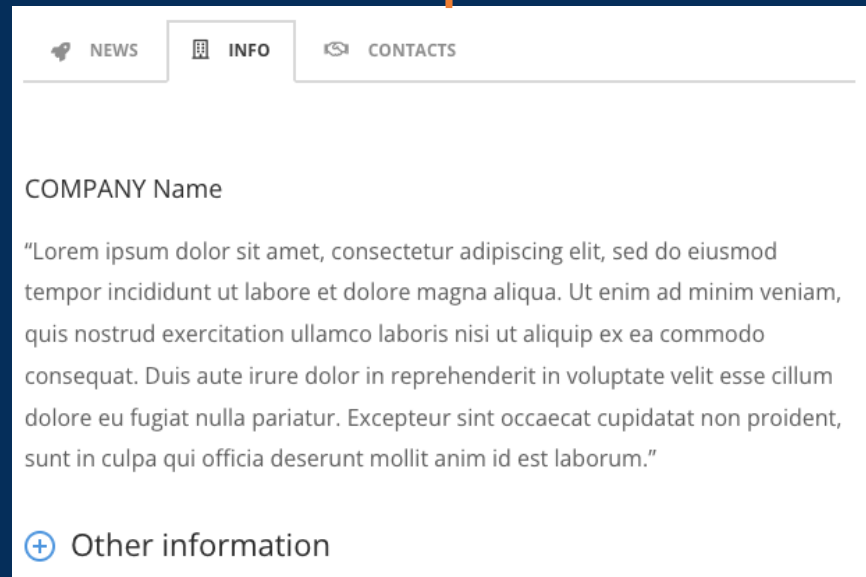
COMPANY INFORMATION

Text of max. 10-15 lines with description of the company.



COMPANY CONTACTS

Direct contacts of those who interact with buyers, so that they can be contacted directly.



company page

Customizable header image (PREMIUM and EXCLUSIVE only)
format: «.jpg» - size: 1200x800 pixels

Company logo
on white background - format: «.jpg» - dim: 600x600 pixels

Company presentation text
in both English and Italian if possible - format: Word

News (n. 1 for PREMIUM, n. 2 for EXCLUSIVE)
in both English and Italian if possible: please also pick a title - format: Word

Video (n. 1 for EXCLUSIVE)
URL address for a video

Product sheets/catalogues
(n. 1 .pdf file for FREE package, n. 2 .pdf file for PREMIUM, n. 4 .pdf file for EXCLUSIVE)
in both English and Italian if possible - the title will be displayed on the page. Alternatively, you can send us links to your web space, to directly download PDFs

Pictures (3 pics for PREMIUM, 6 pics for EXCLUSIVE)
format: «.jpg»

E-mail/digital calendar
Email address for buyers/ To arrange meetings at the trade fair

Company contacts- Link a sito aziendale
Social pages, website, one of the most active emails for buyers

The background is a complex, three-dimensional geometric pattern. It consists of numerous overlapping, semi-transparent squares and rectangles. The colors are primarily a vibrant blue and a warm orange, which create a sense of depth and movement. The squares are arranged in a way that they appear to be stacked and shifted relative to each other, creating a grid-like structure that recedes into the distance. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the three-dimensional nature of the shapes.

packages and services

packages details

	EXCLUSIVE	PREMIUM	BASIC
Logo on home page	•	•	•
Logo in the FOCUS ON section	•	•	
Customised header	•	•	
Company Profile/Description	•	•	•
Company contacts (address, telephone, e-mal, site, etc.)	•	•	•
Highlighted News	2	1	
Highlighted Videos	•		
Products sheet	6	3	1
Photo in the slider (in addition to the company logo)	6	3	
GENERIC NESWLETTER pre/during/post exhibition - institutional	•	•	•
NEWSLETTER FOCUS-ON during exhibition	2	1	
GENERIC POST in Instagram + facebook + LinkedIn feed - institutional	•	•	•
POST FOCUS-ON in the Instagram + facebook + LinkedIn feed - dedicated	2	1	



live demo

BASIC PACKAGE

DEMO: [click HERE](#)

PREMIUM PACKAGE

DEMO: [click HERE](#)

EXCLUSIVE EXCLUSIVE

DEMO: [click HERE](#)



contacts

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