

# Toxic



**EGMONT**  
Publishing

Filled with fun features, great competitions, giant pull-out posters, cartoons, amazing facts and hilarious gags, Toxic is THE lifestyle magazine for boys aged 7 – 12. Toxic features the latest awesome products, events and trends that impact on boys' lives and puts the emphasis firmly on cool and fun.

The magazine features all the brands that boys love: LEGO, Marvel, DC, Pokémon, FIFA, WWE, Nintendo and many more. Plus, every issue is bagged with fantastic gifts.

**Price: £2.99**

**Frequency: 3 weekly**

**Gender: Boys**

**Target Age: 7-12**

**Inserts /1000 (Loose): £28**

**Inserts /1000 (Bound): £26**

**Full Colour Page: £2,400**

**Advertorial, Single Page: £4,400**

**ABC: 49,015 (Jul - Dec 2016)**

Boys can also watch the funniest videos, play the hottest games and win exclusive competition prizes on the new look Toxic website!  
[www.toxicmag.co.uk](http://www.toxicmag.co.uk)  
(Advertising opportunities available).

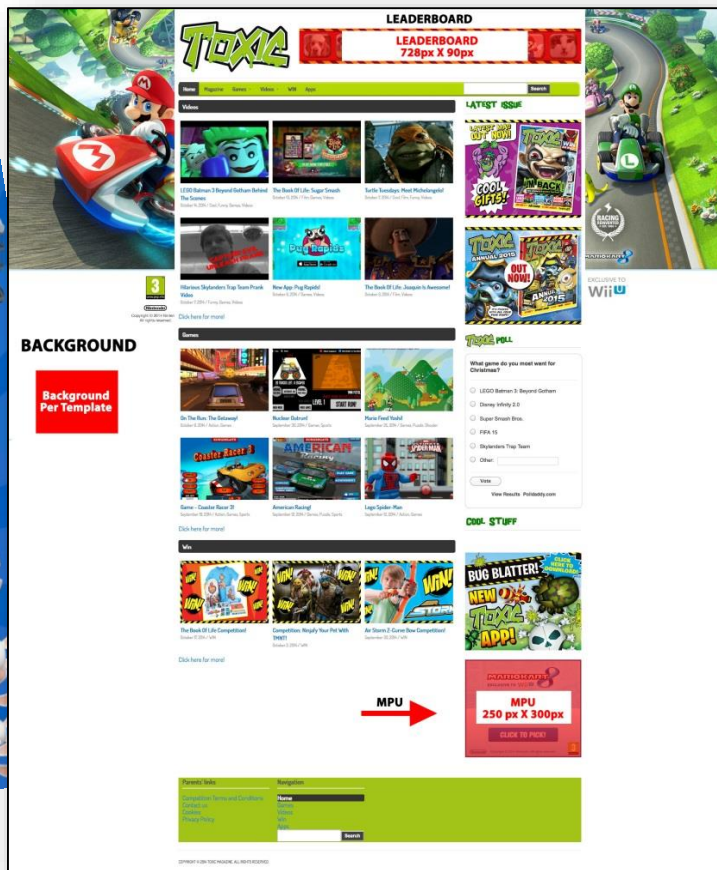
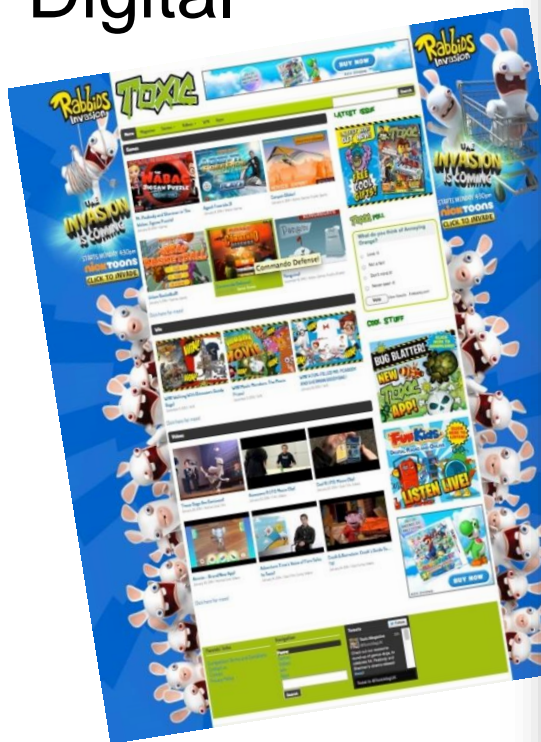
If you would like more details about advertising in Egmont magazines, please contact Media Shed.

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# Toxic Digital



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# Toxic - Digital

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## SPECS:

- **MPU:** 300 x 250px (72 dpi RGB)
- **Leaderboard:** 728 x 90px (72 dpi RGB)  
<Max file size: 40KB>
- **Skin:** as per template (through request)
- **Video:** YouTube video link/ video embed code  
600px wide  
(Bespoke video files on a case by case basis)
- **Game:** Embed code – Game width no longer than  
640px  
(Bespoke games files on a case by case basis)

## WEEKLY RATES:

- **MPU:** £300
- **Leaderboard:** £300
- **Skin/Back:** £800
- **Video:** £400
- **Game:** £400

## PACKAGE RATES:

- **MPU, LB, & Skin:** £3,520
- **MPU, LB, & Vid/Game:** £3,200

Digital & Print combo packages available on request

*\*Supplied content only for all digital options\**

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