BRANDORA®

The information portal for trademarks, licences and products

Membership
Licensing Hub

About BRANDORA.de

- For more than 20 years, we have been the established information portal for the toy and licensing industry

- We reach up to 200,000 qualified users from the industry with our information and product messages

- We link the license with the licensees' licensed products.

- Our database includes more than 6,200 company profiles of which about 280 are from member companies Spielware and almost 400,000 product profiles

- The licensing industry is represented with more than 150 licensor profiles, 1,320 licensees and 1,200 different licensing topics

- Our magazine reports regularly with exciting advertorials from the license and toy industry

- The BRANDORA Job Exchange is an effective and efficient tool for the industries - we connect the right people

Current website data:

Traffic-Übersicht : brandora.de

ORGANISCHE KEYWORDS	MONATLICHE ORGANISCHE SEITENAUFRUFE	DOMAIN AUTHORITY	BACKLINKS
140.605 SUPER	104.136 SEHR GUT	34 GUT	42.766 GUT
			NoFollow: 2.346

BRANDORA®

Licensing Hub

- The Licensing Hub is a portal of brands and licenses on the Internet

- At www.brandora.de licensees quickly find the right contact for a brand

- We provide the contacts directly to the corresponding category managers

- Due to our editorial work in connection with the 2nd strongest license category "Toys" we are ranked accordingly high on Google.

[For a quick overview of the Licensing Hub and Licensing Post, check out our short slideshow here.](#)
(Redirect to YouTube)

YOUR LICENSE

Position of the Licensing Hub in Google search

"Leistung in der Google Suche"-Ergebnisse

Suchtyp: Web ✎   Datum: Letzte 12 Monate ✎

\+ Neu

SUCHANFRAG SEITEN LÄNDER GERÄTE DARSTELLUNG IN DER SUZEITRÄUM

Häufigste Suchanfragen	Position
pokemon lizenz kaufen	1,6
pokémon lizenz erwerben	1,7
paw patrol lizenz	1
harry potter lizenz kosten	2,1
paw patrol lizenz erwerben	1
warner bros lizenzen	5,8
harry potter lizenz	1,7
pokemon lizenz	3,7
playmobil lizenzen 2023	4,6
harry potter lizenz kaufen	1,8
disney lizenz	4,6
lizenzgeschäft	4
lizenz harry potter	1
lizenzprodukte	2,8

The Newsletter

- **Spielwaren Insights:**
  - Dispatch every Friday
  - Information from the world of toys and games, products, industry and suppliers
  - More than 7,000 qualified toy experts from companies and retailers

- **Licensing Post:**
  - Dispatch every Wednesday
  - Information about licenses, licensors, licensees and new products
  - More than 6,000 qualified industry experts

- **Job Newsletter:**
  - Dispatch every 6 weeks
  - Current job offers by toy manufacturers, license brokers and partner companies
  - More than 5,000 readers from the industry

- **Newsletter Specials**
  - Fair Newsletter (Toys and Licenses)
  - Brands Company & Themes Specials as Stand Alone Newsletter
  - Innovations and special events

BRANDORA®

Lizenzkatalog | Standard package

- Company & License Profile

- Linking products from our extensive toy database

- Distribution of your product and company news via our owned media channels

- Inclusion of your messages in the weekly newsletter

- Membership discount for additional media services* (banner advertising, advertorials, press releases, video integration of trade fair reports...)

- Contact brokerage and pitch consulting for licensees interested in your brand
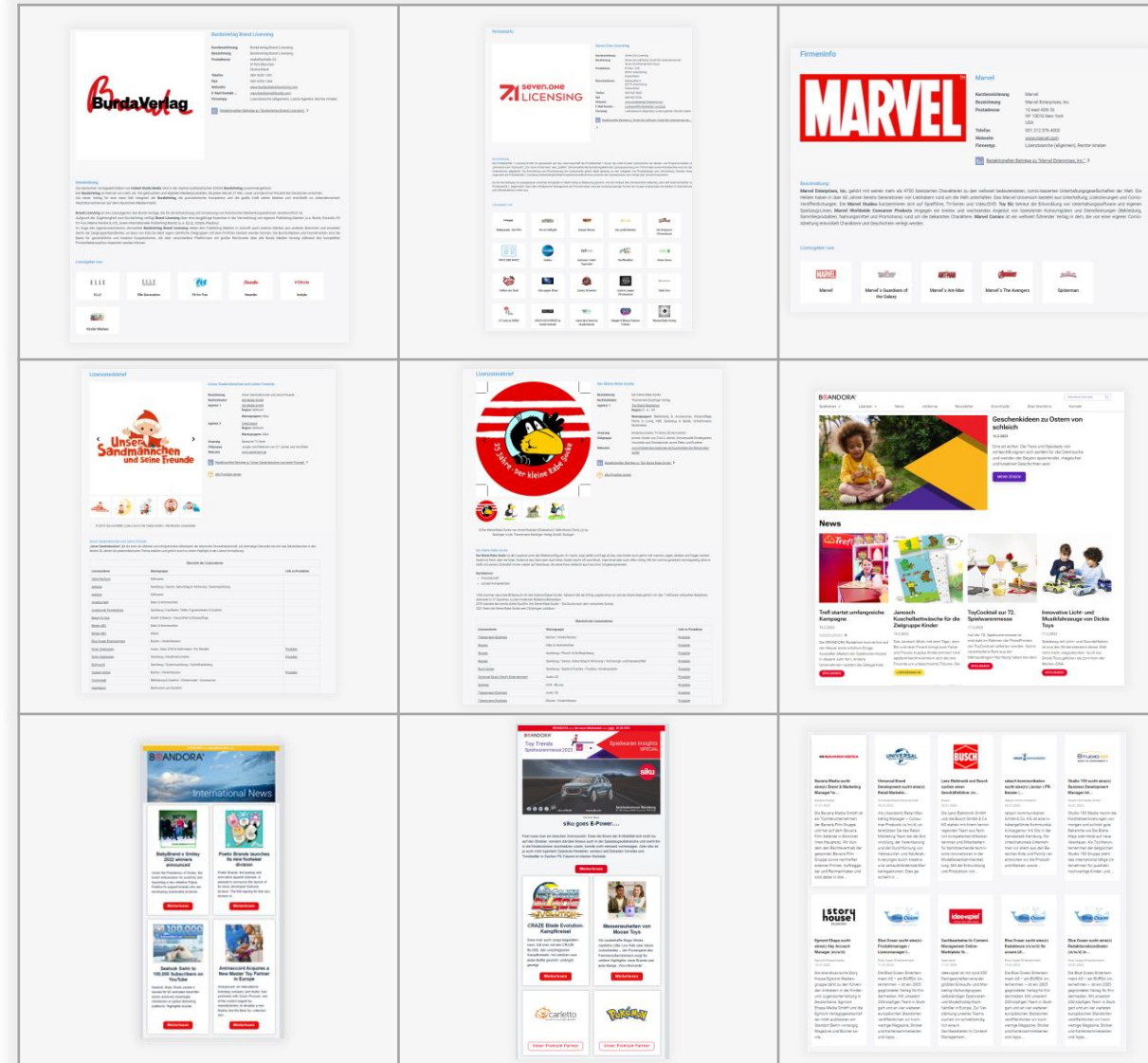
Licence catalogue | Price

Package	Description	Price
Basis b	Company profile, with up to 2 license themes as profile incl. link to toy products from database Newsletter Publishing Flatrate	2.000 €/ Year
Basis c	Company profile, with up to 4 license themes as profile incl. link to toy products from database Newsletter Publishing Flatrate	3.000 € / Year
Basis d	Company profile, with up to 6 license themes as profile incl. link to toy products from database Newsletter Publishing Flatrate	4.000 € / Year
Basis e	Company profile, with up to 10 license themes as profile incl. link to toy products from database Newsletter Publishing Flatrate	5.000 € / Year
	Any other license theme	+ 550 € / Year

All prices are in EURO and are subject to VAT. Minimum term: 24 months, thereafter automatic renewal with 6 weeks notice to the end of the contract.
Annual classification according to the number of current products (+ novelties - discontinued items

Concentrated competence!

YOUR LICENSE

| 200,000 + page / Month | up to 200.000 User / Month | 10.000 Newsletter recipients |

Licence catalogue | Mini Profil

- Licence profile
- Representation with a brand image (logo)
- Link to BRANDORA network

+ Brand / licence is included in the extensive BRANDORA licence catalogue for licensees and is found directly
+ One-time admission fee (no annual fee)
+ Special price for publication / announcements in the licence news feed & newsletter
+ Interested licensees can (on request) be curated by BRANDORA (e.g. by product groups / price on request)

- No direct link to licensor with contact details
- Contact mediation via a nominal fee (licensee)
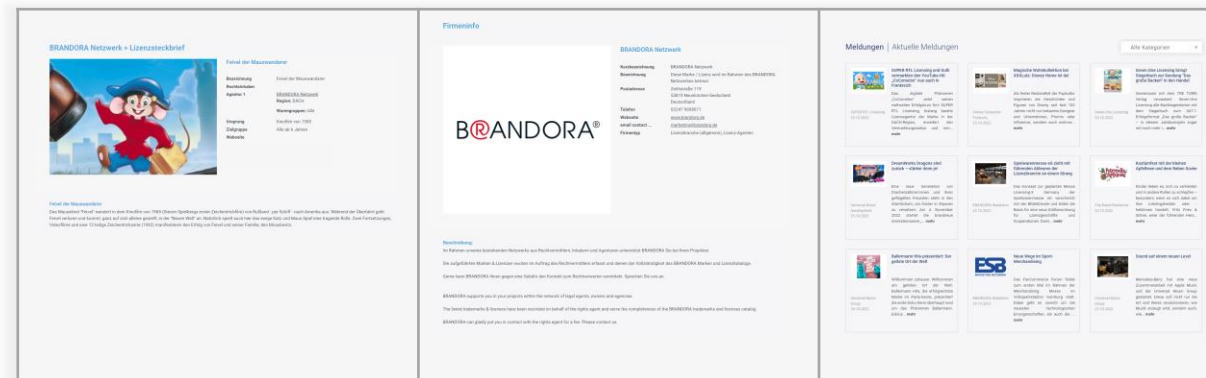
| Service	Description	Price
Mini Profil	Mini profile attachment as page with logo & short text (max 500 characters) incl. mini logo in search overview Link to the BRANDORA network	100 € (once)
News Publishing	Bookable on demand, no automatic publication, link to mini profile	350 € per News
Takeover	Processing fee for transfer to the licence profile or exchange	250 € per licence
Mediation	Protective fee for contact mediation BRANDORA does not take over the evaluation of the contact request -classification possible on request	Costs at the inquirer
All prices are in EURO and are subject to VAT at the statutory rate		

BRANDORA®

BRANDORA | Services

Are you interested in further BRANDORA services?

Request the information today.

- Media Services
  (Web I Spielwaren Insights I Licensing Post I Social Media)

- Toy Producer / Publisher (Membership)

- License brokerage

- Licensing – Consulting

- Text, Picture and Video production

- Social Media Management

- Digital Marketing Support

- Product data management (PIM)

- Content Providing Online retail Toys
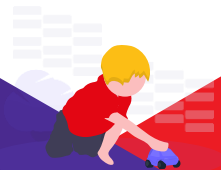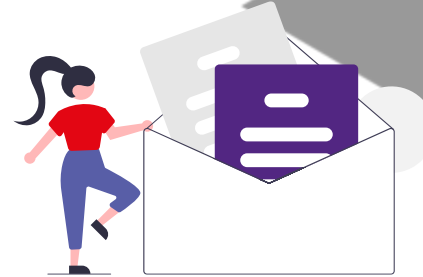
BRANDORA®

We look forward to support you!

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