



TD 2007 *monthly*TM

Specialty Toys Report

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2007 **TDmonthly**[™] Specialty Toys Report

What Is It?

The first annual **TDmonthly Specialty Toys Report** is a compilation of the best toys in the specialty marketplace, as reported to or encountered by the editors at **TDmonthly Magazine** and ToyDirectory® Inc. — the No. 1 online presence in the toy industry.* Our prime sources for information on these toys are specialty toy-store owners, who know what kids *really* like.

TDmonthly staff also combed the aisles of six trade shows in 2007, including the American International Toy Fair in New York City and the ASTRA Marketplace in Las Vegas, seeking new and exciting companies that had toys of high quality and superior value to offer today's kids.

The result is a collection of more than 300 products, including dolls that encourage kids to contribute to charity, plush toys that transform into blankets, and sleek wooden cars that can be pulled apart and snapped together in surprising combinations. All of the toys in the report were also nominated for **TDmonthly's** first-ever toy awards (see "Who Won?" below).

How to Use It

The **2007 TDmonthly Specialty Toys Report** is arranged by Product Category. Simply use the Table of Contents to find the category of your choice. Some toys overlap categories, so if you don't find the item you're looking for, search a few other likely categories.

Nominees, finalists and winners included in the report are accompanied by product information that includes a description as well as the recommended age, gender and price.** In most cases, you'll also be able to see where the toy is made, how it's tested, what toy-store owners think about it, and how it was rated by consumers or **TDmonthly** staff.

You'll note that some products receive from 1 to 5 **TD** (for **TDmonthly**) stars — those are the toys and games that were evaluated by **TDmonthly** Experts and the parents who participate in **TDmonthly** Roundtables. Products reviewed by those groups had to earn at least four **TD** stars to be nominated for the **2007 TDmonthly Specialty Toys Report**.

Why Now?

The recent toy recalls made it clear to **TDmonthly Magazine** editors that parents and other consumers are looking for alternatives to the mass-market toys that have made headlines since the summer. Toy-store owners have told us that concerned moms, dads and grandparents are coming into their stores, desperately looking for items made in the USA or Europe and/or tested under strict guidelines.

In addition, savvy consumers are always searching for alternatives to force-fed mass-market items. Those who want to encourage their kids to look past the TV-commercial hype to find real play and educational value in toys could benefit from a concise publication that lets them know about a toy's manufacturer, what the toy's purpose is, and why it's rated highly by other consumers and/or toy-store owners.

What You'll Learn

The **2007 TDmonthly Specialty Toys Report** compiles information taken from retailers, **TDmonthly's** editorial and consumer reviewers, and manufacturers themselves to give a clear picture of what makes a great toy great. In addition, many companies included information on the testing guidelines they use, and sometimes even the procedures involved.**

Consumers can see at a glance where companies produce their toys and how the safety of the toys is ensured. Many of the company profiles also include contact information for both retailers and consumers.

The Toys Themselves

Most of all, the **2007 TDmonthly Specialty Toys Report** will expose both consumer and retailer readers to a wide variety of high-quality, innovative toys they might never have heard of before. It makes a great shopping guide for the holidays, and should help toy-store owners decide what toys to order (or reorder) for their customers in 2008.

Who Won?

Unlike most other toy competitions, **TDmonthly** charged no fee to nominees and elected them independently. Some of the toys had actually passed through our hands. But many others we'd only heard of from toy-store owners or seen at trade shows.

No toy could win an award, however, unless the manufacturer eventually sent a sample to **TDmonthly** to be evaluated by our editors and staff, or if **TDmonthly** had evaluated the product at a trade show. We had to ensure that the quality of the toy was something we could stand behind.

In the report, award winners are identified by the following **TDmonthly** Award Seals:



Fewer Winners

We also chose to strictly limit the number of awards we gave, to increase the value of the awards themselves. Not only did a toy have to be high-quality and fun; we also tried to limit our choices to toys that exhibited one or more of the following qualities:***

- Encouraged social or environmental awareness and contribution
 - Scored highly in **TDmonthly's** consumer reviews, or received favorable response from retailers or **TDmonthly** staff reviewers
 - Was manufactured by a company that works strictly or mostly with specialty toy-store owners
- Stepped outside the usual boundaries of its category by adding an innovative feature

The Awards

The awards themselves were divided into four categories:

- **TDmonthly Top Toy 2007** (the 20 best specialty toys for 2007)
- **TDmonthly Top Seller 2007** (20 toys that sold extremely well in specialty toy stores or exhibit the potential to sell well in the coming year)
- **TDmonthly Innovations 2007** (10 toys with unexpected or surprising qualities)
- **TDmonthly Classic** (10 toys that have been steady sellers in toy stores for at least five years)
-

Next Year's Report and Awards

TDmonthly editorial staff is already on the lookout for the best new toys and games for 2008. We'll be attending more trade shows, speaking to dozens of toy-store

owners throughout the country, and having toys tested by parents and kids from all walks of life.

We hope that you'll find the **2007 TDmonthly Specialty Toys Report** highly useful in your holiday shopping and planning. Please let us know what we can improve so that next year's report will be even more invaluable.

Toys that were nominated and didn't win this year may still be eligible next year.

And if you spot a new company or toy that deserves notice, please send it our way so we can consider nominating it in 2008.

Watch the Toys, Too

Finally, if you're shopping online and don't have time to see these amazing nominees and award-winners live, you can go to www.tdmonthly.com and search for the product by name or company name, using our **TDmonthly** SEARCH.

Many of the nominated toys and winners have been videotaped by our camera crew. You'll be able to see the toy demonstrated right in your own living room!

Thank you so much for ordering the **2007 TDmonthly Specialty Toys Report**.

We look forward to working with you again in 2008!

Alison Marek
Managing Editor

Julie L. Jones
Assistant Editor

* Since 1998, Yahoo! has been rating ToyDirectory.com as the most popular Business to Business Directory for the Toy Industry.

** Some manufacturers were not able to provide complete information in time for publication.

*** Top sellers did not have to meet these criteria.

About **ToyDirectory.com**® and **TDmonthly**™ Magazine

For more than 10 years, **ToyDirectory.com** has been connecting retailers and manufacturers within the specialty toy industry. It has been ranked by Yahoo! as the most popular business-to-business directory for the toy industry since 1998. **TDmonthly Magazine**, an online trade publication for the toy, hobby, gift and game industries with more than 27,800 registered retailers, is dedicated to being the most comprehensive monthly resource for the toy industry through trend reporting, reviews, trade show coverage and a 12,000+ searchable database of products in more than 100 categories.



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TDmonthly Top Toy 2007 Awards

Automoblox MINIS by **AUTOMOBLOX**
Bendomino by **BLUE ORANGE GAMES**
Interactive Lia by **COROLLE DOLLS**
PlayFoam by **EDUCATIONAL INSIGHTS INC.**
Ragdoll Cat by **FOLKMANIS INC.**
Castle Knights by **HABA USA/HABERMAASS CORP.**
Karito Kids by **KidsGive**
PlasmaCar by **PLASMART INC.**
Playful Chef by **PLAYFUL LIFE**
Arena by **PLAYMOBIL INC.**
Poppo! by **POPPO BRANDS LLC**
Uglydoll Plush by **PRETTY UGLY LLC**
Wheely Bug by **PRINCE LIONHEART INC.**
44-Key Baby Grand Piano by **SCHOENHUT PIANO CO. INC.**
ARTLAB Clay Studio: Wild Animals by **SMARTLAB TOYS**
DC Comics™ DC STARS™ TCF Collection by **TONNER DOLL COMPANY**
UberBots 621 by **UBERSTIX**
Ball of Whacks by **CREATIVE WHACK COMPANY**
Ernie Fire Engine by **WOW TOYS**
Zoobie™ Pets by **ZOOBIES**

TDmonthly Innovations 2007 Awards

EzyRoller by **EZYROLLER**
Anti-gravity Globe - Levitron AG by **FASCINATIONS**
The Original Yo Baby Practice Board by **GarageCo Toys, Inc.**
Temperature Controlled Faucet Light by **HOG WILD**
Khet 3D: Tower of Kadesh by **INNOVENTION TOYS**
ZipBin® Softie™ Train Depot Play Set by **NEAT-OH! INTERNATIONAL LLC**
Super Sports Disk by **OGOSPORT, LLC**
Frightened Grasshopper Mini Solar Kit by **OWI INC.**
I-Gami by **PLASMART INC.**
Yackle Ball by **TTALF TOYS**

TD*monthly* Classic Awards

The Cat in the Hat by **ALEXANDER DOLL CO. INC.**
Bébé Do by **COROLLE DOLLS**
SC-300 Snap Circuits by **ELENCO**
Calico Critters by **INTERNATIONAL PLAYTHINGS INC.**
Settlers of Catan by **MAYFAIR GAMES INC.**
Raggedy Ann & Andy by **RUSS BERRIE**
SET by **SET ENTERPRISES INC.**
BeamO by **STUFF DESIGNS INC.**
Rush Hour by **THINKFUN**
Rody Horse by **TOYMARKETING INTERNATIONAL INC.**

TD*monthly* Top Seller 2007 Awards

Webkinz Plush by **GANZ**
Bananagrams by **BANANAGRAMS**
Codebreaker by **DOUBLESTAR LLC**
Ruckus by **FUNSTREET INC.**
Magneatos by **GUIDECRAFT INC.**
Quadrilla by **HAPE INTERNATIONAL LTD**
Papo Knights by **HOTALING IMPORTS**
WEDGITS Starter Set by **IMAGABILITY**
Lift-Off Rocket by **INTERNATIONAL PLAYTHINGS INC.**
Harry Potter Hogwarts School of Witchcraft & Wizardry Building Cards by **KLUTZ**
Groovy Girls by **MANHATTAN TOY**
Apples to Apples by **OUT OF THE BOX PUBLISHING**
Flingshot Flying Monkey by **PLAYMAKER TOYS**
Inside-Out Ball by **PLAY VISIONS INC.**
20Q by **RADICA GAMES**
The Amazing Labyrinth by **RAVENSBURGER**
Oball by **RHINO TOYS INC.**
Zoomorphs by **RIVER DOLPHIN TOYS**
Shining Stars Plush by **RUSS BERRIE**
Safari Animals by **SAFARI LTD.**