

# Kids Catalog Hits Guests' Doors Oct. 29

We want to be the top gift destination for our guests this season. That's why our annual kids catalog is bigger, better and features more deals than ever throughout November.

## DISCOVER. EXPLORE. IMAGINE.

### New this year: Boutique Brand Toys

Target is emphasizing the importance of creative play with hundreds of boutique brand toys that promote child development. Traditionally only found at small boutiques, these toys will be available in stores and on Target.com. Check out popular toys from Magna-Tiles, Hape and Melissa & Doug.

### Top Toys

Our buyers have been scouring the scene to pick the hottest, most in-demand toys of the season to create Target's Top Toy List. It features classics from LEGO and Fisher-Price, plus an expanded selection of kid-focused electronics like gaming systems and tablets.

### Offers

Catalogs will not be distributed in stores, but several copies will be sent to store teams Oct. 27 for reference. Here's a sneak peek at the offers:

#### Nov. 2 - 8

- 25% off one Toy department item

#### Nov. 9 - 15

- Free holiday wrapping paper with purchase of \$20 or higher Toy department item

#### Nov. 16 - 25

- 10% off video game software item

#### Nov. 16 - 26

- Free \$10 Target GiftCard with Toy and/or Sporting Goods purchase of \$50 or more

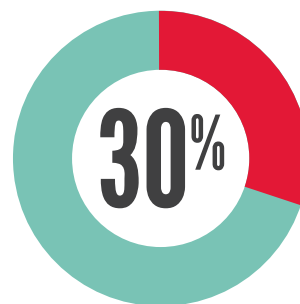


### Cartwheel Daily Deals: 54 Days of Toys

In November and December, Cartwheel will feature 50% off a different toy every day! Keep these toys in stock and your guests informed about how they can save.

### Target Wish List App

Available for download Oct. 27, the Target Wish List app is a fun way to create, share and track kids' holiday wish lists. Plus, app users save 10% on their entire list purchased in stores or online by Nov. 26!



30% of Toy sales happen in the last six weeks of the year. Grow sales by informing guests about our amazing offers in November!