

2010 Editorial Calendar

JANUARY/FEBRUARY

State of the Toy Industry
Comprehensive Toy Fair Coverage
Specialty Toys & Gifts: New Product
Introductions/Toy Fair Showcase
Bonus Distribution at Toy Fair

MARCH/APRIL

Dolls
Radio Control Vehicles
Plush
Specialty Toys & Gifts: Construction Toys

MAY/JUNE

Comprehensive Licensing Show Coverage
Specialty Toys & Gifts: ASTRA Marketplace
Coverage, Science
*Bonus Distribution at Licensing Show;
ASTRA Marketplace & Academy*

JULY/AUGUST

Games & Puzzles Feature
Web-Interactive Toys
ABC Kids Expo Coverage
Specialty Toys & Gifts: Specialty Games Showcase
Bonus Distribution at ABC Kids Expo

SEPTEMBER/OCTOBER

Die-Cast
Fall Toy Preview Coverage
Specialty Toys & Gifts: Die-Cast, Trains, Road Racing
Bonus Distribution at Fall Toy Preview; iHobby Expo

NOVEMBER/DECEMBER

Environmentally Friendly Toys
Activities (Arts & Crafts)
Directory of Manufacturers Exhibiting
in Hong Kong
Specialty Toys & Gifts: Children's Books
Bonus Coverage: Hong Kong Toys & Games Fair

DEPARTMENTS:

*Publisher's Viewpoint	*5 Questions
*Stat Shot	*Property Profile
*Go Figure!	*What's New
*Marketing Memo	*Outside the Box
*Industry Update	*TIA Perspectives

Specialty Toys & Gifts:

- *ST&G Checklist
- *Editor's Letter
- *Media Center
- *What's New
- *View From Inside

The editorial deadline is the first of the month prior to publication. (Example: May/June issue deadline is April 1.)
EXCEPTION: February issue (for Toy Fair)—approximately December 15. Contact Editor for all exceptions.
Please note: editorial calendar subject to change without notice.

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