

## 2013 Editorial Calendar

### DECEMBER/JANUARY

Nuremberg Toy Fair Coverage  
 Activities (Arts & Crafts)

**Specialty Toys & Gifts:**

Environmentally Friendly Toys, Children's Books

*Bonus Distribution:*

*International Toy Fair Nuremberg 2013*

### FEBRUARY

State of the Toy Industry  
 Comprehensive Toy Fair Coverage

**Specialty Toys & Gifts:**

Toy Fair Showcase

*Bonus Distribution at New York Toy Fair*

### MARCH/APRIL

Plush

Radio Control Vehicles

Kids' Tablets & Accessories

**Specialty Toys & Gifts:**

Plush

### MAY/JUNE

Licensing Show

**Specialty Toys & Gifts:**

ASTRA Marketplace

*Bonus Distribution at*

*ASTRA Marketplace & Academy*

### JULY/AUGUST

Dolls

Games & Puzzles

Construction

**Specialty Toys & Gifts:**

Science & Educational, Games

### SEPTEMBER/OCTOBER

Fall Toy Preview Coverage

**Specialty Toys & Gifts:**

ABC Kids Expo Coverage

*Bonus Distribution at Fall Toy Preview*

*Bonus Distribution at ABC Kids Expo*

### DEPARTMENTS:

\*Publisher's Viewpoint

\*Stat Shot

\*Go Figure!

\*Marketing Memo

\*Talking Social Media

\*Global Toy Update

\*Industry Update

\*5 Questions

\*Property Profile

\*What's New

\*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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