

Issue

Features/Deadline

Coverage

THE HALLOWEEN INSIDER

Deadline November 15

- Product Showcase
- Retail Spotlight
- What's Hot
- Halloween Trends



**HALLOWEEN
&
PARTY EXPO**

Winter

Deadline December 19

- Toy Fair Coverage
- MAGIC Coverage



MAGIC

Spring

Deadline March 12

- Video Games/Mobile Apps
- Corporate Brands
- Tribute to Television
- Licensing Show Preview



Summer

Deadline April 15

- Licensing Show Coverage
- State of the Industry
- Much, much more



Fall

Deadline August 1

- Brand Licensing Europe Coverage
- Licensing at Retail
- Tribute to Hollywood
- Food & Beverage



Submission Guidelines

Submit information to:

Jackie Breyer, editor in chief

The Licensing Book,

307 Seventh Avenue, # 1601

New York, NY, 10001;

Phone: (212) 575-4510; FAX (212) 575-4521;

Email: jbreyer@adventurepub.com

Calendar Subject To Change Without Notice

DEPARTMENTS

•**News Zone** — All the latest licensing news by category

•**Hot Shots** — Q&A with industry personalities

•**Corporate Corner** — Corporate brand talk straight from industry leaders

•**Licensee Lookout** — Licensees speak about how properties can build business segments

•**Of Counsel** — Legalese by industry attorney Jim Kipling

•**Soapbox** — Viewpoints and issues

•**Look Inside** — A detailed profile of licensing's best and brightest

•**Hot Properties** — Profiles of up-and-coming properties

•**People on the Move** — Recent hires and promotions in the industry

•**Retail Spotlight**

•**International Licensing**