

2017 EDITORIAL CALENDAR

Issue	Features/Deadline	Coverage
Winter Editorial Deadline: 12/17/16 Ad Deadline: 1/9/17	<ul style="list-style-type: none">• Toy Fair Coverage• MAGIC• Food & Beverage Licensing	 
Spring/Summer Editorial Deadline: 3/15/17 Ad Deadline: 4/7/17	<ul style="list-style-type: none">• Licensing Expo 2017• State of the Industry• National Stationery Show• SURTEX	   MAY 23-25, 2017 MANDALAY BAY CONVENTION CENTER
Fall Editorial Deadline: 8/23/17 Ad Deadline: 8/30/17	<ul style="list-style-type: none">• Brand Licensing Europe• MIPCOM• Sports Licensing	 

Submission Guidelines

Submit information to:
Jackie Breyer, editor-in-chief
307 7th Avenue, #1601
New York, NY, 10001;
Phone: (212) 575-4510
Email: jbreyer@adventurepub.com

For Ad inquiries, contact
jbreyer@adventurepub.com

Calendar Subject to Change

Departments

- **Licensing Zone** — All the latest licensing news
- **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
- **Look Inside** — A detailed profile of licensing's best and brightest
- **Property Profile** — Profiles of up-and-coming properties
- **Retail Spotlight**
- **International Licensing**