

# SPECIALTY TOYS & GIFTS

## 2008 EDITORIAL CALENDAR

**S**pecialty Toys & Gifts highlights new, unique, and innovative toy, gift, and related products. The bi-monthly magazine offers in-depth news and promotional activities from manufacturers, retailers, and related industry segments, geared toward helping retailers move beyond their competition and grow their business.

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*In addition to features, the magazine's product categories include:*

### FEBRUARY

SHOWCASE OF NEW PRODUCT INTRODUCTIONS FOR TOY FAIR  
*BONUS DISTRIBUTION AT TOY FAIR*

### APRIL

DRESS-UP & ROLEPLAY; COLLECTIBLE FIGURES

### JUNE

ACTIVITY; SCIENCE  
*BONUS DISTRIBUTION AT LICENSING SHOW; THE ASTRA CONVENTION*

### AUGUST

MUSICAL INSTRUMENTS; KEEPSAKES

### OCTOBER

TRAINS; MODEL KITS  
*BONUS DISTRIBUTION AT IHOBBY EXPO*

### DECEMBER

GIFTS; MUSIC  
*BONUS DISTRIBUTION AT NEW YORK GIFT FAIR*

### DEPARTMENTS

ST&G CHECKLIST • MEDIA CENTER • NEWS • WHAT'S NEW • VIEW FROM INSIDE

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*Editorial Calendar Subject to Change Without Notice*