

the
TOY BOOK[®]

2007 Editorial Calendar

JANUARY

Halloween Feature
 Electronic Media Player (MP3, DVD) Feature
 Toy Fair Sneak Peek

Bonus Distribution at The Halloween Costume and Party Show

FEBRUARY

Trends in the Toy Industry Feature
 Trends in the Children's Licensing Industry Feature
 Comprehensive Toy Fair Product Presentation

Bonus Distribution at Toy Fair

MARCH

Electronic Musical Instrument Feature
 Doll Feature
 Summer Feature

APRIL

Infant/Preschool (JPMA) Feature
 Plush Feature
 R/C Feature

Bonus Distribution at JPMA

MAY

Action Figures Feature
 Construction Feature
 Larger-Scale Vehicle Feature

June

Room Décor Feature
 Comprehensive Licensing Show Coverage

Bonus Distribution at Licensing Show

JULY/AUGUST

E3 Feature
 Ride-On Feature
 Game & Puzzle Feature

Bonus Distribution at E3 Media and Business Summit

SEPTEMBER

Bath Toy Feature
 Web-Interactive Toys Feature
 ELA Feature

OCTOBER

Die-Cast Feature
 Fall Toy Show Product Presentation
Bonus Distribution at iHobby Expo; Fall Toy Show

NOVEMBER

Children's Publishing Feature
 Impulse Feature
 Activity Feature

DECEMBER

Cell Phone Feature
 Sports Feature
 Directory of American Manufacturers in Hong Kong
 SUPPLEMENT: TRADE SHOW CALENDAR
Bonus Distribution at The Hong Kong Toy Show

DEPARTMENTS:

*What's Hot!
 *Industry Update
 *Property Profile
 *What's New

*5 Questions
 *TIA Perspectives
 *What's New
 in Video Games
 *What's New in DVDs

The editorial deadline is the first of the month prior to publication. (Example: May issue deadline is April 1.)

EXCEPTION: January and February issues (for Toy Fair)—approximately December 5—contact editor.

Please note: editorial calendar subject to change without notice.

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