

the

TOY BOOK®

SERVING THE GLOBAL MARKET

2008 Editorial Calendar

JANUARY

Summer/Water Toys Feature
Action Figures Feature
Toy Fair Sneak Peek

FEBRUARY

Trends in the Toy Industry Feature
Comprehensive Toy Fair Product Presentation
Bonus Distribution at Toy Fair

MARCH

Electronic Musical Instrument Feature
Electronic Media Player (MP3, DVD) Feature
Halloween Feature
Bonus Distribution at Halloween Costume & Party Show

APRIL

Sports Toy Feature
Plush Feature
R/C Feature

MAY

Doll Feature
Construction Feature
Larger-Scale Vehicle Feature

JUNE

Room Décor Feature
Comprehensive Licensing Show Coverage
Bonus Distribution at Licensing Show

JULY/AUGUST

Web-Interactive Toys Feature
Ride-On Feature
Game & Puzzle Feature

SEPTEMBER

Preschool Toy Feature
Infant Feature
ELA Feature
Bonus Distribution at ABC Kids Expo

OCTOBER

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

NOVEMBER/DECEMBER

Children's Publishing Feature
Impulse Product Section
Activity Feature
Directory of American Manufacturers in Hong Kong
Bonus Distribution at Hong Kong Toys & Games Fair

DEPARTMENTS:

*Publisher's Viewpoint	*5 Questions
*What's Hot!	*Property Profile
*Go Figure!	*What's New
*Marketing Memo	*DVDs
*Industry Update	*Video Games

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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