

# 2018 EDITORIAL CALENDAR

	DEADLINES	SPECIAL FEATURES	BONUS DISTRIBUTION
<b>FEBRUARY</b> (Toys and Fashion issue)	Ad Close: <b>Jan. 10, 2018</b> Ad Materials Due: <b>Jan. 23, 2018</b> Issue to Printer: <b>Jan. 31, 2018</b> Distribution: <b>Early February</b>	<ul style="list-style-type: none"> <li>• License Global 20th Anniversary</li> <li>• Spotlight on toys and games</li> <li>• Special report on homewares</li> <li>• Licensed fashion trends</li> <li>• Japan market report</li> </ul>	<ul style="list-style-type: none"> <li>• NYC Summit: The Business of Brand Licensing</li> <li>• MAGIC (Coterie, WSA@MAGIC, PROJECT, WWDMAGIC and more)</li> <li>• Toy Association International Toy Fair</li> <li>• MIPTV</li> </ul>
<b>MARCH – Digital Preview</b> (Licensing Expo Japan Exhibitor Preview)	Distribution: <b>W/O March 19, 2018</b>	<ul style="list-style-type: none"> <li>• Licensing Expo Japan Exhibitor Preview</li> <li>• Show overview and offerings</li> <li>• Profile of Japan-based companies</li> <li>• Country-specific trends</li> <li>• Japan market report</li> <li>• Japan news</li> </ul>	<ul style="list-style-type: none"> <li>• Licensing Expo Japan registered attendees and exhibitors</li> <li>• Licensing Expo registered attendees and exhibitors</li> <li>• Brand Licensing Europe registered attendees and exhibitors</li> </ul>
<b>APRIL</b> (Top 150 Global Licensors issue)	Ad Close: <b>March 13, 2018</b> Ad Materials Due: <b>March 23, 2018</b> Issue to Printer: <b>April 2, 2018</b> Distribution: <b>Mid-April 2018</b>	<ul style="list-style-type: none"> <li>• Top 150 Global Licensors report</li> </ul>	<ul style="list-style-type: none"> <li>• Licensing Expo Japan</li> <li>• Licensing Expo registered attendees and exhibitors</li> <li>• Brand Licensing Europe registered attendees and exhibitors</li> <li>• Creative Expo Taiwan (CET)</li> </ul>
<b>APRIL – Digital Preview</b> (Licensing Expo Exhibitor Preview)	Distribution: <b>W/O April 16, 2018</b>	<ul style="list-style-type: none"> <li>• Licensing Expo Exhibitor Preview</li> <li>• Show overview and offerings</li> <li>• Country-specific trends</li> <li>• North America market report</li> <li>• North America news</li> </ul>	<ul style="list-style-type: none"> <li>• Licensing Expo registered attendees and exhibitors</li> <li>• Brand Licensing Europe registered attendees and exhibitors</li> </ul>
<b>MAY</b> (Licensing Expo issue)	Ad Close: <b>April 10, 2018</b> Ad Materials Due: <b>April 17, 2018</b> Issue to Printer: <b>April 27, 2018</b> Distribution: <b>W/O May 14, 2018</b>	<ul style="list-style-type: none"> <li>• Official Licensing Expo publication</li> <li>• Flick Pics report – new theatrical releases with licensing potential</li> <li>• 40 Under 40 – spotlight of up-and-coming licensing executives</li> <li>• China market report</li> </ul>	<ul style="list-style-type: none"> <li>• Licensing Expo</li> <li>• Licensing Expo China</li> <li>• Children, Baby, Maternity Expo China</li> <li>• IFF MAGIC</li> <li>• Seoul Character and Licensing Fair (SCLF)</li> </ul>
<b>MAY – Licensing Expo Show Dailies + Licensing Expo Directory</b>	Ad Close: <b>April 25, 2018</b> Ad Materials Due: <b>May 3, 2018</b> Issue to Printer: <b>May 15, 2018</b> Distribution: <b>May 22-24, 2018</b>	<ul style="list-style-type: none"> <li>• Three daily issues, produced on-site at Licensing Expo, that detail exhibitor news, deals, photos and activities</li> </ul>	<ul style="list-style-type: none"> <li>• Licensing Expo</li> </ul>
<b>JUNE – Digital Preview</b> (Licensing Expo China Exhibitor Preview)	Distribution: <b>W/O June 18, 2018</b>	<ul style="list-style-type: none"> <li>• Licensing Expo China Exhibitor Preview</li> <li>• Show overview and offerings</li> <li>• Country-specific trends</li> <li>• China market report</li> <li>• China news</li> </ul>	<ul style="list-style-type: none"> <li>• Licensing Expo China registered attendees and exhibitors</li> <li>• Licensing Expo registered attendees and exhibitors</li> <li>• Brand Licensing Europe registered attendees and exhibitors</li> </ul>
<b>AUGUST</b> (Leading Licensees issue)	Ad Close: <b>July 13, 2018</b> Ad Materials Due: <b>July 25, 2018</b> Issue to Printer: <b>Aug. 1, 2018</b> Distribution: <b>Mid-August 2018</b> (dependent on MAGIC dates)	<ul style="list-style-type: none"> <li>• 150 Leading Licensees report</li> <li>• Licensed fashion trends</li> <li>• EMEA market report</li> </ul>	<ul style="list-style-type: none"> <li>• MAGIC (Coterie, WSA@MAGIC, PROJECT, WWDMAGIC and more)</li> <li>• Toy Association Fall Toy Preview</li> <li>• Agenda Las Vegas</li> <li>• Licensing Expo registered attendees and exhibitors</li> </ul>
<b>SEPTEMBER – Digital Preview</b> (Brand Licensing Europe Exhibitor Preview)	Distribution: <b>W/O Sept. 3, 2018</b>	<ul style="list-style-type: none"> <li>• Brand Licensing Europe Exhibitor Preview</li> <li>• Show overview and offerings</li> <li>• Country-specific trends</li> <li>• EMEA market report</li> <li>• EMEA news</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Licensing Europe registered attendees and exhibitors</li> <li>• Licensing Expo registered attendees and exhibitors</li> </ul>
<b>OCTOBER</b> (Brand Licensing Europe issue)	Ad Close: <b>Sept. 11, 2018</b> Ad Materials Due: <b>Sept. 21, 2018</b> Issue to Printer: <b>Sept. 28, 2018</b> Distribution: <b>W/O Oct. 1, 2018</b>	<ul style="list-style-type: none"> <li>• Official Brand Licensing Europe issue</li> <li>• U.K. market report</li> <li>• International/European trends, news and analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Licensing Europe</li> <li>• MIPCom</li> <li>• MIPJunior</li> </ul>
<b>OCTOBER – Brand Licensing Europe Show Dailies</b>	Ad Close: <b>Sept. 12, 2018</b> Ad Materials Due: <b>Sept. 21, 2018</b> Issue to Printer: <b>Oct. 3, 2018</b> Distribution: <b>Oct. 9-11, 2018</b>	<ul style="list-style-type: none"> <li>• Three daily issues, produced on-site at Brand Licensing Europe, that detail exhibitor news, deals, photos and activities</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Licensing Europe</li> </ul>
<b>DECEMBER/JANUARY 2019</b> (The Influentials issue)	Ad Close: <b>Nov. 9, 2018</b> Ad Materials Due: <b>Nov. 16, 2018</b> Issue to Printer: <b>Nov. 30, 2018</b> Distribution: <b>Early December 2018</b>	<ul style="list-style-type: none"> <li>• Leaders in Licensing report</li> <li>• Top Global Licensing Agents report</li> <li>• Global toy preview</li> <li>• 2018 year in review</li> </ul>	<ul style="list-style-type: none"> <li>• HKTDC Hong Kong Toy and Game Fair</li> <li>• The Toy Fair U.K.</li> <li>• Spielwarenmesse Toy Fair Nuremberg</li> <li>• NATPE</li> </ul>

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