

TOTAL LICENSING

THE TRULY WORLDWIDE LICENSING MAGAZINE

Total Licensing is the leading worldwide magazine for the licensing and merchandising community, reporting on all aspects of the industry from anywhere in the world.



2018 Schedule

WINTER 2018	SPRING 2018	SUMMER 2018	AUTUMN/ FALL 2018
KEY FEATURES <ul style="list-style-type: none"> • Toy Licensing • 2018 Movie Licensing • Video Games • Music and Licensed Apps • Kidscreen Preview 	KEY FEATURES <ul style="list-style-type: none"> • Children's Publishing • Book Fair Previews • MIP-TV Preview • Licensed Animation 	KEY FEATURES <ul style="list-style-type: none"> • Licensing Expo Preview • Licensed Food and Drink • Celebrity Merchandise • Licensing Roundtable 	KEY FEATURES <ul style="list-style-type: none"> • Brand Licensing Preview • Nostalgia Licensing • Children's Apparel • MIPCOM and MIP Junior Preview
TERRITORY SPOTLIGHT <p>The Middle East Germany Nordics Canada</p>	TERRITORY SPOTLIGHT <p>France Italy Australia (See Total Licensing Australia)</p>	TERRITORY SPOTLIGHT <p>USA Latin America Spain and Portugal Japan South Korea</p>	TERRITORY SPOTLIGHT <p>UK Special (See Total Licensing UK) China and Hong Kong India Russia/CIS</p>
BONUS DISTRIBUTION <p>Kidscreen American Toy Fair British Toy & Hobby Fair Nuremberg Toy Fair Spring Fair Licensing World Russia</p>	BONUS DISTRIBUTION <p>Kazachok Licensing Forum Bologna Licensing Fair London Book Fair MIPTV *Melbourne Toy Fair</p>	BONUS DISTRIBUTION <p>Licensing Expo 2017 Licensing Japan Seoul Character Fair Autumn Fair</p>	BONUS DISTRIBUTION <p>Brand Licensing 2018 MIPCOM and Mip Junior Licensing Market Germany China Licensing Expo Hong Kong Licensing Show</p>
DEADLINES <p>Editorial: 5 December 2017</p> <p>Ad Material: 5 January 2018</p>	DEADLINES <p>Editorial: 22 February 2018</p> <p>Ad Material: 25 February 2018</p>	DEADLINES <p>Editorial: 12 April 2018</p> <p>Ad Material: 28 April 2018</p>	DEADLINES <p>Editorial: 19 August 2018</p> <p>Ad Material: 5 September 2018</p>

*Total Licensing Australia

TOTAL LICENSING

84,500 Readers in 106 Countries

Circulation - Digital

MANUFACTURERS BY REGION

North America	31%
Europe	28%
Asia	18%
Latin America	11%
Australasia	6%
Others	6%

RETAILERS/BUYERS BY REGION

Europe	33%
North America	25%
Asia	22%
Latin America	11%
Australasia	4%
Others	5%

MANUFACTURERS BY BUSINESS

Apparel	21%
Toys & Games	18%
Giftware	17%
Accessories	15%
DVD/Video	10%
Infant Products	5%
Housewares	4%
Food & Drink	3%
Toiletries	3%
Others	4%

RETAILERS/BUYERS BY BUSINESS

Apparel	20%
Toys & Games	18%
Giftware	18%
Accessories	10%
DVD/Video	10%
Infant Products	6%
Housewares	6%
Food & Drink	5%
Toiletries	4%
Others	4%

Circulation - Print

TOTAL PRINT CIRCULATION BY REGION

Europe	37%
North America	29%
Asia	19%
Latin America	7%
Australasia	5%
Others	3%

TOTAL PRINT CIRCULATION BY BUSINESS TYPE

Licensee/Manufacturer	36%
Retailer/Buyer	32%
Ad/Promotions	17%
Licensing Company	7%
Publishing	5%
Others	3%

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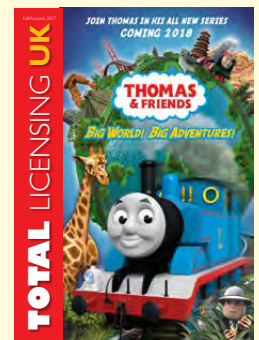
Regional Magazines

TOTAL LICENSING UK

Total Licensing UK is published annually in late September. It is distributed to Total Licensing's readers as well as enjoying bonus distribution at Brand Licensing Europe. It is also bound into Total Licensing's Autumn issue. Topics covered include major features, profiles, research, market statistics, licensee, licensor and retailer insights and more. It also carries a comprehensive preview of Brand Licensing Europe.

Editorial Deadline: 19 August 2018

Ad Material Deadline: 5 September 2018



TOTAL LICENSING AUSTRALIA

Total Licensing Australia is published annually in early March and enjoys extensive bonus distribution at the Australian Toy, Hobby and Licensing Fair. It is also bound into Total Licensing's Autumn issue and enjoys distribution at MIPTV, Bologna Book Fair and a number of other shows and events. In addition, it is distributed in digital formats to more than 3,000 Australian licensees, manufacturers and retailers.

Editorial Deadline: 1 February 2018

Ad Material Deadline: 5 February 2018



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