

Total Brand Licensing was created by a seasoned team of licensing publishers as a direct response to industry demand for a publication that is separate from the entertainment led part of the business; one that fully serves brand, brand extension and lifestyle, on a truly global basis.

Total Brand Licensing is the only magazine of its kind in the world and therefore represents a unique opportunity for both brand owners and licensors to increase their brand's visibility at the same time as establishing and managing their brand extension and licensing programs. It is a unique forum and platform for the brand licensing sector designed to highlight the opportunities available to trademark owners through a well-created and structured licensing program and brand extensions.

The magazine also carries global news, research data and regular opinion pieces from experts in the industry.

Total Brand Licensing is published in both print and digital formats.

EDITORIAL AND ADVERTISING DEADLINES

Winter/Spring 2019

Leisure and Sports Apparel

This feature takes a look at what is happening in the world of leisurewear and sportswear on a global basis

Pet Products

The multi-billion dollar pet product marketplace

Brand and Lifestyle Awards (B&LLAs)

Looking at the nominees for the prestigious B&LLA awards

Brands at Spring Fair

What's at this year's show?

Business analysis and regular features

Company profiles, In-Depth Property Profiles, Major Interviews



Summer 2019

Brands at Licensing Expo, Las Vegas

A look at some of the brands that will be on show at Licensing Expo

Brand and Lifestyle Awards (B&LLAs)

Who won the prestigious awards?

Adult Brands

Brands that are definitely not for children...

Housewares and Homewares

Exploring this massive market sector

Business analysis

Getting into the bones of the brand business

Celebrity Estates

Which celebrity brands will be making waves this year?

Licensed Food and Drink Brands

A look at food and drink brands in the marketplace

Roundtable

Experts debate top issues

Regular Features

Company profiles, In-Depth Property Profile, Market Research, Major Interviews

Autumn/Fall 2019

Brands at BLE 2018

A look at some of the brands that will be on show at Brand Licensing Europe

Heritage Brands

Heritage brands are big business - from museums to galleries and much more. This article explores the world of heritage brands and why they are so popular.

Sports Brands and Licenses

A look at what's happening in the world of sports and sports brands including mainstream and specialist brands.

Celebrity Chefs

Who's top in the global kitchen? Celebrity Chefs are big business.

Licensing Transport

From cars to planes to ships, trains and bikes.

European Retail Analysis

An in-depth look at the changing retail landscape in Europe.

Liquor/Spirits Licensing

From whisky to gin and more.... a look at the world of licensed liquor.

Business analysis and regular features

Company profiles, In-Depth Property Profiles, Major Interviews

DEADLINES

Editorial: 5 December 2018
Ad Materials: 5 January 2019

Distribution Highlights

Bologna Licensing Fair
International Spring Fair
London Book Fair

DEADLINES

Editorial: 15 April 2019
Ad Materials: 28 April 2019

Licensing Expo, Las Vegas
Autumn Fair, Birmingham

DEADLINES

Editorial: 20 August 2019
Ad Materials: 5 September 2019

Distribution Highlights

Brand Licensing Europe
Sports Licensing & Merchandise Show
China Licensing Expo

TOTAL BRAND LICENSING

Total Brand Licensing is published 3 times a year (January, June and September) in print and digital formats and distributed to a targeted subscriber list that includes Total Licensing's 85,000 readers in 106 countries. Additionally, the magazine is distributed to key senior executives involved in brand licensing, brand building and brand extension from the retail, manufacturing, promotional and other sectors around the world.

Whilst Total Brand Licensing will be distributed at a large number of regular licensing events, such as Brand Licensing in London and Licensing Expo in Las Vegas, we are also broadening our portfolio of events to include other associated industry trade shows around the world in areas such as fashion, homewares, books, toys and technology where there is a clear crossover between the featured products and licensing.



DISTRIBUTION BREAKDOWN

INDUSTRY SECTORS

Retailers/Retail Buyers
Licensees and Manufacturers
Corporate/trademark Owners
Marketing Consultancies
Advertising Agencies

JOB FUNCTIONS

Corporate Brand Owners
President/CEO
SVP Branding/Marketing
Brand Managers
Senior Global Brand Managers

REGIONS

North America 41%
Europe 29%
Asia/Australasia 17%
Latin America 9%
Others 4%

We offer a broad range of opportunities from a glossy front cover to neat-but-noticeable button adverts within the online publication, and many other options to suit every budget. So whether you want to create massive impact, inviting tenders for a brand new property, or whether you just want to keep your logo on the radar, ask us about options and we'll guide you through our full range of opportunities to increase your visibility – globally!

Advertising is priced competitively to allow the industry maximum publicity, both in their home market and into 106 countries. Discounts on rate card are available for multiple pages and an advertisement in the magazine includes both the print and digital issues.

Special options, including gatefolds, heavy-stock and button ads are available in the printed issue. Issues also include Special Features, with the spotlight on a specific brand or company.

In terms of the digital issue, a number of options are available including special branding or the addition of video.

THE TOTAL BRAND LICENSING ADVISORY BOARD

To ensure that the magazine is of maximum benefit to the brand licensing community, an Editorial Advisory Board has been created comprising leading experts who support our efforts and help us create a magazine that is of maximum value to the industry.

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