

TOTAL LICENSING

107カ国・85,500人以上の読者に届く有力な
グローバルライセンシングビジネス情報プラットフォーム

2021年度メディア情報

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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.



2021 Schedule

WINTER 2021	SPRING 2021	SUMMER 2021	AUTUMN 2021
<p>KEY FEATURES</p> <ul style="list-style-type: none"> • 2021/2 Movie Licensing • Video Games, eSports and online gaming • Kidscreen Summit Preview • Licensee Lookbook 2021 • Sustainability in licensing • Capitalising on the Virtual Revolution • Helping the industry fight the pandemic 	<p>KEY FEATURES</p> <ul style="list-style-type: none"> • Licensing toys and games and Toy Fair previews • Children's Publishing • Book Fair Previews • Preschool Animation • MIP-TV Preview • Kidscreen Review • Latest retail trends 	<p>KEY FEATURES</p> <ul style="list-style-type: none"> • Licensing Expo Preview • Licensing Roundtable • Preschool Licensing • Licensing classic properties • Esports • Prequels and sequels and Reimagined properties 	<p>KEY FEATURES</p> <ul style="list-style-type: none"> * Brand Licensing Europe show preview * Nostalgia Licensing * MIPCOM/Junior preview * Live events * The Rapidly changing face of retail
<p>TERRITORY SPOTLIGHTS</p> <p>Germany Nordics Canada The Middle East</p>	<p>TERRITORY SPOTLIGHTS</p> <p>France Italy Australia* (see Total Licensing Australia)</p>	<p>TERRITORY SPOTLIGHTS</p> <p>Latin America South Korea USA India</p>	<p>TERRITORY SPOTLIGHTS</p> <p>UK Spain and Portugal China and Hong Kong Russia/CIS Japan</p>
<p>BONUS DISTRIBUTION*</p> <p>Kidscreen Summit (Virtual) Licensing World Russia London Book Fair</p>	<p>BONUS DISTRIBUTION*</p> <p>Bologna Licensing Fair MIP TV Melbourne Toy Fair (Virtual) American Toy Fair</p>	<p>BONUS DISTRIBUTION*</p> <p>Licensing Expo 2021 Korea Character Fair Licensing Expo LATAM License India Nuremberg Toy Fair</p>	<p>BONUS DISTRIBUTION*</p> <p>Brand Licensing Europe MIPCOM and Mip Junior Hong Kong Licensing Show Germany Day of Licensing Milano Day of Licensing Licensing Japan</p>

*Trade events subject to postponement or cancellation. Please check for up to date information.

DEADLINES	DEADLINES	DEADLINES	DEADLINES
<p>Editorial: 15 December 2020</p> <p>Ad Material: 7 January 2021</p>	<p>Editorial: 1 March 2021</p> <p>Ad Material: 15 March 2021</p>	<p>Editorial: 30 May 2021</p> <p>Ad Material: 12 July 2021</p>	<p>Editorial: 28 August 2021</p> <p>Ad Material: 11 September 2021</p>

TOTAL LICENSING

85,500 Readers in 107 Countries

Circulation - Digital

MANUFACTURERS BY REGION		RETAILERS/BUYERS BY REGION	
North America	31%	Europe	32%
Europe	28%	North America	26%
Asia	18%	Asia	22%
Latin America	11%	Latin America	11%
Australasia	6%	Australasia	4%
Others	6%	Others	5%

MANUFACTURERS BY BUSINESS		RETAILERS/BUYERS BY BUSINESS	
Apparel	21%	Apparel	20%
Toys & Games	18%	Toys & Games	18%
Giftware	17%	Giftware	18%
Accessories	15%	Accessories	10%
DVD/Video	10%	DVD/Video	10%
Infant Products	5%	Infant Products	6%
Housewares	4%	Housewares	6%
Food & Drink	3%	Food & Drink	5%
Toiletries	3%	Toiletries	4%
Others	4%	Others	4%

Circulation - Print

TOTAL PRINT CIRCULATION BY REGION		TOTAL PRINT CIRCULATION BY BUSINESS TYPE	
Europe	37%	Licensee/Manufacturer	36%
North America	29%	Retailer/Buyer	32%
Asia	19%	Ad/Promotions	17%
Latin America	7%	Licensing Company	7%
Australasia	5%	Publishing	5%
Others	3%	Others	3%

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Regional Magazines

TOTAL LICENSING AUSTRALIA

Total Licensing Australia is published annually in late February. It is distributed to Total Licensing's readers as well as enjoying bonus distribution at the Toy, Hobby and Licensing Show (live or virtual) in Melbourne. It is also bound into Total Licensing's Spring issue.



KEY FEATURES

- Toy Fair major preview
- The future of Australian Retail
- Australian market statistics
- Australia news and data.

BONUS DISTRIBUTION

Melbourne Toy Fair
Plus distribution as per Total Licensing Spring edition

DEADLINES

Editorial:
1 February 2021

Ad Material:
5 February 2021

TOTAL LICENSING CHINA

Total Licensing China Issue is published twice a year - in early March and in October. The magazine is published in Mandarin and English and is widely distributed at the China Licensing Expo, the Shenzhen Licensing China fair and other events in China.

KEY FEATURES

March Edition

- Licensing China Preview
- The China Infant market
- Toy Licensing in China
- Chinese news and data.

October Edition

- China Expo Preview
- The Chinese Licensing Market
- Museums & Heritage
- Chinese news and data.

DEADLINES

Editorial: 1 Feb 2021
Ad material: 5 Feb 2021

Editorial: 30 August 2021
Ad Material: 15 Sept 2021

DISTRIBUTION

Licensing China
Plus distribution to Total
Licensing Chinese subscribers

China Licensing Expo
Plus distribution to Total
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