

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.



2020 Schedule

WINTER 2020

KEY FEATURES

- Licensing toys and games and Toy Fair previews
- 2019 Movie Licensing
- Video Games and online gaming
- Licensing for infants
- Kidscreen Summit Preview
- State of the Industry around the world

TERRITORY SPOTLIGHTS

Germany
Nordics
Canada
The Middle East

BONUS DISTRIBUTION

Kidscreen Summit
American Toy Fair
British Toy & Hobby Fair
Nuremberg Toy Fair
Licensing World Russia
London Book Fair

DEADLINES

Editorial:
5 December 2019

Ad Material:
5 January 2020

SPRING 2020

KEY FEATURES

- Children's Publishing
- Book Fair Previews
- Preschool Animation
- MIP-TV Preview
- Kidscreen Review
- Latest retail trends

TERRITORY SPOTLIGHTS

France
Italy
Australia*
(see Total Licensing Australia)
Japan

BONUS DISTRIBUTION

Bologna Licensing Fair
MIP TV
Melbourne Toy Fair*
Kazachok Licensing Forum
Licensing Japan

DEADLINES

Editorial:
20 February 2020

Ad Material:
1 March 2020

SUMMER 2020

KEY FEATURES

- Licensing Expo Preview
- Licensing Roundtable
- Preschool Licensing
- Licensing classic properties
- Esports
- Prequels and sequels and Reimagined properties

TERRITORY SPOTLIGHTS

Latin America
South Korea
USA
India

BONUS DISTRIBUTION

Licensing Expo 2020
KoreaCharacter Fair
Children's Media Conference
Licensing Expo LATAM
License India

DEADLINES

Editorial:
20 April 2020

Ad Material:
1 May 2020

AUTUMN 2020

KEY FEATURES

- Brand Licensing Preview
- Nostalgia Licensing
- Children's Apparel
- MIPCOM/MIP Junior
- Growing world of Live events and experiences

TERRITORY SPOTLIGHTS

UK
Spain and Portugal
China and Hong Kong
Russia/CIS

BONUS DISTRIBUTION

Brand Licensing 2020
MIPCOM and Mip Junior
Licensing Market Germany
Asia TV Forum and Market
Hong Kong Licensing Show

DEADLINES

Editorial:
20 August 2020

Ad Material:
5 September 2020

TOTAL LICENSING

84,500 Readers in 106 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 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 2020

Ad Material: 5 February 2020

TOTAL LICENSING CHINA

Total Licensing China Issue is published twice a year - in early October and in March. 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

October Edition

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

March Edition

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

DEADLINES

Editorial: 19 August 2020
Ad Material: 5 Sept 2020

Editorial: 1 Feb 2020
Ad material: 5 Feb 2020

DISTRIBUTION

China Licensing Expo
Shanghai Book Fair
Plus distribution to Total Licensing Chinese subscribers

Licensing China
Plus distribution to Total Licensing Chinese subscribers

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