

Total Brand Licensing was created 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, art 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 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 Summer and Autumn are published in both print and digital formats. Total Brand Licensing Winter is published in digital format.

Autumn/Fall 2023

Brands at Brand Licensing 2023

A look at some of the brands that will be on show at Brand Licensing Europe in London this year.

Heritage and Museum 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.

Automotive Licensing

From cars to planes to ships, trains and bikes.

European Retail Analysis

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

The World of Food and Drink

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

Winter/Spring 2024

Leisure Brands

This feature takes a look at what is happening in the lucrative world of leisure

Art and Design Special Section

Total Art Licensing special art and design supplement

Fashion Brand licensing

The spotlight on the world of licensed fashion

Business analysis and regular features

Company profiles, In-Depth Property Profiles, Major Interviews

Licensing the Beautiful Game!

An in-depth look at football/soccer licensing around the world

Summer 2024

Brands at Licensing Expo 2023 Vegas

A look at some of the brands on show this year.

Licensed Software/CRM Management Providers

A look at some of the companies providing software and systems to help the industry

Brand and Lifestyle Awards (B&LLAs)

Who won the prestigious awards? Total Brand Licensing talks to the winners

Housewares and Homewares

Exploring this massive market sector

Business analysis

Getting into the bones of the brand business

Celebrity Licensing

Which celebrity brands will be making waves - good or bad - this year?

Licensed Health and Wellness

A look at how licensing fits into the current trend for health and wellness

Regular Features

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



DEADLINES

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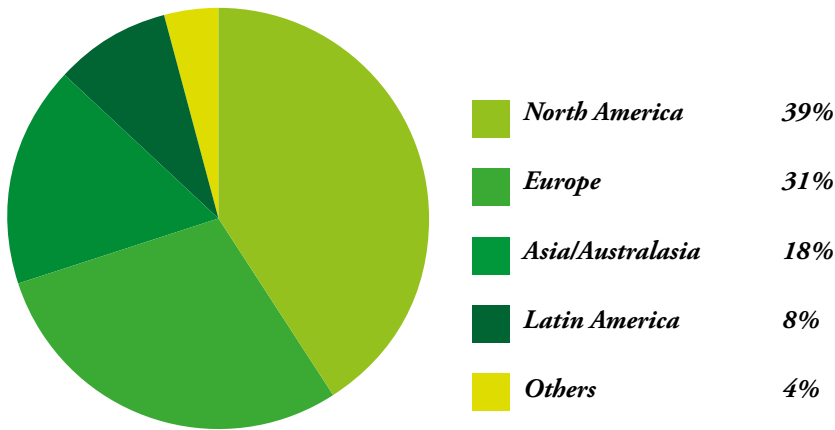
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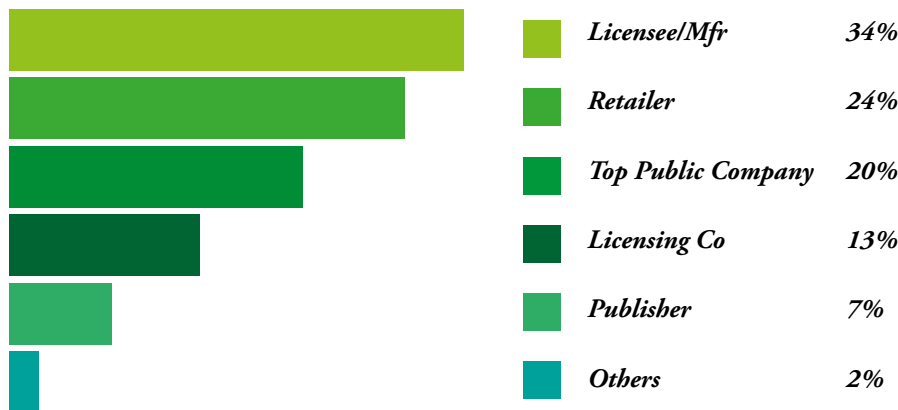


Readership by Job Function

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

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Readership by Business Type



84,458 Readers

111 Countries

720.6k
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5,416,850
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54,697
 Average Hits Per Day

92.3k
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13.6m
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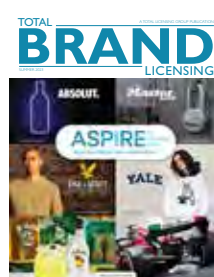
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