



# TOTAL LICENSING CHINA

## 授权 概览 中国

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

The magazine is dual-language - published in Mandarin and English - and is widely distributed at the China Licensing Expo, Shenzhen Licensing China and other events in China.

In addition, it is sent, digitally or in print format, to Total Licensing's subscribers in China.



### TOTAL LICENSING CHINA OCTOBER 2023 EDITION

#### KEY FEATURES

- China Licensing Expo Preview - What's on Show and who is exhibiting.
- The Chinese Licensing Market place - Latest trends and news
- Museums & Heritage - a Growing Market in China
- The rise of digital brands in mainland China and Hong Kong
- Chinese news and data.

#### DISTRIBUTION

China Licensing Expo exhibitors/visitors through a media partnership with the organisers, CTJPA

Plus distribution to:

- Total Licensing Chinese subscribers
- Companies outside China looking to do business in China



#### DEADLINES

Editorial:	30 August 2023	Published: Digital:	13 Oct 2023
Ad material:	15 Sept 2023	Print:	18 Oct 2023

### TOTAL LICENSING CHINA APRIL 2024 EDITION

#### KEY FEATURES

- Licensing China Preview - a look at this year's Shenzhen show
- The China Infant and Baby market for Licensed Products
- Toy Licensing in China  
What toys are popular in the market
- International Brands making in-roads in China
- Chinese news and data.

#### DISTRIBUTION

- Licensing China (Shenzhen) exhibitors and visitors through a media partnership with organisers.
- Hong Kong International Licensing Fair

Plus distribution to:

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#### DEADLINES

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