

2018 EDITORIAL CALENDAR

Issue	Features/Deadline	Coverage
Winter Editorial Deadline: 12/6/17 Ad Deadline: 1/10/18	<ul style="list-style-type: none">• Toy Fair Coverage• MAGIC• Food & Beverage Licensing	 
Spring/Summer Editorial Deadline: 3/1/18 Ad Deadline: 4/16/18	<ul style="list-style-type: none">• Licensing Expo 2018• State of the Industry• National Stationery Show• SURTEX	  
Fall Editorial Deadline: 8/23/18 Ad Deadline: 9/17/18	<ul style="list-style-type: none">• Brand Licensing Europe• MIPCOM• Sports Licensing	 

Submission Guidelines

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Calendar Subject to Change

Departments

- **Licensing Zone** — All the latest licensing news
- **Hot Shots** — Q&A with industry personalities
- **Corporate Corner** — Corporate brand talk straight from industry leaders
- **Licensee Lookout** — Licensees speak about how properties can build business segments
- **Look Inside** — A detailed profile of licensing's best and brightest
- **Property Profile** — Profiles of up-and-coming properties
- **Retail Spotlight**
- **International Licensing**