

the

TOY BOOK®

SERVING THE GLOBAL MARKET

featuring:

SPECIALTY
TOYS & GIFTS

2016 Editorial Calendar

DECEMBER/JANUARY

Nuremberg Toy Fair Coverage
Activities (Arts & Crafts)

Specialty Toys & Gifts:

Environmentally Friendly Toys

Bonus Coverage:

International Toy Fair Nuremberg

FEBRUARY

State of the Toy Industry
Comprehensive Toy Fair Coverage

Specialty Toys & Gifts:

Toy Fair Showcase

Bonus Distribution at New York Toy Fair

MARCH/APRIL

Plush
Radio Control Vehicles
Top Trends for 2016

Specialty Toys & Gifts:

Plush

MAY/JUNE

Smart Tech/Robotics
Licensing Expo

Specialty Toys & Gifts:

ASTRA Marketplace

Bonus Distribution at

ASTRA Marketplace & Academy

JULY/AUGUST

Dolls
Games & Puzzles
Construction

Specialty Toys & Gifts:

Dolls, Plush, Construction

SEPTEMBER/OCTOBER

Fall Toy Preview Coverage

Specialty Toys & Gifts:

Science & Educational

Bonus Distribution at Fall Toy Preview

DEPARTMENTS:

*Publisher's Viewpoint

*Stat Shot

*Go Figure!

*Marketing Memo

*Talking Social Media

*International Toy Industry

*Industry Update

*5 Questions

*Property Profile

*What's New

*TIA Perspectives

Specialty Toys & Gifts:

*Editor's Letter

*Media Center

*What's New

*View From Inside

The editorial deadline is the first of the month prior to publication. (Example: May/June issue deadline is April 1.)

EXCEPTION: February issue (for Toy Fair)—approximately December 15. Contact Editor for all exceptions.

Please note: editorial calendar subject to change without notice.

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