

2017 EDITORIAL CALENDAR

DECEMBER/JANUARY

Nuremberg Toy Fair Coverage
Activities (Arts & Crafts)

Specialty Toys & Gifts:

Special Needs Toys, Collectibles

Bonus Coverage:

International Toy Fair Nuremberg

Editorial Deadline: 11/1/16, Ad Deadline: 12/5/16

FEBRUARY

State of the Toy Industry
Comprehensive Toy Fair Coverage

Specialty Toys & Gifts:

Toy Fair Showcase

Bonus Distribution at New York Toy Fair

Editorial Deadline: 12/20/16, Ad Deadline: 1/9/17

MARCH/APRIL

Plush

Radio Control Vehicles

Top Trends for 2016

Specialty Toys & Gifts:

Plush, Open-Ended Play

Editorial Deadline: 3/1/17, Ad Deadline: 3/15/17

SEPTEMBER/OCTOBER

Fall Toy Preview Coverage

Specialty Toys & Gifts:

Science & Educational

Bonus Distribution at Fall Toy Preview

Editorial Deadline: 8/3/17, Ad Deadline: 9/5/17

MAY/JUNE

Smart Tech, Robotics, Coding
Licensing Expo

Specialty Toys & Gifts:

ASTRA Marketplace

Bonus Distribution at

ASTRA Marketplace & Academy

Editorial Deadline: 4/27/17, Ad Deadline: 5/15/17

JULY/AUGUST

Dolls

Board Games

Construction

Specialty Toys & Gifts:

Dolls, Games, Construction

Editorial Deadline: 6/21/17, Ad Deadline: 7/15/17

DEPARTMENTS:

*Stat Shot

*Marketing Memo

*Talking Social Media

*International Toy Industry

*Industry Update

*Talkin' Toys

*Property Profile

*What's New

*TIA Perspectives

*Media Center

*View From Inside

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