

LICENSE GLOBAL EDIT CALENDAR 2027

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Licensing news, trends
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online and in print,
365 days a year.

REACH BY PLATFORM

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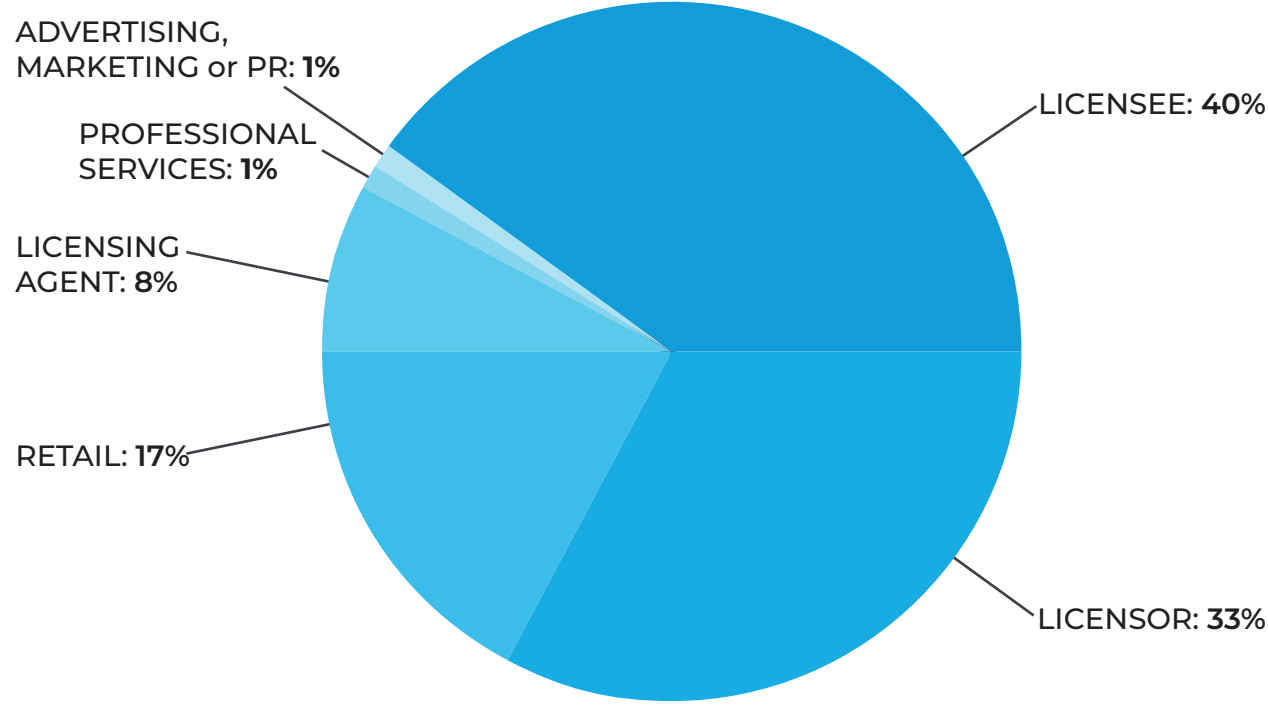
30%

AVG. OPEN RATE

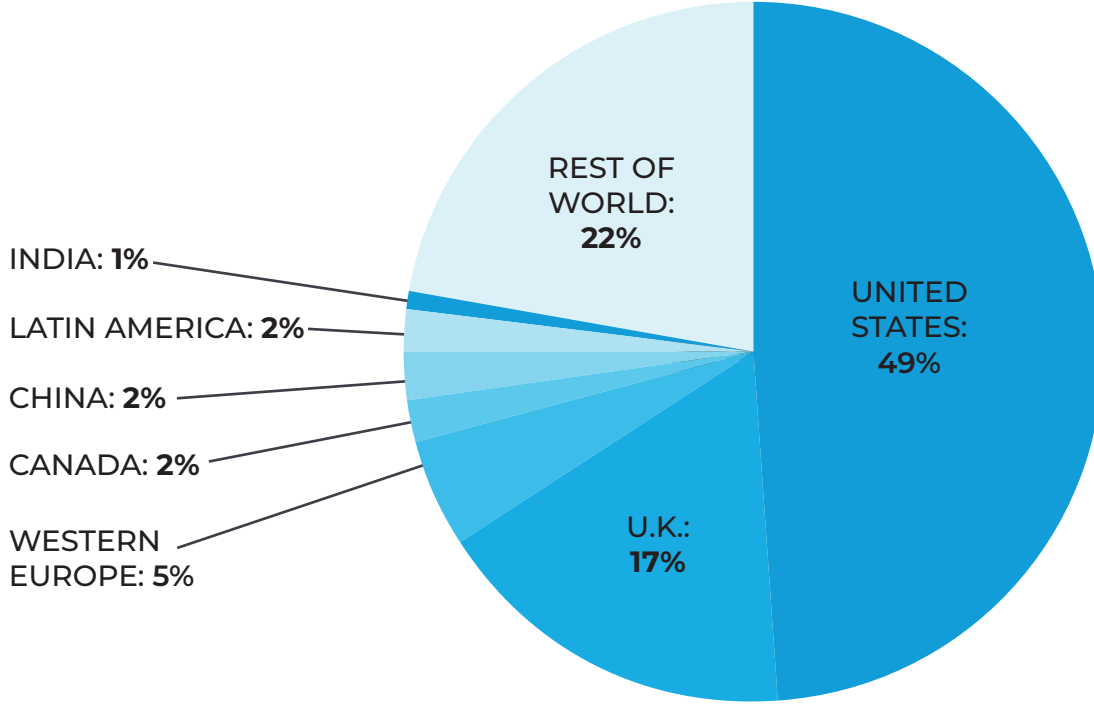
237,000

AVG. WEBSITE VIEWS PER MONTH

AUDIENCE BREAKDOWN BY INDUSTRY



AUDIENCE BREAKDOWN BY REGION



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JANUARY

FEBRUARY

MARCH

APRIL

ONLINE TRENDS, ANALYSIS AND INTERVIEWS

EDITORIAL FOCUS

- ☉ Toys and Games
- ☉ Entertainment
- ☉ Retail
- ☉ Market Analysis: Western Europe

EDITORIAL FOCUS

- ☉ Fashion
- ☉ Toys and Games
- ☉ Sports
- ☉ Anime

EDITORIAL FOCUS

- ☉ Food and Beverage
- ☉ Gaming
- ☉ Homewares
- ☉ Music
- ☉ CMOs and Brand Collaborations
- ☉ Market Analysis: LATAM

EDITORIAL FOCUS

- ☉ Retail
- ☉ Leading Agent Strategies
- ☉ Corporate Brands
- ☉ Publishing
- ☉ Licensing Expo Preview

SPECIAL REPORT

TRENDS IN FASHION, BRANDS AND COLLABORATIONS

FEATURES

New brands, category focuses, hot licenses now and more

AD CLOSE

Jan. 8

AD MATERIAL DUE

Jan. 22

DISTRIBUTION

Feb. 4

Special Reports are long-form and editorialized. They are downloadable and delivered via License Global's newsletters, emailed to subscribers and available on LicenseGlobal.com.

WHITEPAPER

THE TOP GLOBAL LICENSING AGENTS

SUBMISSION WINDOW

Jan. 11 – Feb. 8

FEATURES

Top Global Rankings
Brandscape 2026

AD CLOSE

Feb. 26

AD MATERIAL DUE

Mar. 5

DISTRIBUTION

Apr. 1

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MAY

MAY

JUNE

JULY

ONLINE TRENDS, ANALYSIS AND INTERVIEWS

EDITORIAL FOCUS

- ☉ LIVE: Licensing Expo 2027
- ☉ Entertainment
- ☉ Market Analysis: Korea

LIVE LICENSING EXPO CONTENT

LICENSE GLOBAL THEATRE

- ☉ Licensing Expo Keynote
- ☉ State of the Nation
- ☉ Panels and Fireside Chat Interviews

EDITORIAL FOCUS

- ☉ Animation
- ☉ CMOs and Brand Collaborations
- ☉ Health and Wellness
- ☉ Market Analysis: France

EDITORIAL FOCUS

- ☉ Fandom
- ☉ Anime
- ☉ Beauty
- ☉ Market Analysis: China

PRINT AND DIGITAL MAGAZINE

LICENSE GLOBAL MAGAZINE LICENSING EXPO EDITION

SPECIAL REPORTS

Food and Beverage
Entertainment

FEATURES

Gaming, Music, Sports,
Corporate Brands,
Lifestyle and more.

AD CLOSE

Apr. 1

AD MATERIAL DUE

Apr. 8

DISTRIBUTION

May 20 (digital) May 25 (print)

License Global magazine and Show Dailies are distributed to each attendee and exhibitor, as well as to subscribers.

LICENSING EXPO SHOW DAILIES + DIRECTORY

THE OFFICIAL PUBLICATION OF LICENSING EXPO

License Global calls for announcements and press releases two months in advance of any show.

SUBMISSION WINDOW

Feb. 22 – Mar. 22

FEATURES

Licensing Expo Event Guide,
Breaking News from the
Show, Live Content, Exhibitor
Interviews and more.

AD CLOSE

Apr. 5

AD MATERIAL DUE

Apr. 16

DISTRIBUTION

May 25, May 26 and May 27

Space is limited, so please do stick to submission deadlines to best ensure coverage. You must be an exhibitor at our trade show event to be considered eligible for editorial coverage in this publication.

WHITEPAPER

THE TOP GLOBAL LICENSORS

SUBMISSION WINDOW

Apr. 5 – May 17

FEATURES

Top Global Rankings
Brandscape 2026

AD CLOSE

Jun. 25

AD MATERIAL DUE

Jul. 9

DISTRIBUTION

Jul. 20

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AUGUST

SEPTEMBER

SEPTEMBER

OCTOBER

ONLINE TRENDS, ANALYSIS AND INTERVIEWS

EDITORIAL FOCUS

- ☉ Fashion (Streetwear)
- ☉ Lifestyle
- ☉ Sports
- ☉ Brand Licensing Europe 2027 Preview

EDITORIAL FOCUS

- ☉ LIVE: Brand Licensing Europe 2027
- ☉ Toys and Games
- ☉ Heritage
- ☉ Market Analysis: the Middle East

LIVE BRAND LICENSING EUROPE CONTENT

LICENSE GLOBAL THEATRE

- ☉ Brand Licensing Expo Keynote
- ☉ State of the Nation
- ☉ Panels and Fireside Chat Interviews

EDITORIAL FOCUS

- ☉ Food and Beverage
- ☉ Art and Design
- ☉ Celebrity and Content Creators
- ☉ Market Analysis: Australia and New Zealand

PRINT AND DIGITAL MAGAZINE

LICENSE GLOBAL MAGAZINE BRAND LICENSING EUROPE EDITION

SPECIAL REPORTS

Heritage and Museums
Global Sports Report

FEATURES

Corporate Brands,
Entertainment, European
Market Insight, Publishing,
Retail and more.

AD CLOSE

Aug. 9

AD MATERIAL DUE

Aug. 20

DISTRIBUTION

Sept. 23 (digital) Sept. 28 (print)

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BRAND LICENSING EUROPE SHOW DAILIES + DIRECTORY

THE OFFICIAL PUBLICATION OF BRAND LICENSING EUROPE

License Global calls for announcements and press releases two months in advance of any show.

SUBMISSION WINDOW

July 6 – Aug. 2

FEATURES

Brand Licensing Europe
Event Guide, Breaking News
from the Show, Live Content,
Exhibitor Interviews and more.

AD CLOSE

Aug. 18

AD MATERIAL DUE

Aug. 30

DISTRIBUTION

Sept. 28, Sept. 29 and Sept. 30

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NOVEMBER

DECEMBER

ONLINE TRENDS, ANALYSIS AND INTERVIEWS

EDITORIAL FOCUS

- ☉ Location-based Experiences
- ☉ Retail
- ☉ Footwear and Accessories

EDITORIAL FOCUS

- ☉ Kidult
- ☉ Toys and Games
- ☉ Automotive

WHITEPAPER

LEADING BRAND MANUFACTURERS

SUBMISSION WINDOW

Aug. 23 – Sept. 20

FEATURES

Licensee Index, Brandscape
and more.

AD CLOSE

Oct. 4

AD MATERIAL DUE

Oct. 15

DISTRIBUTION

Nov. 4

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SPECIAL REPORT

GLOBAL TOY TRENDS

FEATURES

New Brands, Category
Focuses, Hot Licenses Now
and more.

AD CLOSE

Nov. 1

AD MATERIAL DUE

Nov. 12

DISTRIBUTION

Dec. 2

Special Reports are long-form and editorialized. They are downloadable and delivered via License Global's newsletters, emailed to subscribers and available on LicenseGlobal.com.

GLOBAL EVENT COVERAGE

License Global will attend and/or cover the following global events:

JANUARY

- ☉ NRF: Retail's Big Show
- ☉ The Toy Fair (London)
- ☉ Sports Licensing & Tailgate Show

FEBRUARY

- ☉ Spielwarenmesse: Nuremberg International Toy Fair
- ☉ MAGIC
- ☉ The Toy Fair (New York)

MARCH

- ☉ Spielwarenmesse: Nuremberg International Toy Fair
- ☉ The Inspired Home Show
- ☉ Game Developers Conference (GDC)

APRIL

- ☉ Bologna Children's Book Fair
- ☉ Licensing for Retail Day

MAY

- ☉ Licensing Expo
- ☉ The Sweets & Snacks Expo

JUNE

- ☉ Annecy: The Animation Film Festival
- ☉ France Licensing Day

JULY

- ☉ San Diego Comic-Con
- ☉ Anime Expo
- ☉ Licensing Expo China

AUGUST

- ☉ MAGIC
- ☉ Outdoor Retailer

SEPTEMBER

- ☉ Toy Previews
- ☉ Brand Licensing Europe

NOVEMBER

- ☉ IAAPA

EDITORIAL FOCUS AND ONLINE TRENDS, ANALYSIS AND INTERVIEWS

Every month, License Global explores topics that are top-of-mind for brand owners, manufacturers and retail.

Online Trends, Analysis and Interviews will be complemented by breaking news, topical insights, market analysis and announcements from across the brand licensing community. They can be found on LicenseGlobal.com and in our daily, weekly and European newsletters.

To discuss inclusion online, in the publications or for moments of the year, please reach out to our News Desk (news@licenseglobal.com) to share your news.

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