

2011 Editorial Calendar

JANUARY/FEBRUARY

State of the Toy Industry
Comprehensive Toy Fair Coverage

Specialty Toys & Gifts:

Toy Fair Showcase
Bonus Distribution at Toy Fair

MARCH/APRIL

Radio Control Vehicles
Plush

Specialty Toys & Gifts:

Construction Toys

MAY/JUNE

Licensing Show
Specialty Toys & Gifts:
ASTRA Marketplace, Science

*Bonus Distribution at
ASTRA Marketplace & Academy*

JULY/AUGUST

Games & Puzzles
Web-Interactive Toys/Mobile Apps
Dolls

Specialty Toys & Gifts: ABC Kids Expo Coverage

Bonus Distribution at ABC Kids Expo

SEPTEMBER/OCTOBER

Fall Toy Preview Coverage
Specialty Toys & Gifts: die-cast, hobbies
Bonus Distribution at Fall Toy Preview

NOVEMBER/DECEMBER

Environmentally Friendly Toys
Activities (Arts & Crafts)
Directory of Manufacturers Exhibiting
in Hong Kong
Specialty Toys & Gifts: Children's Books
*Bonus Coverage: Hong Kong Toys & Games Fair;
Nurnberg Toy Fair*

DEPARTMENTS:

- | | |
|------------------------|-------------------|
| *Publisher's Viewpoint | *5 Questions |
| *Stat Shot | *Property Profile |
| *Go Figure! | *What's New |
| *Marketing Memo | *Outside the Box |
| *Industry Update | *TIA Perspectives |

Specialty Toys & Gifts:

- *ST&G Checklist
- *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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