

the toybook®

2018 EDITORIAL CALENDAR

DECEMBER/JANUARY

Pre-Toy Fair Issue
TOTY Nominee Showcase
Activities (Arts & Crafts)
Open-Ended Play

Bonus Coverage: Nuremberg Toy Fair

Editorial Deadline: 11/1/17, Ad Deadline: 12/5/17

MAY/JUNE

Smart Tech, Robotics, Coding
Licensing Expo
ASTRA Marketplace

Bonus Distribution at

ASTRA Marketplace & Academy

Editorial Deadline: 4/12/18, Ad Deadline: 5/7/18

FEBRUARY

State of the Toy Industry
2018 Forecast
Comprehensive Toy Fair Coverage

Bonus Distribution at New York Toy Fair

Editorial Deadline: 12/20/17, Ad Deadline: 1/10/18

JULY/AUGUST

Dolls
Board Games
Construction

Hot Summer Trend Feature

Editorial Deadline: 6/13/18, Ad Deadline: 7/16/18

MARCH/APRIL

Plush
Radio Control Vehicles
Collectibles
Special Needs Toys

Editorial Deadline: 3/1/18, Ad Deadline: 3/15/18

SEPTEMBER/OCTOBER

Fall Toy Preview Coverage
Science & Educational Toys
2019 Industry Forecast

Bonus Distribution at Fall Toy Preview

Editorial Deadline: 8/2/18, Ad Deadline: 8/30/18

DEPARTMENTS

*Stat Shot
*Marketing Memo
*Talking Social Media
*International Toy Industry

*Industry Update
*Talkin' Toys
*Property Profile
*What's New

*TIA Perspectives
*ASTRA's Insights
*Media Center
*View From Inside

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