

# THE LICENSING LETTER

THE DEFINITIVE SOURCE FOR DATA, ANALYSIS, NEWS, AND CONTACTS SINCE 1977

## 2022 MEDIA KIT

[www.thelicensingletter.com](http://www.thelicensingletter.com)

# THE LICENSING LETTER

December 2021

**TLL** THE DEFINITIVE SOURCE  
FOR DATA, ANALYSIS,  
NEWS, AND CONTACTS  
SINCE 1977

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## Special Report

### The Metaverse is Growing Faster than Expected: Is Your Company Ready for the Opportunity?

By Gary Symons  
TLL Editor in Chief

Just months ago, on Aug. 1, The Licensing Letter released its first Special Report on the development of the metaverse and how it will apply to the licensing industry. At the time, most people didn't know what the metaverse was, let alone how our industry would take part in it.

Since then, stories about the metaverse have been everywhere, partly due to the bombshell announcement from Mark Zuckerberg on Oct. 28.

In a well orchestrated presentation, much of it from inside the company's own metaverse prototype, Zuckerberg told the world Facebook was changing its name to Meta, reflecting the company's intention to base its entire future on being a leader in the development of the metaverse.

Rather than being primarily a social media company, Zuckerberg envisions Meta as a company dominated by its work in what is now called the metaverse, a term that came

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## The Voice of the Licensing Industry Since 1977

The Licensing Letter was the first publication to comprehensively cover the licensing industry, founded in 1977.

Now published by Plain Language Media, The Licensing Letter offers the most comprehensive services package of any publication in the industry.

TLL offers comprehensive Special Reports, in-depth reporting of issues and trends, and daily updates on the deals and people that make our industry what it is.

TLL also offers the industry's largest listing of licensing professionals, and a database of licensing deals and data.

**"We advertised with *The Licensing Letter* and we immediately received many qualified leads that led to meaningful business conversations. Many of the leads were global which showed us the huge reach of the publication. We definitely plan on running future campaigns with all of their media touchpoints because they deliver the right people and partners."**

**Ross Misher, CEO Brand Central LLC**

## THE LICENSING LETTER

 **Daily News**

TLL's editorial team covers deals, trends and personnel changes every day, publishing to the TLL website, and sending stories to 31,000 licensing executives six days a week.

 **Special Reports**

Headed by an award-winning investigative reporter and editor with 25 years of journalistic experience, TLL digs deeper, reporting on the most important trends affecting the licensing industry. We break the stories that our competitors miss, and offer data-driven insights other publications can't match.

 **The Licensing SourceBook Online (LSO)**

Unique in the industry, the LSO provides a constantly updated listing of thousands of licensing contacts, but also links them to the companies and brands they represent. If you're a licensing professional, the LSO is the most important contact resource in the industry.

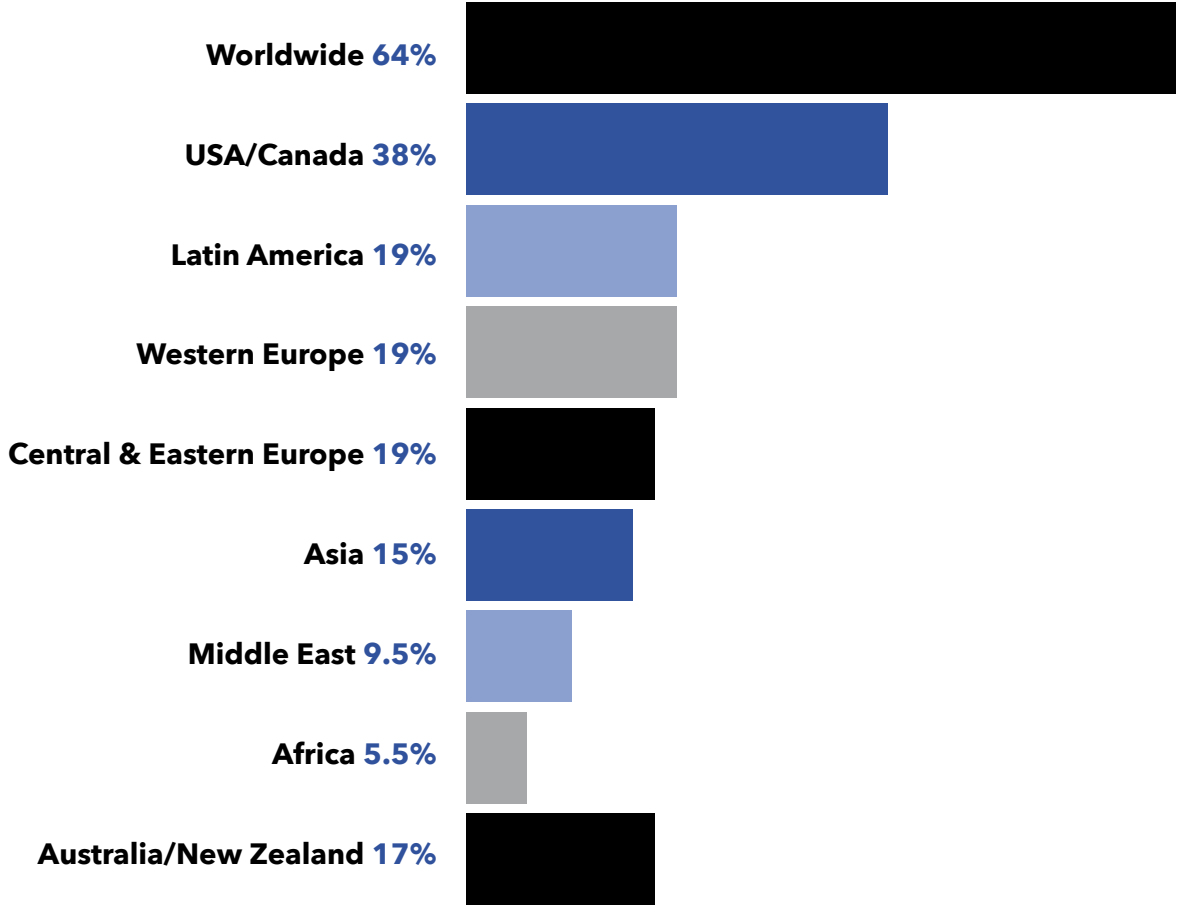
 **Licensing Deals and Data (formerly Licensing Data Bank)**

The Licensing Letter is the only publication with a dedicated data team that constantly updates licensing deals around the world, and collates critical data for all categories of licensing. The Deal Sheet has become the go-to resource for licensing sales professionals and is included with Deals & Data.

THE LICENSING LETTER

Get Your Message Out to the World

The Licensing Letter reaches licensing industry leaders in every corner of the world, and in every brand licensing category. Over 64% of our readers work at global licensing firms, while others work in multiple territories.



Email Database

The Licensing Letter’s daily newsletter goes out to 31,000 licensing professionals around the world.

Our readership in the US alone includes leaders of companies comprising more than 25% of the Dow Jones.

Daily ‘Opens’ of the TLL daily newsletter have increased this year to 33-34%. As a result, 57% of TLL’s web traffic comes directly from the daily newsletter.

TLL’s ‘Deal Sheet’ is sent to our 31,000 subscribers once a week, and now offers clients direct access to our database through Featured Listings.

Licensing News: 5 Days a Week

Deal Sheet: Once a Week

Total opted in subscribers: ~31,000

Average Open Rate ~43%

## THE LICENSING LETTER

**Summary of Advertising Options**

For the first time, The Licensing Letter is offering advertising options for its clients, allowing for direct outreach to our full database of licensing leaders and professionals. These new offerings include:

- ▶ **Featured Listings In The Deal Sheet:** A unique product in the industry, Featured Listings put your licensing deal at the top of the Deal Sheet, with special highlights and photos to make it stand out from the competition.
- ▶ **Banner Ads In The Daily Newsletter:** Reach 31,000 licensing professionals six times a week through the daily Licensing Letter email blast.
- ▶ **TLL Monthly Magazine Advertising:** Starting in January 2022, reach our exclusive list of paid subscribers through The Licensing Letter, our highly regarded monthly magazine.
- ▶ **Website Banner Ads:** Starting in March 2022, place ads directly at thelicensingletter.com, the world's longest running website for the licensing industry.
- ▶ **Sponsored Emails:** Create bespoke messaging and reach our entire mailing list through sponsored emails, created in Partnership With Our Editorial And Design Teams.
- ▶ **Sponsorship Of Special Reports:** The Licensing Letter is known for producing in-depth, Special Reports unmatched by any other publication in the brand licensing industry. Help our journalism, and become known as a thought leader in the Licensing Industry.
- ▶ **Sponsorship Of The Licensing Sustainability Award:** Sustainability is key to success in licensing in this era. Become known as a sustainability leader through sponsorship of the quarterly Licensing Sustainability Award, in partnership with SPLiCE.
- ▶ **Sponsored Articles (Advertorial):** If you need to get your message out in your own words, work with our editorial team to produce sponsored articles that run on the TLL website, our daily newsletters, and the monthly magazine.

THE LICENSING LETTER

Featured Listings

The Licensing Letter is the only publication that provides a database of licensed properties and available licenses through The Deal Sheet.

In December 2021 TLL began adding Featured Listings to the magazine, and in 2022 began adding Featured Listings to the weekly Deal Sheet newsletter as well.

Featured listings always go to the top of the list, include space for a photo or graphic, and offer extra space for text and contact information.

If you have a property available for licensing, or you want to let the world know about a recently awarded license, the Deal Sheet's Featured Listings are the fastest and easiest way to get the word out to the entire licensing industry.

Better yet, Featured Listings can deliver throughout TLL's product line, appearing in the monthly newsletter, the daily newsletter, and in the Deal Sheet section of the TLL website.

*Note that any Featured Listing for an Available License must be authorized by the Licensor/Rights Holder.*

December 2021



**Black Paper Party**

Brand Central is delighted to announce that home, party, toys, publishing, and paper goods categories are available for licensing with Black Paper Party. Black Paper Party is a seasonal prints and patterns brand celebrating African American characters and representations. The African American and woman-owned company brings authenticity and diversity to festive holiday and other seasonal categories.

Brand Central | Ross Misher | [ross@brandcentralgroup.com](mailto:ross@brandcentralgroup.com) | 310.268.1231



**MARS WRIGLEY**

Brand Central is excited to announce that food and merchandise categories are available for licensing with Mars Wrigley's iconic brands M&M'S®, SNICKERS®, TWIX®, SKITTLES®, DOVE®, STARBURST®, LIFESAVERS®, HUBBA BUBBA® and more. Mars Wrigley is a global market leader in chocolate, gum, mints, and fruity confections and is putting smiles on people's faces and creating better moments for millions in more than 180 countries.

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**Licenses Recently Granted International**

<p><b>Abraham Hunter</b> garden flags (U.S., Canada) To: Carson Industries Brad Carson, President, 800-888-1918, <a href="mailto:licensor@carsonhomeaccents.com">licensor@carsonhomeaccents.com</a> By: MHS Licensing + Consulting Marty Segelbaum, President, 952-544-1377 x202, <a href="mailto:marty@mhslicensing.com">marty@mhslicensing.com</a></p> <p><b>Abraham Hunter</b> wall decor (Worldwide) To: Dicksons Gifts Stephanie Otte, Graphic Designer in Product Development, 512-522-1308, <a href="mailto:sotte@dicksonsgifts.com">sotte@dicksonsgifts.com</a> By: MHS Licensing + Consulting Marty Segelbaum, President, 952-544-1377 x202, <a href="mailto:marty@mhslicensing.com">marty@mhslicensing.com</a></p> <p><b>Abraham Hunter</b> folding tables (U.S. and Canada)</p>	<p><b>To: Heartland Wholesale</b> Perry Miller, Owner, 866-877-6935, <a href="mailto:leslie@lagwana.com">leslie@lagwana.com</a> By: MHS Licensing + Consulting Marty Segelbaum, President, 952-544-1377 x202, <a href="mailto:marty@mhslicensing.com">marty@mhslicensing.com</a></p> <p><b>Aerosmith</b> boxer shorts, cut &amp; sew, fashion tops, fleece, jackets, sleep pants, sweaters, t-shirts (U.S., Canada) To: Philco Enterprises George Meyer, VP Business Development, 905-568-1823, <a href="mailto:gmeyer@philco.com">gmeyer@philco.com</a> By: Epic Rights Sofia Caban, Licensing Contract Administrator, 310-424-1929, <a href="mailto:Andrianna.Caban@epicrights.com">Andrianna.Caban@epicrights.com</a></p> <p><b>Aerosmith</b> bags, hats, joggers, small cases, sweatshirts, t-shirts (U.K., Europe)</p>	<p><b>To: Poetic Brands Ltd</b> Elliott Mathews, Executive Director, 44 19 2324 9497, <a href="mailto:elliott@poeticgem.com">elliott@poeticgem.com</a> By: Epic Rights Sofia Caban, Licensing Contract Administrator, 310-424-1929, <a href="mailto:Andrianna.Caban@epicrights.com">Andrianna.Caban@epicrights.com</a></p> <p><b>Amylee Weeks</b> tabletop (U.S., Canada) To: HouseWares Intl. Glenda Seale, National Sales &amp; Accounts Manager, 323-581-3000 x101, <a href="mailto:glenda@housewaresintl.com">glenda@housewaresintl.com</a> By: MHS Licensing + Consulting Marty Segelbaum, President, 952-544-1377 x202, <a href="mailto:marty@mhslicensing.com">marty@mhslicensing.com</a></p> <p><b>Bad Company</b> hoodies, jackets, sweatshirts, t-shirts, tank tops (U.S., Canada) To: Thirty Single, LLC</p>
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www.thelicensingletter.com 31

**Total Opted in Subscribers:**

# 31,000

**Average Open Rate**


# 43%



DEAL SHEET

TheLicensingLetter.com January 1, 2022


The **TLL Deal Sheet** features the latest deals, brands, and up-to-date contact information for deal makers. [Click Here](#) to see the **FREE** full list of **23** deals and **2** new Listings. Contact info for all executive licensing deal makers is available from the [Licensing SourceBook](#).



**Licenses Available: Mars Wrigley**

**Brand Central** is excited to announce that food and merchandise categories are available for licensing with Mars Wrigley's iconic brands M&M'S®, SNICKERS®, TWIX®, SKITTLES®, DOVE®, STARBURST®, LIFESAVERS®, HUBBA BUBBA® and more.

**Brand Central - Ross Misher**  
[ross@brandcentralgroup.com](mailto:ross@brandcentralgroup.com) 310.268.1231



**Licenses Available: Mars Wrigley**

**Brand Central** is delighted to announce that home, party, toys, publishing, and paper goods categories are available for licensing with Black Paper Party. Holiday and other seasonal categories.

**Brand Central - Ross Misher**  
[ross@brandcentralgroup.com](mailto:ross@brandcentralgroup.com) 310.268.1231

Property	Description	Categories Available	Licensing Contact
Got2Glow Fairy Finder	"Got2Glow Fairy Finder gives kids the ability to find and catch over 100 virtual dairies across three magical electronic jars."	Beauty supplies, home decor, party goods, publishing USA	<a href="#">Russel Binder Striker Entertainment</a>
Press Start	The Press Start! is based on the book series from Scholastic.	all categories USA	<a href="#">Colin McLaughlin Retail Monster Brand Extension Licensing Group</a>

For more information contact Ingrid Dilschneider | 1-888-729-2315 x 305 | [ingrid@thelicensingletter.com](mailto:ingrid@thelicensingletter.com)

[www.thelicensingletter.com](http://www.thelicensingletter.com)

## THE LICENSING LETTER

The Licensing Letter has a variety of ad options available; website ads, featured listings, monthly magazine ads, daily newsletter ads and more. We are also giving you the opportunity to tell your own story with sponsored articles on our website, newsletter or monthly magazine. Purchase single ads or bundle our products for more coverage.

### Web & Ezine Ads

**Skyscraper Ad - Website**  
270 px wide X 540 px high

**Banner Ad Ezine**  
600 px wide X 275 px high

**Online & Ezine Sponsored Article**  
Up to 1,000 words + 1 Photo

**Banner Ad - Website**  
850 px wide X 275 px high

**Sidebar Ad - Website**  
270 px wide X 270 px high

**Deal Sheet Ezine Featured Listings**  
300 Characters + 1 photo

### TLL Magazine Ad Sizes

**TLL Magazine Sponsored Article**  
Up to 1,000 words  
1 Photo

**TLL Magazine Featured Listing**  
7.5"wide X 2.25"high  
  
300 Characters  
1 Photo

**Full Page Ad**  
8.5"wide X 11"high

**1/2 Page Horizontal**  
7.5"wide X 4.875"high

**1/2 Page Vertical**  
3.625"wide X 10"high

**1/3 Page Horizontal**  
7.5"wide X 3"high

**1/3 Page Block**  
4.9"wide X 4.875"high

**1/4 Page Horizontal**  
7.5"wide X 2.25"high

**1/4 Page Block**  
3.625"wide X 4.875"high

For more information contact Ingrid Dilschneider | 1-888-729-2315 x 305 | [ingrid@thelicensingletter.com](mailto:ingrid@thelicensingletter.com)

THE LICENSING LETTER

Month	Magazine Deadlines	Month	Magazine Deadlines
<p><b>January - The Playbook</b> Special Report on sports licensing, and a focused Deal Sheet of opportunities at the Sports &amp; Tailgate Trade Show.</p>	<p>Ad Close: Dec. 10 Ad Materials due: Dec. 15 Distribution Jan. 1, 2022</p>	<p><b>July - Licensing Compensation Report</b> Exclusive data from TLL's annual Licensing Compensation Survey, with essential data for employers and employees alike.</p>	<p>Ad Close: June 15 Ad Materials due: June 20 Distribution July. 1, 2022</p>
<p><b>February - Entertainment Report</b> Special Report on trends in TV, Film, Video Gaming, and Experiential Entertainment.</p>	<p>Ad Close: Jan. 15 Ad Materials due: Jan. 20 Distribution Feb. 1, 2022</p>	<p><b>August - Top Licensing Agencies</b> Special Report detailing the best licensing agencies, by region, specialty, and category.</p>	<p>Ad Close: July 15 Ad Materials due: July 20 Distribution Aug. 1, 2022</p>
<p><b>March - Licensing Royalty Report</b> The industry's only indepth report on trends in Licensing Royalties and Policies. A must read for all licensing pros.</p>	<p>Ad Close: Feb. 15 Ad Materials due: Feb. 20 Distribution Mar. 1, 2022</p>	<p><b>September - The Toy Report</b> A TLL Special Report on the toy industry; plus, the inside scoop on the deals at Toy Fair New York and BLE.</p>	<p>Ad Close: Aug. 15 Ad Materials due: Aug. 20 Distribution Sep. 1, 2022</p>
<p><b>April - Licensing Sales Report</b> The industry's most indepth report on licensing sales, revenues, and economic prospects for the year ahead.</p>	<p>Ad Close: Mar. 15 Ad Materials due: Mar. 20 Distribution April. 1, 2022</p>	<p><b>October - Sustainable Licensing</b> Advice from the world's leading experts on licensing sustainability; plus we name the Licensing Sustainability Award winners!</p>	<p>Ad Close: Sep. 15 Ad Materials due: Sep.20 Distribution Oct. 1, 2022</p>
<p><b>May - Inside Licensing Expo</b> Supercharge your business with the inside scoop on Licensing Expo. Leverage TLL's exclusive Deal Sheet data to find and close more deals!</p>	<p>Ad Close: April 15 Ad Materials due: April 20 Distribution May 1, 2022</p>	<p><b>November - The Innovation Issue</b> A fun and inspiring look at the most innovative licensing campaigns of the year.</p>	<p>Ad Close: Oct. 15 Ad Materials due: Oct.20 Distribution Nov. 1, 2022</p>
<p><b>June - Top Licensors</b> Informative special report on the world's top licensors globally, by region, and by category. Get the inside scoop on the biggest names in the licensing industry.</p>	<p>Ad Close: May 15 Ad Materials due: May 20 Distribution June 1, 2022</p>	<p><b>December - Licensing Trends</b> TLL wraps up the year with a must read Special Report on the top trends in the year past, and what to look forward to in the year to come.</p>	<p>Ad Close: Nov. 15 Ad Materials due: Nov. 20 Distribution Dec. 1, 2022</p>

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