

THE LICENSING LETTER

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

2023 MEDIA KIT

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THE LICENSING LETTER

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January 2023



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Licensing Royalty Trends Survey & Report

TLL's Study of Licensing During the Global Pandemic

By Gary Symons
TLL Editor in Chief

Anyone who worked in licensing during the COVID-19 pandemic knows very well how profoundly it affected our industry. Our reality now is very different from what we expected before our two-year experience of lockdowns, masking, and the social unrest caused some sectors to almost collapse, while others surprisingly boomed.

For that reason, The Licensing Letter has combined data from a number of sources, including our Licensing Sales Survey and the more recent Licensing Royalty Survey, to produce a complete review of how the pandemic era affected licensing in real terms. This report includes data from major economic think tanks, such as the IME, the World Bank and the EIU, as well as two years of survey data that covers the rise or fall of sales revenue by product category, the impact on royalties, and changes to common contract requirements like Advances, contributions to a Central Marketing Fund, and Minimum Guarantees.

TLL feels the research is important for the industry because many of the factors that caused a major downturn for the licensing sector and the economy in general still exist. In fact, a combination of factors primarily caused by geopolitics has extended many of the trends that exerted downward pressure on consumer demand and upward pressure on the cost of doing business.

Continued on page 2

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 29,000 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.

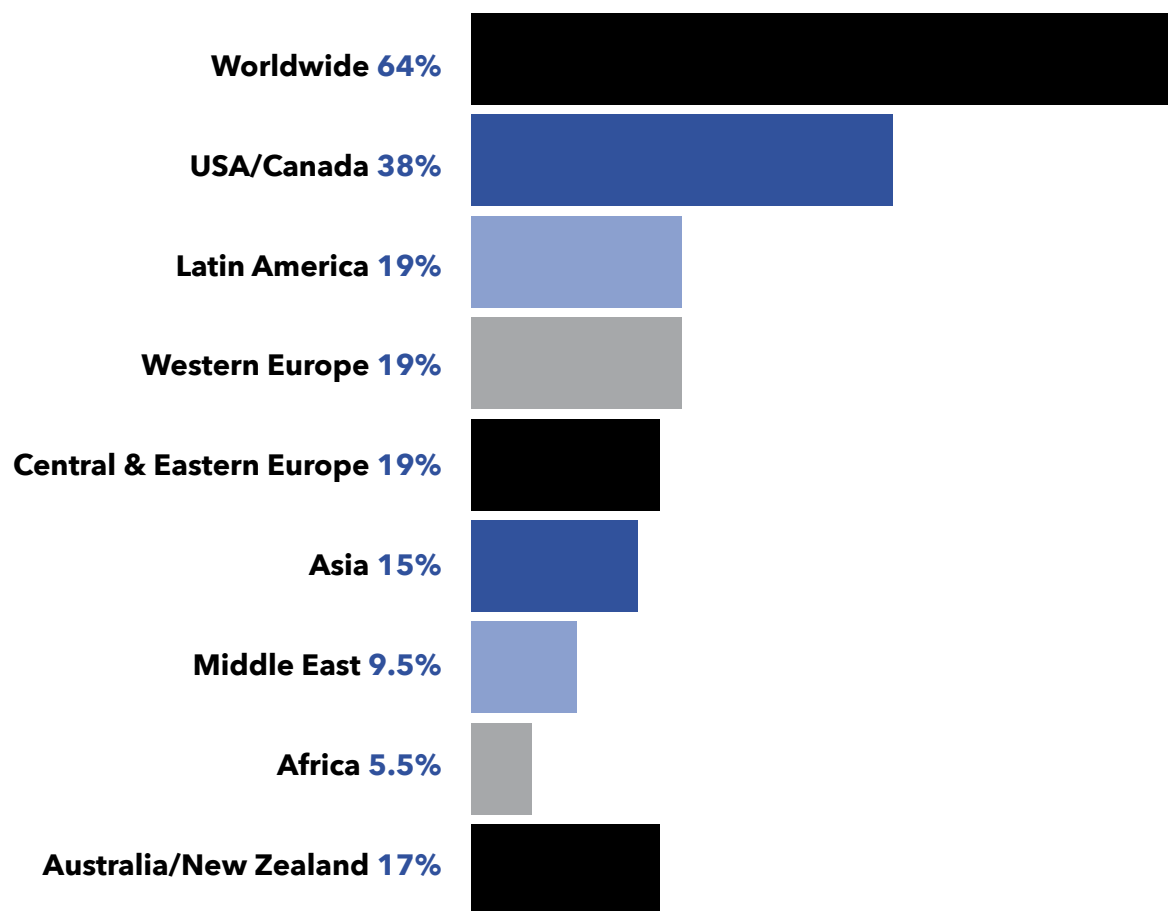
 **Licensing Deals and Data (formerly Licensing Data Bank)**

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 29,000 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 18-20%. As a result, most of TLL's web traffic comes directly from the daily newsletter.

TLL's 'Deal Sheet' is sent to our 29,000 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: ~29,000

Average Open Rate ~34%

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 29,000 licensing professionals six times a week through the daily Licensing Letter email blast.
- ▶ **TLL Monthly Magazine Advertising:** Starting in January 2023, reach our exclusive list of paid subscribers through The Licensing Letter, our highly regarded monthly magazine.
- ▶ **Website Ads:** 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 2023 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 | 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.

Brand Central | Ross Misher | ross@brandcentralgroup.com | 310.268.1231

Licenses Recently Granted International

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

29,000

Average Open Rate


34%



DEAL SHEET

TheLicensingLetter.com January 1, 2023

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 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 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	Russel Binder Striker Entertainment
Press Start	The Press Start! is based on the book series from Scholastic.	all categories USA	Colin McLaughlin Retail Monster Brand Extension Licensing Group

For more information contact Ingrid Dilschneider | 1-888-729-2315 x 305 | ingrid@thelicensingletter.com

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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

Online & Ezine Sponsored Article

Up to 1,000 words + 1 Photo

Website Billboard Ad

750 px wide X 500 px high

Website Banner Ad

750 px wide X 300 px high

Banner Ad Ezine

600 px wide X 275 px high

Website Sidebar Ad

300 px wide
X 400 px high

Website Sidebar Half Ad

300 px wide
X 200 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

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Month	Magazine Deadlines	Month	Magazine Deadlines
<p>January - The Playbook Special Report on sports licensing, and a focused Deal Sheet of opportunities at the Sports & Tailgate Trade Show.</p>	<p>Ad Close: Dec. 10 Ad Materials due: Dec. 15 Distribution Jan. 1, 2023</p>	<p>July - Licensing Compensation Report 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, 2023</p>
<p>February - Entertainment Report 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, 2023</p>	<p>August - Top Licensing Agencies 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, 2023</p>
<p>March - Licensing Law Focusing on the latest changes and challenges to licensing and intellectual property law.</p>	<p>Ad Close: Feb. 15 Ad Materials due: Feb. 20 Distribution Mar. 1, 2023</p>	<p>September -Sustainable Licensing Advice from the world's leading experts on licensing sustainability; plus we name the Licensing Sustainability Award winners!</p>	<p>Ad Close: Aug. 15 Ad Materials due: Aug. 20 Distribution Sep. 1, 2023</p>
<p>April - Licensing Royalty Report The industry's only indepth report on trends in Licensing Royalties and Policies. A must read for all licensing pros.</p>	<p>Ad Close: Mar. 15 Ad Materials due: Mar. 20 Distribution April. 1, 2023</p>	<p>October - The Toy Report 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: Sep. 15 Ad Materials due: Sep.20 Distribution Oct. 1, 2023</p>
<p>May - Top Licensors 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: April 15 Ad Materials due: April 20 Distribution May 1, 2023</p>	<p>November - The Innovation Issue 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, 2023</p>
<p>June - Inside Licensing Expo 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: May 15 Ad Materials due: May 20 Distribution June 1, 2023</p>	<p>December - Licensing Trends 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, 2023</p>

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