

# THE LICENSING LETTER

THE LEADING NEWS AND NETWORKING RESOURCE FOR THE \$300 BILLION LICENSING INDUSTRY

## 2024 MEDIA KIT

# THE LICENSING LETTER

February 2024

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

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2024 Plain Language Media.  
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## Artificial Intelligence the Top Concern for Licensing and IP Law in 2024

An image from the deep fake YouTube comedy special 'George Carlin: I'm Glad I'm Dead', created by the podcast Dudesy. The creators are now facing a lawsuit from the late comedian's estate.

By Gary Symons  
TLL Editor in Chief

The large and growing value of licensing means that intellectual property rights are taken very seriously by corporations, artists, musicians, and writers, so it's not uncommon to see disputes go to court.

But this year, the floodgates have opened due to a new and rapidly growing threat to trademarks and copyright. That threat is not being introduced by human beings, but by generative artificial intelligence, a technology that exploded in popularity in 2023 but which faces major blowback from people whose work has been used to 'train' the software.

Lawsuits have been filed by musicians, writers, news organizations, artists, photographers, and of course, by the various companies that represent them.

At stake in this battle is the future of generative AI technology itself and the rights of content creators to protect their work and their livelihood.

For that reason, in this year's Licensing Law edition, The Licensing Letter is taking an expansive look at the many lawsuits and potential regulation that are expected to reshape the battleground in 2024.

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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.

TLL offers special reports, in-depth reporting of issues and trends, and daily news updates on the deals and people who make our industry what it is. TLL is the ONLY publication offering a comprehensive listing of licensing executives, and a database of available and recently granted licenses.

TLL publishes The Licensing Letter magazine, website, a daily newsletter going to 26K+ licensing professionals, and the popular Deal Sheet.

**"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 26,000 licensing executives six days a week through our newsletter, with average open rates over 35%!

 **Indepth Reporting**

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 the only 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.

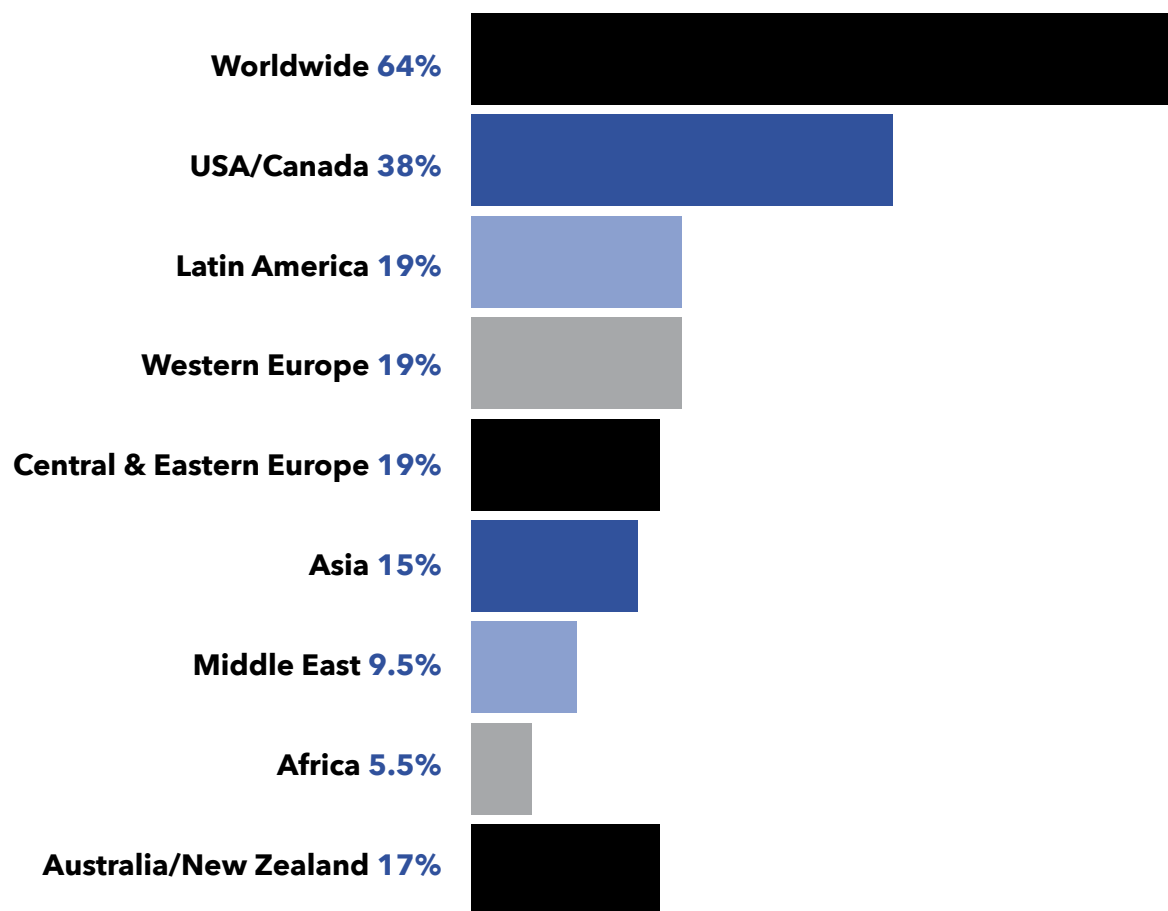
 **The Deal Sheet**

The Licensing Letter's Deal Sheet lists newly granted and available licenses from around the world, sent to our subscribers once a week. The Deal Sheet the go-to resource for licensing sales professionals and has a very high open rate, making it a primary destination for savvy advertisers in the licensing industry.

## 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 the top licensing professionals around the world.

Our readership in the US alone includes leaders of companies comprising more than 31% of the Dow Jones.

Daily 'opens' of the TLL daily newsletter have increased this year to 37%, far higher than the industry average of 25%. As a result, most of TLL's web traffic comes directly from the daily newsletter.

TLL's 'Deal Sheet' is sent to our ??,000 subscribers once a week, and has the highest open rate of all our publications.

**Licensing News: 6 Days a Week**

**Deal Sheet: Once a Week**

**Total opted in subscribers: 26,000**

**Average Open Rate ~37%**

## THE LICENSING LETTER

**Summary of Advertising Options**

The Licensing Letter offers an array of effective advertising options for its clients, allowing for direct outreach to our full database of licensing leaders and professionals. These offerings include:

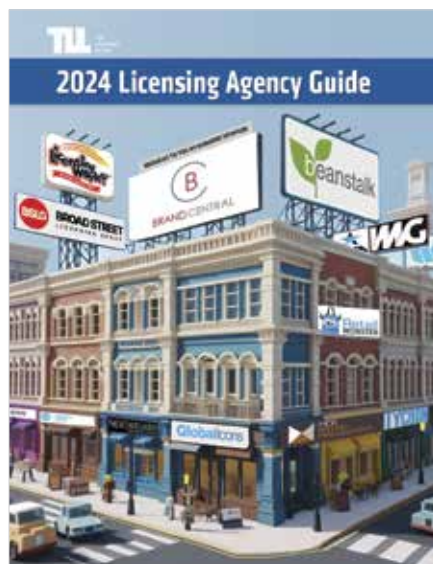
- ▶ **Banner Ads in The Daily Newsletter and Magazine:** We reach more than 26,000 licensing professionals a day, with an impressive open rate of 37%, and click through of 6%. Our clients are getting new, lucrative deals and clients every month, thanks to the TLL newsletter.
- ▶ **Low Cost Press Releases:** Tired of paying thousands of dollars for press releases? TLL uniquely offers lower cost press releases starting at only \$500 with unlimited text and photos, through a Tier One wire service, and formatted by our expert editorial team.
- ▶ **Website Ads:** Place ads directly at thelicensingletter.com, the world's longest running website for the licensing industry. This year, also benefit from animated ads on the site, with consistently high open rates.
- ▶ **Branded eBlasts:** Create bespoke messaging and reach our entire mailing list through sponsored emails, created in partnership with our editorial and design team.
- ▶ **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 Global Guide to Licensing Agencies:** Set your agency apart and attract new business by becoming a high profile sponsor of The Global Guide to Licensing Agencies, updated quarterly and heavily promoted all year.
- ▶ **Sponsored Articles (Advertorial):** If you need to get your message out in your own words, work with our editorial team to produce bespoke articles that run on the TLL website, our daily newsletters, and the monthly magazine.

## THE LICENSING LETTER

### Licensing Agency Guide

The industry's most complete guide to licensing agencies around the world.

- List for Free!
- Become a Sponsor for best possible exposure.
- Profile your agency with indepth feature articles.
- Banner ads and bespoke marketing campaigns.
- Agency Guide is updated quarterly in January, April, July, and October.
- The Guide is heavily promoted throughout the year, going out to 26,000+ top licensing professionals.



Cover Logo



Top 20 Licensing Agencies



Top 20 Licensing Agencies Listing



Sponsored Articles



Licensing Agencies



Free Agency listing

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

Web & Ezine Ads

The Licensing Letter has a full suite of advertising options available. Get your message out your way, with website banners, magazine ads, personalized email blasts and more.

Tell your own story with sponsored articles on our website, newsletter or monthly magazine.

Purchase single ads or bundle our products for better coverage.

**TLL Website**

**Ezine**

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

**Website Slider Ad** →

**Website Banner Ad** →

**Website Sidebar Ad** →

**Banner Ad Ezine** →

TLL Magazine Ad Sizes

<p><b>TLL Magazine Sponsored Article</b> Up to 1,000 words 1 Photo</p>	<p><b>Full Page Ad</b> 8.5" w X 11" h</p>	<p><b>1/2 Page Horizontal</b> 7.5" w X 4.875" h</p>	<p><b>1/2 Page Vertical</b> 3.625" w X 10" h</p>	<p><b>1/3 Page Block</b> 4.9" w X 4.875" h</p>	<p><b>1/4 Page Block</b> 3.625" w X 4.875" h</p>
				<p><b>1/3 Page Horizontal</b> 7.5" w X 3" h</p>	<p><b>1/4 Page Horizontal</b> 7.5" w X 2.25" h</p>

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Month	Magazine Deadlines	Month	Magazine Deadlines
<p><b>January - AI Licensing Trends</b> Special Report on how generative AI impacts the licensing industry, analyzing both threats and opportunities.</p>	<p>Ad Close: Dec. 10 Ad Materials due: Dec. 15 Distribution Jan. 1, 2024</p>	<p><b>July - Food &amp; Beverage Issue</b> TLL's tasty serving of insights into the latest trends and top news in the Food &amp; Beverage licensing sector.</p>	<p>Ad Close: June 15 Ad Materials due: June 20 Distribution July. 1, 2024</p>
<p><b>February - Licensing Law</b> Focusing on the latest changes and challenges to licensing and intellectual property law.</p>	<p>Ad Close: Jan. 15 Ad Materials due: Jan. 20 Distribution Feb. 1, 2024</p>	<p><b>August - TLL's Licensing Software Guide</b> As generative AI presents challenges to intellectual property rights, picking the right software is critical to protect your brands.</p>	<p>Ad Close: July 15 Ad Materials due: July 20 Distribution Aug. 1, 2024</p>
<p><b>March - Licensing Law</b> Special report on trends in TV, Film, Video Gaming and Experiential Entertainment.</p>	<p>Ad Close: Feb. 15 Ad Materials due: Feb. 20 Distribution Mar. 1, 2024</p>	<p><b>September - Brand Licensing Expo</b> Close more deals, and find more opportunities, with our in-depth guide to the 2024 Brand Licensing Expo in London.</p>	<p>Ad Close: Aug. 15 Ad Materials due: Aug. 20 Distribution Sep. 1, 2024</p>
<p><b>April - The Playbook</b> A deep dive into the world of sports licensing, with a focus this year on Name, Image and Likeness and women's sports.</p>	<p>Ad Close: Mar. 15 Ad Materials due: Mar. 20 Distribution April. 1, 2024</p>	<p><b>October - The Innovation Issue</b> TLL's celebration of the innovators in the licensing industry, with actionable ideas on how you can use innovation in your own business.</p>	<p>Ad Close: Sep. 15 Ad Materials due: Sep.20 Distribution Oct. 1, 2024</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, 2024</p>	<p><b>November - The Trends Issue</b> Take advantage of TLL's uncanny record in predicting future licensing trends with this authoritative guide.</p>	<p>Ad Close: Oct. 15 Ad Materials due: Oct.20 Distribution Nov. 1, 2024</p>
<p><b>June - Licensing Royalty Report</b> The industry's only indepth report on trends in Licensing Royalty Rates and Contracts. A must read for all licensing pros.</p>	<p>Ad Close: May 15 Ad Materials due: May 20 Distribution June 1, 2024</p>	<p><b>December - The Toy Report</b> TLL wraps up the year with a holiday themed Special Report on the toy industry's performance over the year, with a look forward to top trends in the sector.</p>	<p>Ad Close: Nov. 15 Ad Materials due: Nov. 20 Distribution Dec. 1, 2024</p>

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