



B**M** THE MEDIA & LICENSING
NETWORKER

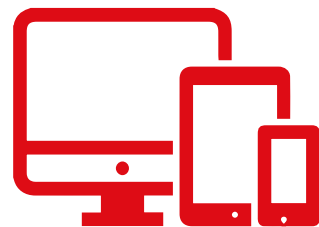
THE LEADING LICENSING NETWORK

MEDIA KIT



MAGAZINE

A leading International reference trade publication for the licensing, digital & media, entertainment and publishing industries



ALL-NEWS WEBSITES

Online daily updated news on licensing, media, digital, publishing, branding and the latest trends



NETWORKING THE INDUSTRY

Helping companies to connect thanks to a rich database made of over 13K international industry contacts



LM E-NEWS

Weekly Newsletters on the latest news, sent and shared worldwide

BM

THE MEDIA & LICENSING NETWORKER



An International Leading Publication

One of the only international and authoritative trade publications on licensing and entertainment business

Licensing Magazine is one of the only magazine that:

- **Is partner with the main B2B licensing and entertainment trade events** in Europe, Asia and the USA as Licensing Media Partner;
- **Exhibits** with its own booth at the main B2B events worldwide, from the Toy Fair in Nuremberg to the Children's Book Fair and Licensing Fair in Bologna, to the Brand Licensing Europe and more
- **Focuses on themes and trends** that **help professionals to see the business "out of the box"**
- **Combines licensing, digital, media, publishing and product category developments** in a single medium, giving **space to the entire industry chain and beyond;**
- **Integrates print and digital media, with an all-news website, a rich social media network and weekly newsletters,** in order to provide constant updates, in real time and with the greatest exposure ever.

The only magazine that talks about licensing, from every perspective



DISTRIBUTION FOR EACH ISSUE:

Around 10.000 copies of Paper Magazine are distributed at the main International trade shows attended (2019 data)

Around 2000 copies distributed by subscription (+30% compared to 2019)

An average of **50.000 readers** (30.000 from the web, 7.000 from social media and 13.000 from newsletters) read constantly the digital magazine. The average time of reading is 8 minutes per reader (+60% compared to 2019!)

160.000 total clicks from Social Media at last Social Media Campaign to promote Licensing Magazine May 2020 Issue!

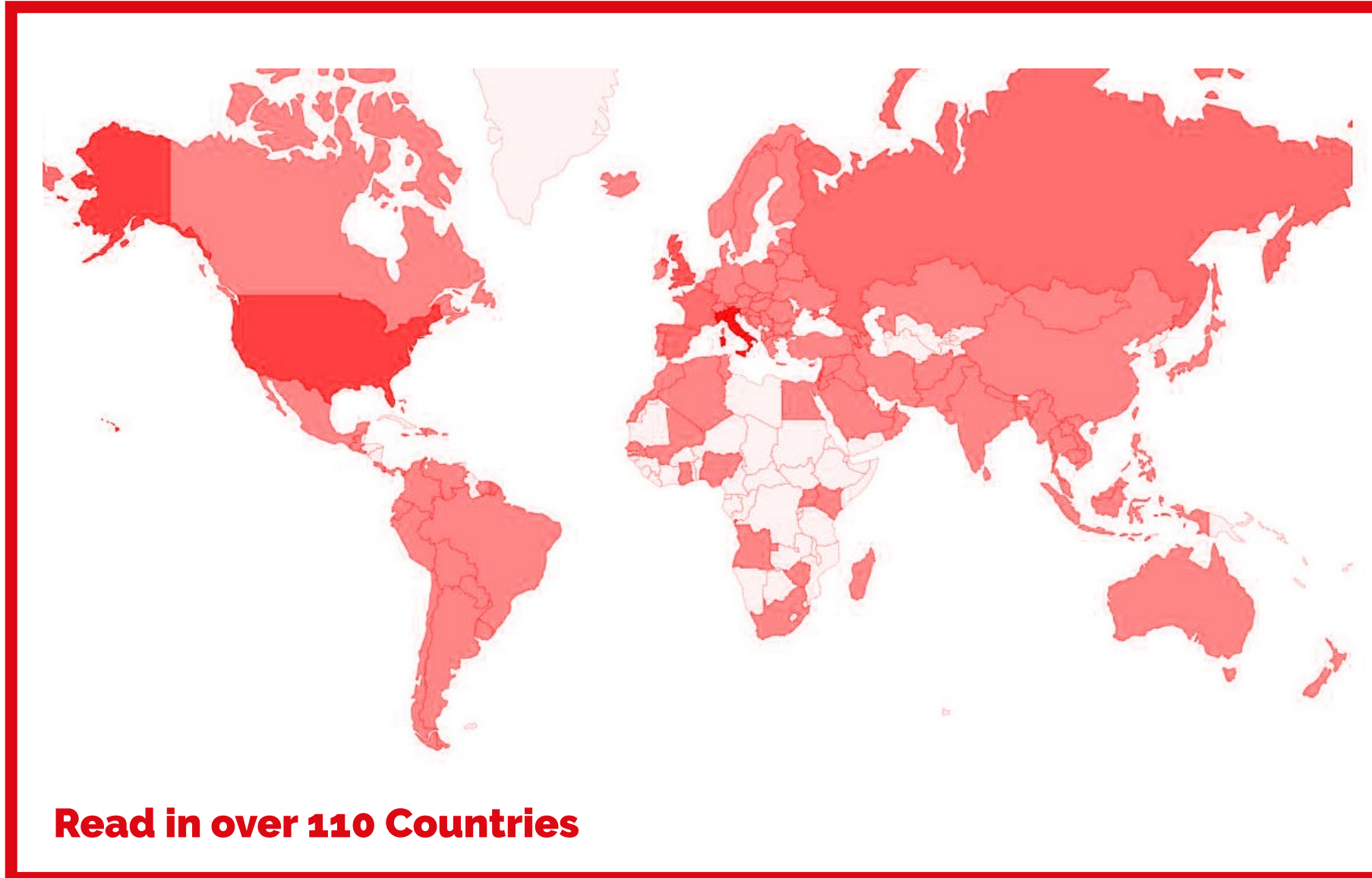
Permanent presence on its own website (www.licensingmagazine.com), weekly newsletters and constant promotion on BM social networks, to reach the **max exposure and new readers**.

LM reaches over 110 territories and the top territories which follow LM are: UK, USA, ITALY, FRANCE, SPAIN, GERMANY, CHINA, RUSSIA, INDIA, JAPAN and BRASIL

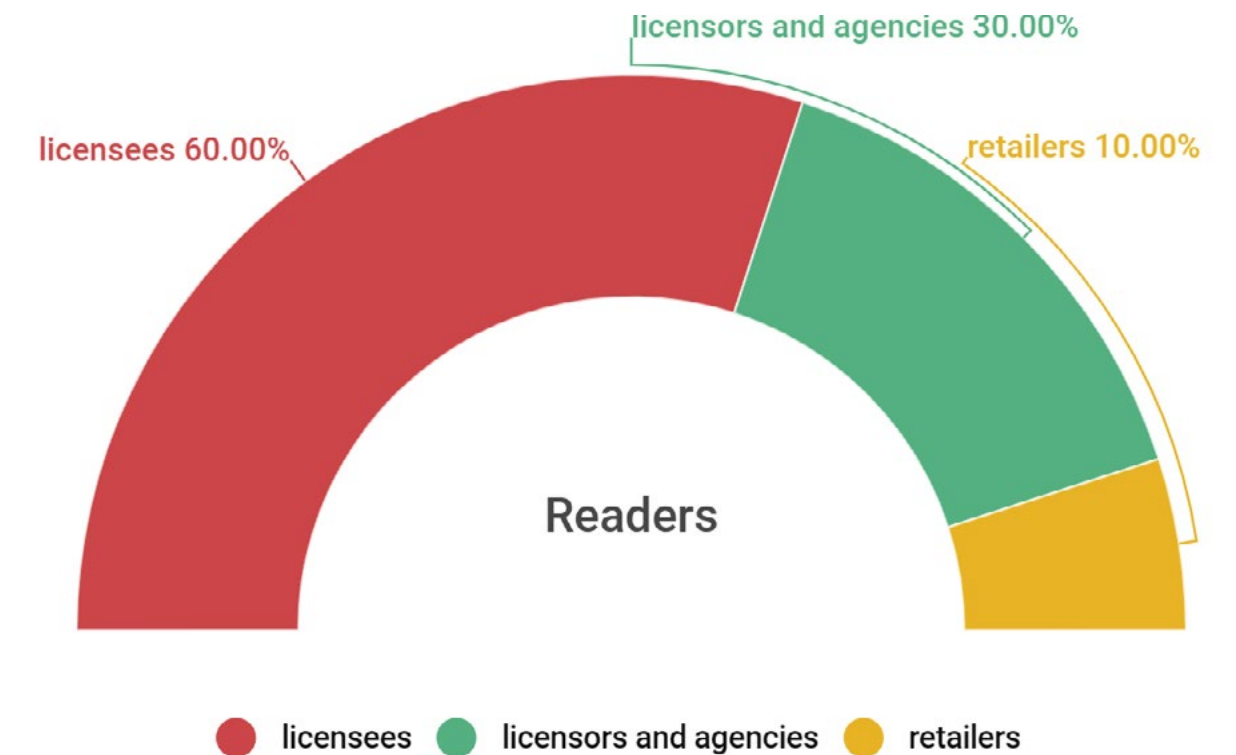
B2B EVENTS:

Every year LM attends **over 30 international leading trade shows**, as Media Partner, and with a dedicated and wide magazine distribution!

Licensing Magazine is more and more followed all over the world



Profile of our readers



**The only magazine
which combines
licensing, digital &
media, publishing and
trends**

BONUS DISTRIBUTION AS MEDIA PARTNER

January/February - PITTI BIMBO (exclusive licensing partner),
NUREMBERG TOY FAIR (stand + distribution bin), NEW YORK TOY
FAIR, KIDSCREEN SUMMIT, KIDS RUSSIA,
CARTOON MOVIE, PROMOTION EXPO, CARTOON BUSINESS

March/April – BOLOGNA CHILDREN'S BOOK FAIR e
BOLGONA LICENSING TRADE FAIR (Official Licensing Publication),
CARTOONS ON THE BAY, MIPTV, KAZACHOK FORUM, CARTOON
DIGITAL

June – PITTI BIMBO (exclusive licensing partner), LAS VEGAS
LICENSING EXPO, MIFA - ANIMATION MARKET, CHILDREN'S
MEDIA CONFERENCE, NEW YORK RIGHTS FAIR, SHANGHAI
LICENSING EXPO, CARTOON FORUM

September/October - LICENSE INDIA, ACE FAIR, MIPCOM,
MIPCOM JR, BRAND LICENSING EUROPE (distribution bin +
stand), CHINA LICENSING EXPO, SHANGAI CHILDREN'S BOOK
FAIR, SINGAPORE ASIA TELEVISION FORUM, ASIA DIGITAL
ENTERTAINMENT SUMMIT, CARTOON360

**In 2020, due to the special period we are all living,
we are sharing our magazine on the digital platforms
of those events which plan to promote their partners
media partners and we have increased social media
and online promotions.**

DEADLINES FOR THE NEXT 2020 PAPER AND DIGITAL ISSUE

October 2020

Editorial Deadline: August 27th

ADV Deadline: September 14th

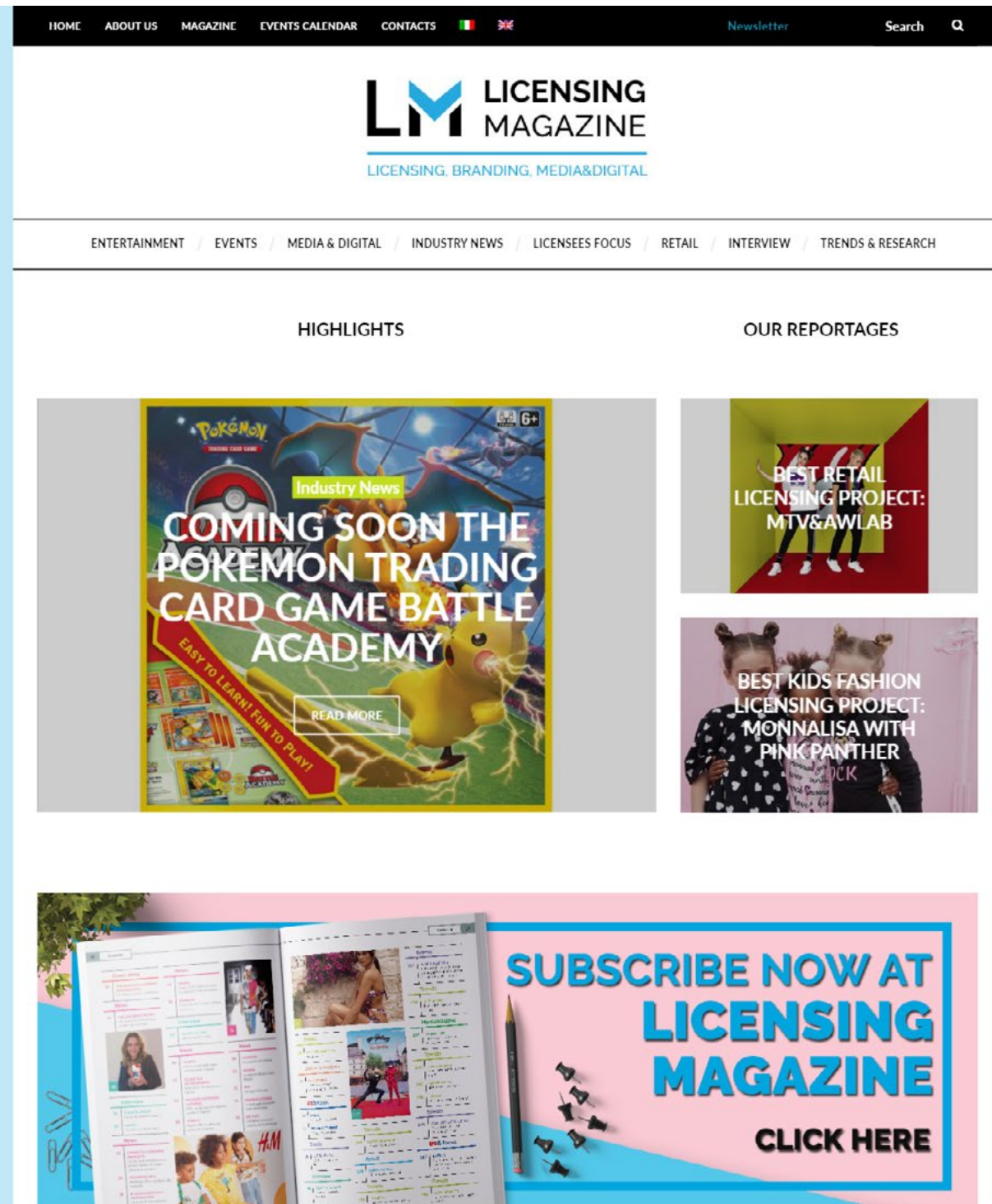
Digital Publication: September 27th

Paper Publication: October 1st

2021

By October 2020 we will announce the new 2021 magazine deadlines. Licensing Magazine will keep to follow the main times of the licensing, toy, publishing, fashion and ancillary industries, beyond the contingent situation.

We will produce this issue independently from any trade shows plans, in order to keep updated our loyal readers from all over the world. We will feature new content, projected on the future



LATEST NEWS

JUNE 15-19, 2020
**LICENSING
WEEK**
VIRTUAL



MONDO TV
PRODUCCIONES CANARIAS
THE DREAM FACTORY

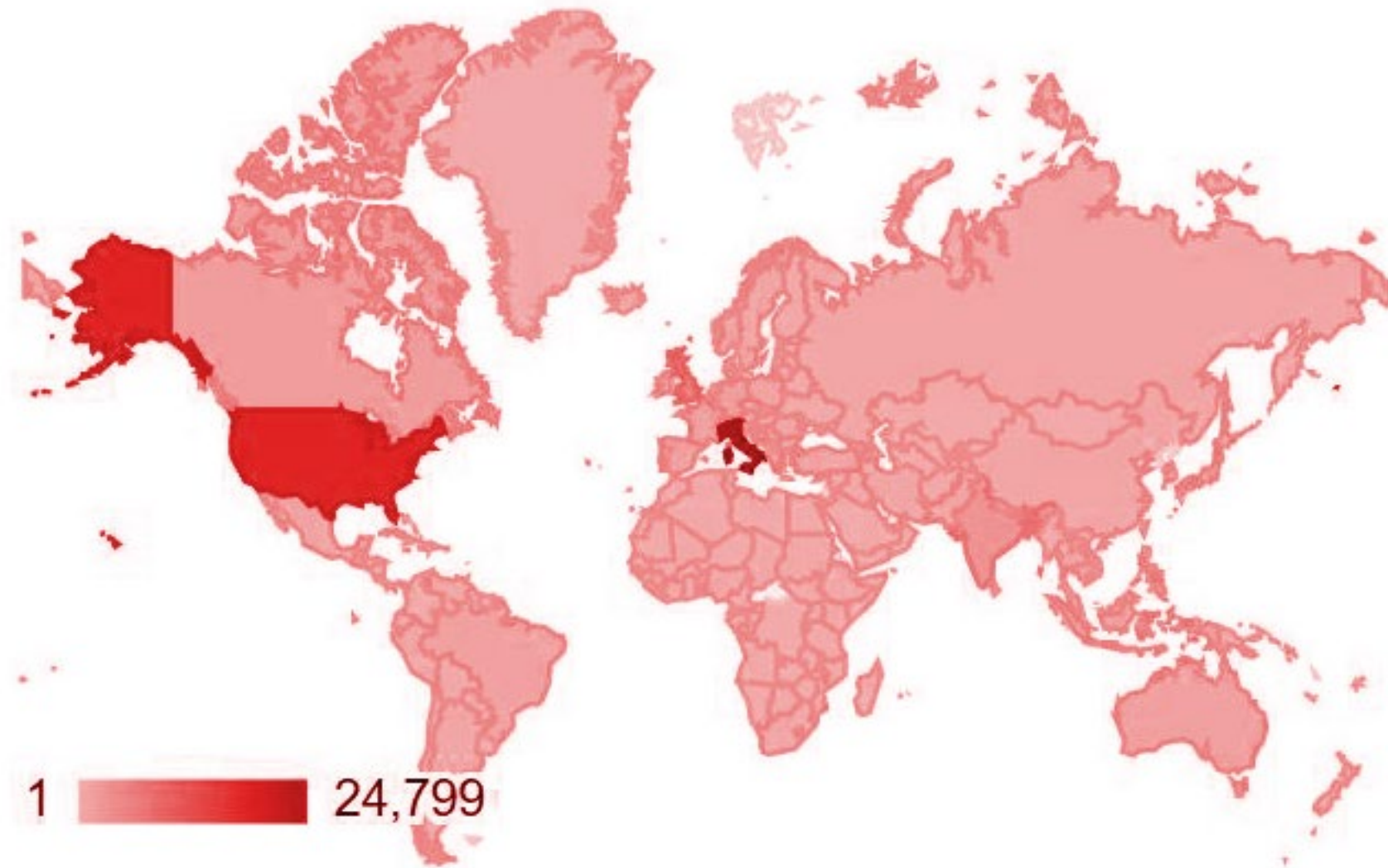
www.licensingmagazine.com

THE INDUSTRY ALL-NEWS WEBSITE

Licensing Magazine is not only a print and digital magazine, but also a daily update on what happens in the world of licensing, media, digital and everything about brands. English-speaking news and fixed sections dedicated to licensees, retail, events and much more!

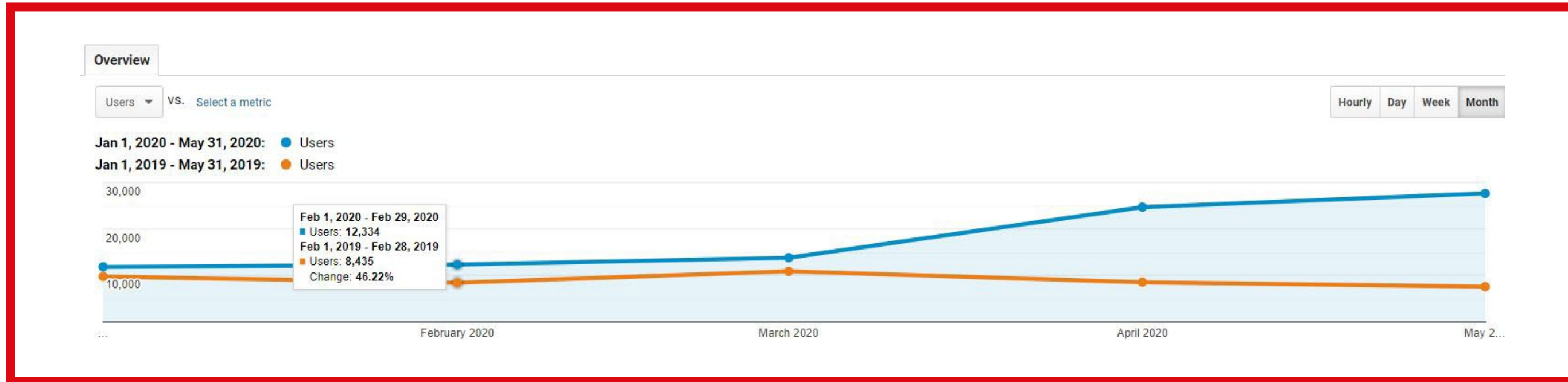
With about 30,000 net monthly visits, it has become the industry's reference point!

Each news is in turn included in LM E-NEWS newsletters and connected to BM's rich social network, which includes Facebook, Twitter, Instagram and LinkedIn with over 7000 followers overall!

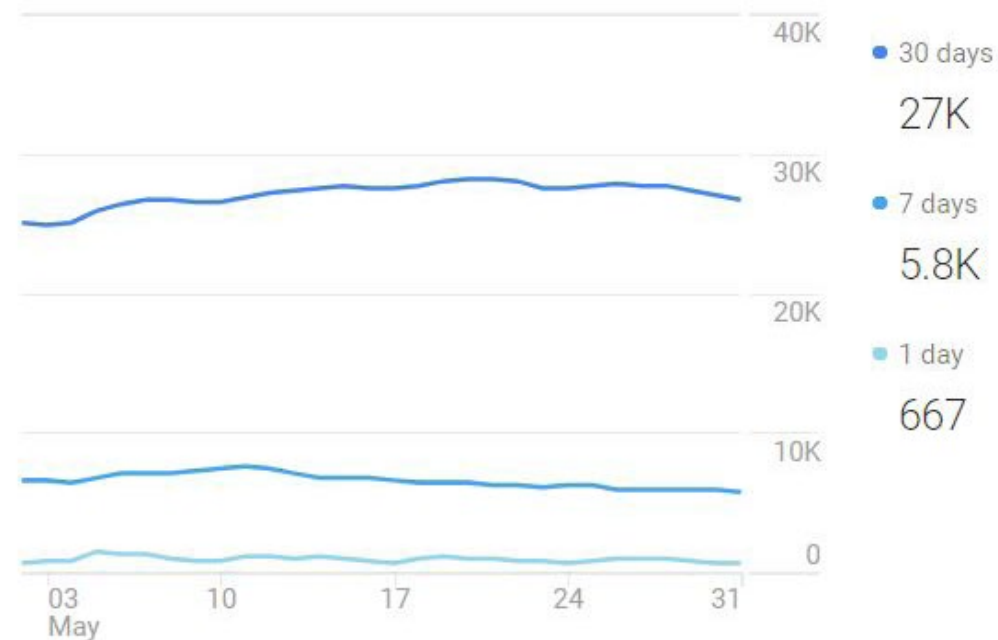


**LICENSING
MAGAZINE
ALL-NEWS
WEBSITE
COVERAGE**

www.licensingmagazine.com - WEBSITE ANALYTICS



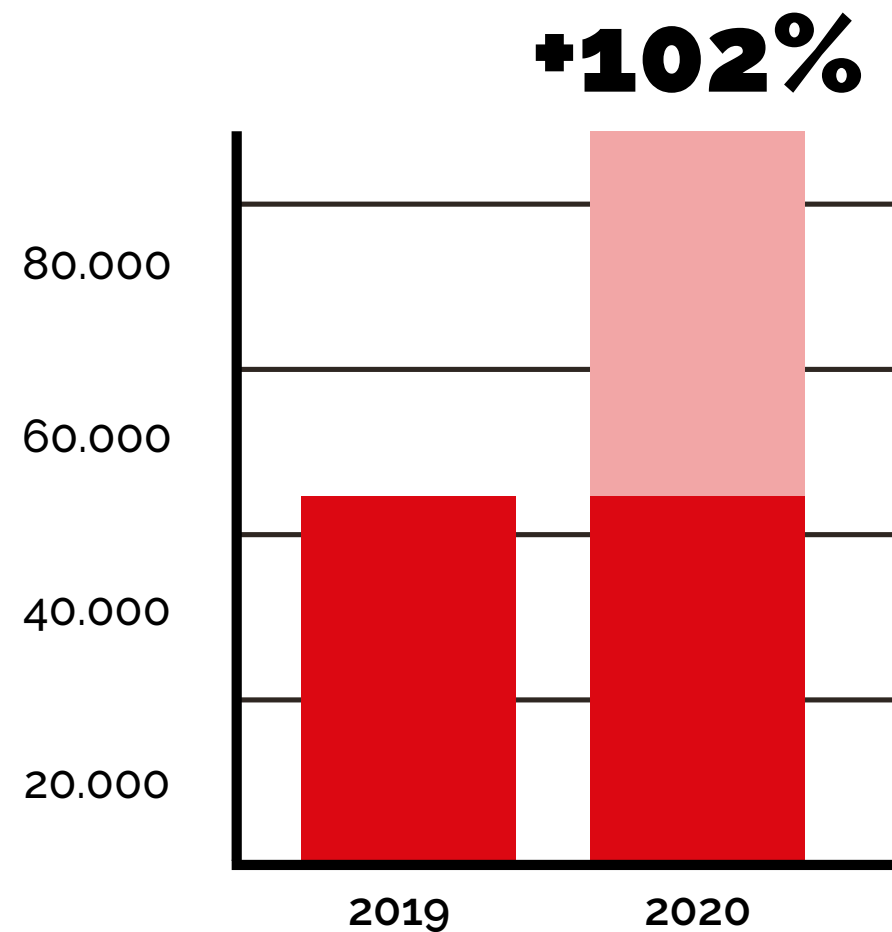
Active Users



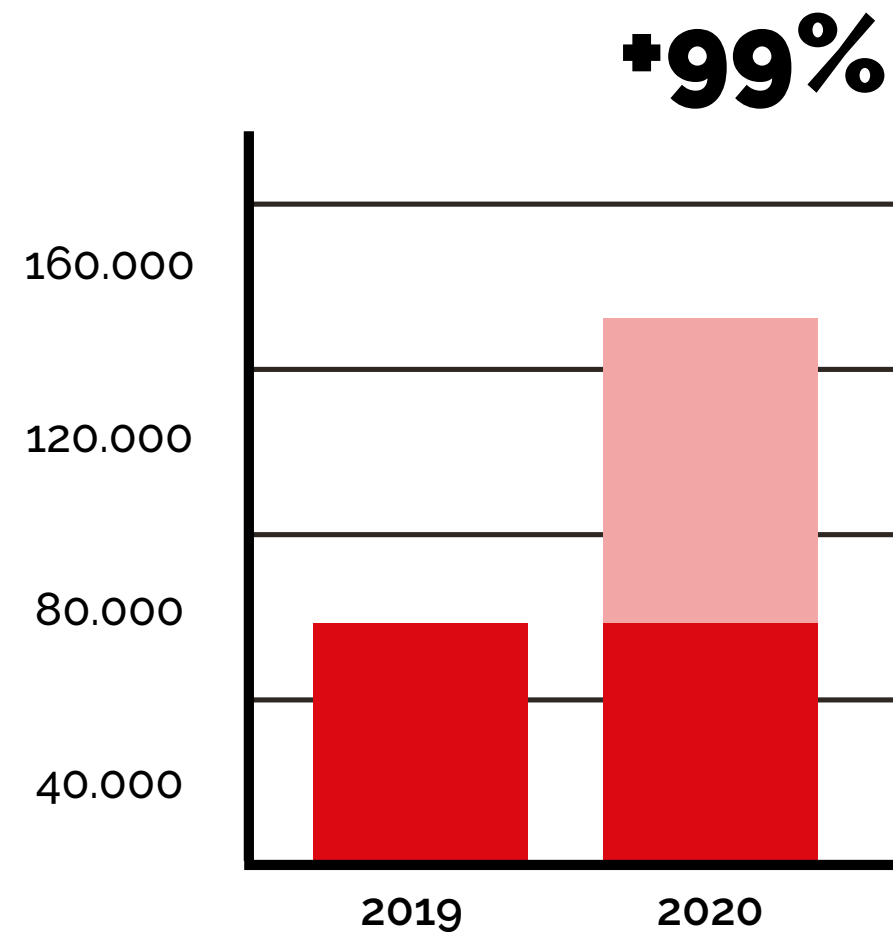
With a constant increasing trend, since March 2020, LM all-new website has doubled its followers, becoming an unmissable reference point for the industry!

www.licensingmagazine.com - WEBSITE ANALYTICS

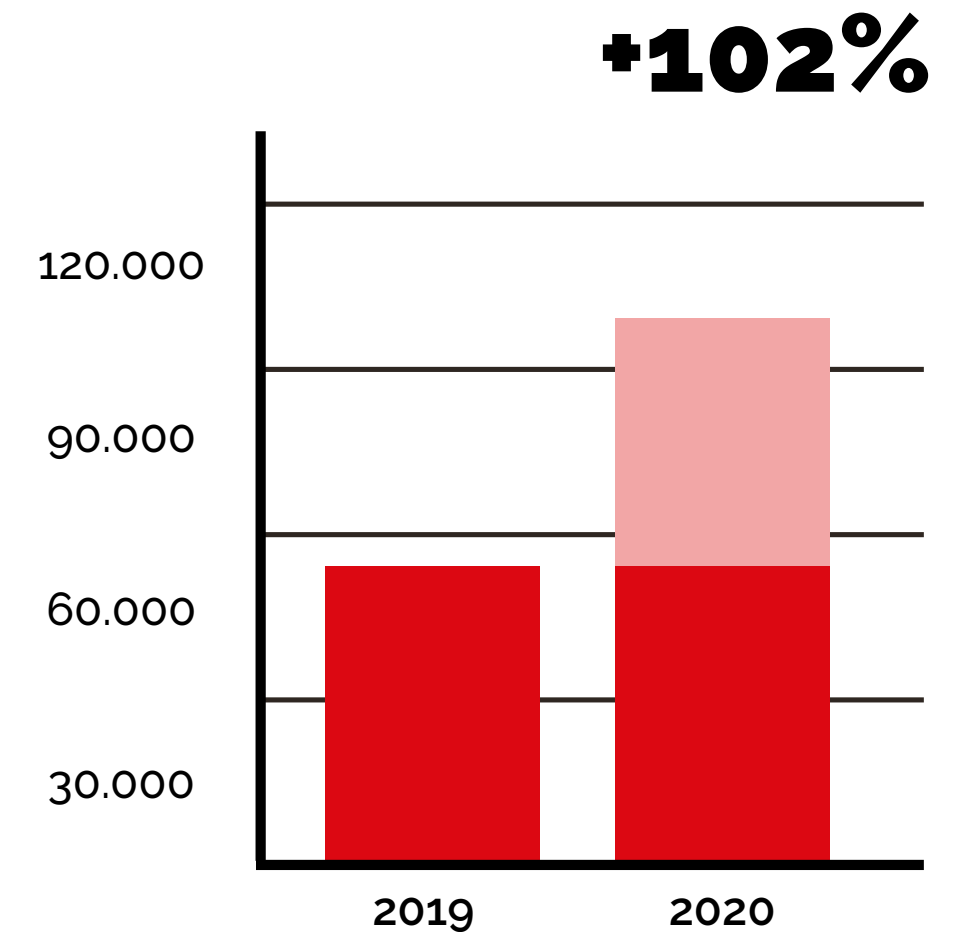
ANALYSIS OF JAN-MAY 2020 DATA, compared to the same period of 2019



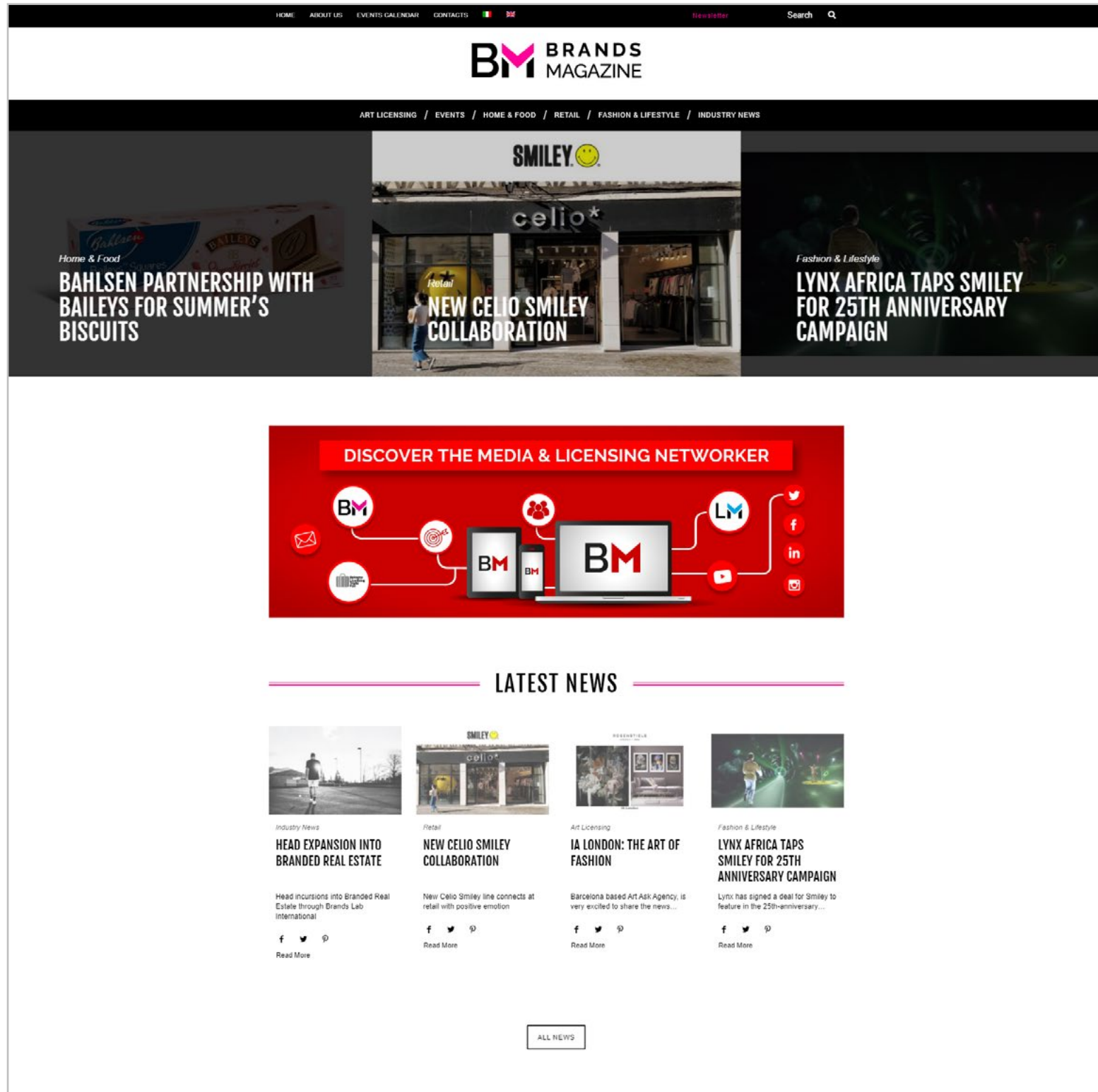
88.591 visitors vs. 43.868 visitors of the same period in 2019, with an increase of +101,95%



131.645 website pages visited, vs. 65.876 website visited pages of the same period of 2019, with an increase of +99,84%



101.572 sessions vs. 50.335 sessions of the same period of 2019, with an increase of +101,79%

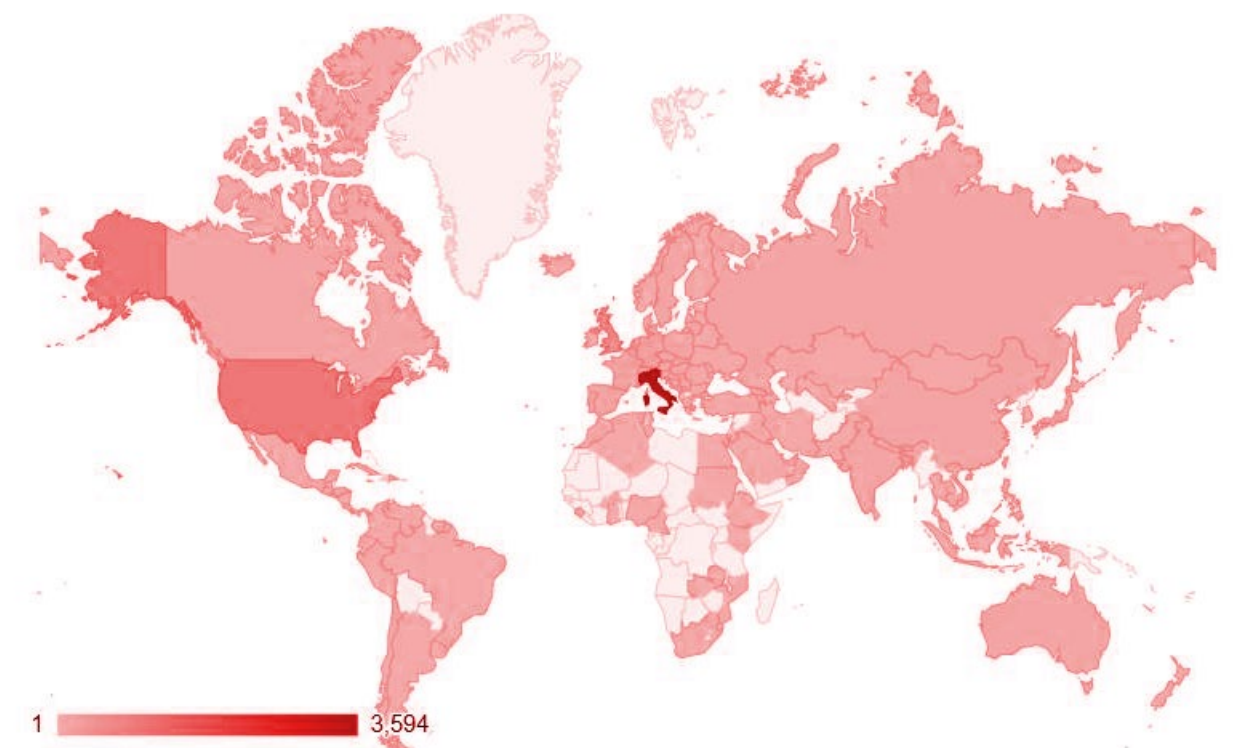


www.brands-magazine.com

EVERYTHING ABOUT BRAND LICENSING

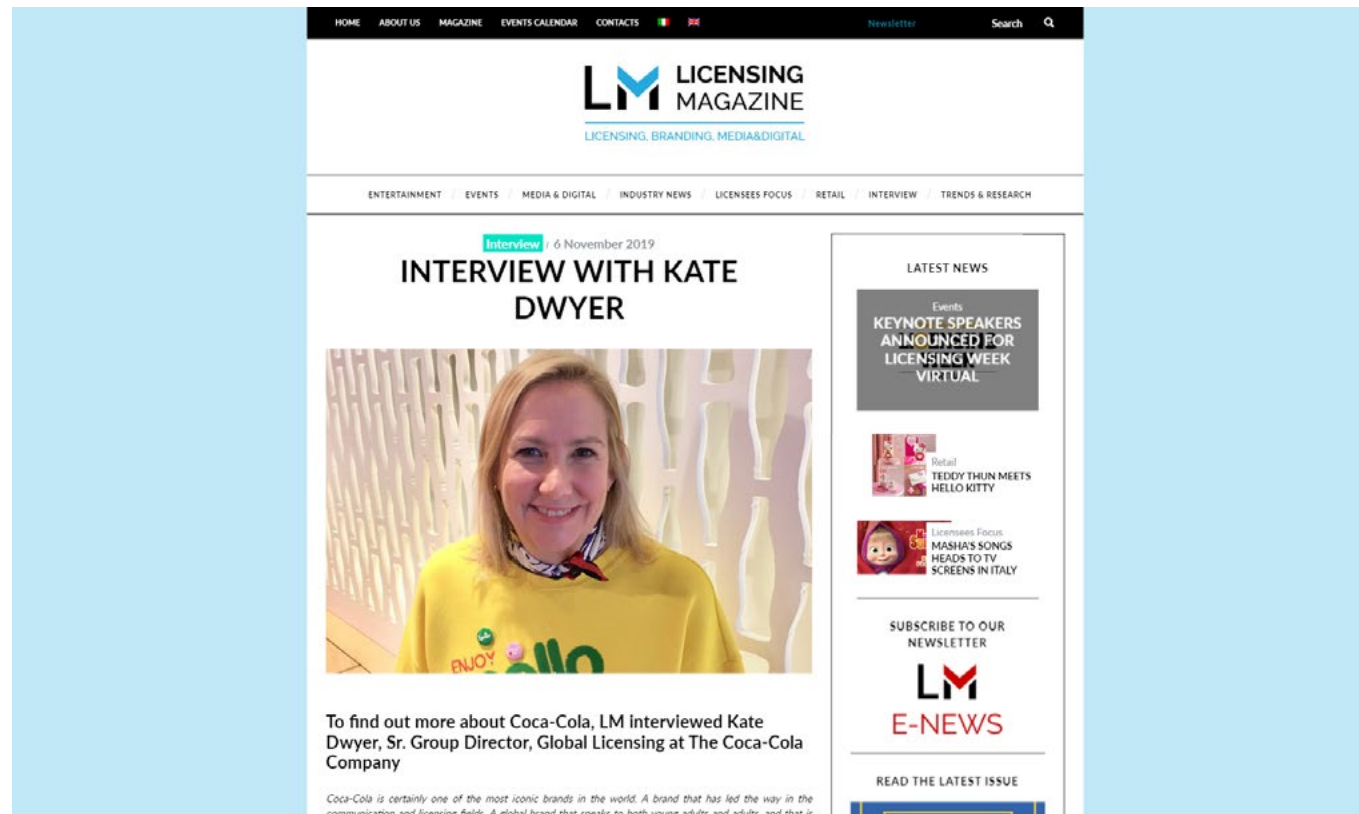
Brands Magazine is a daily update on the main brand licensing trends. Sections dedicated to fashion, homeware, art licensing and much more. Also these news are linked to the rich BM network and weekly newsletter.

+2000 monthly visitors

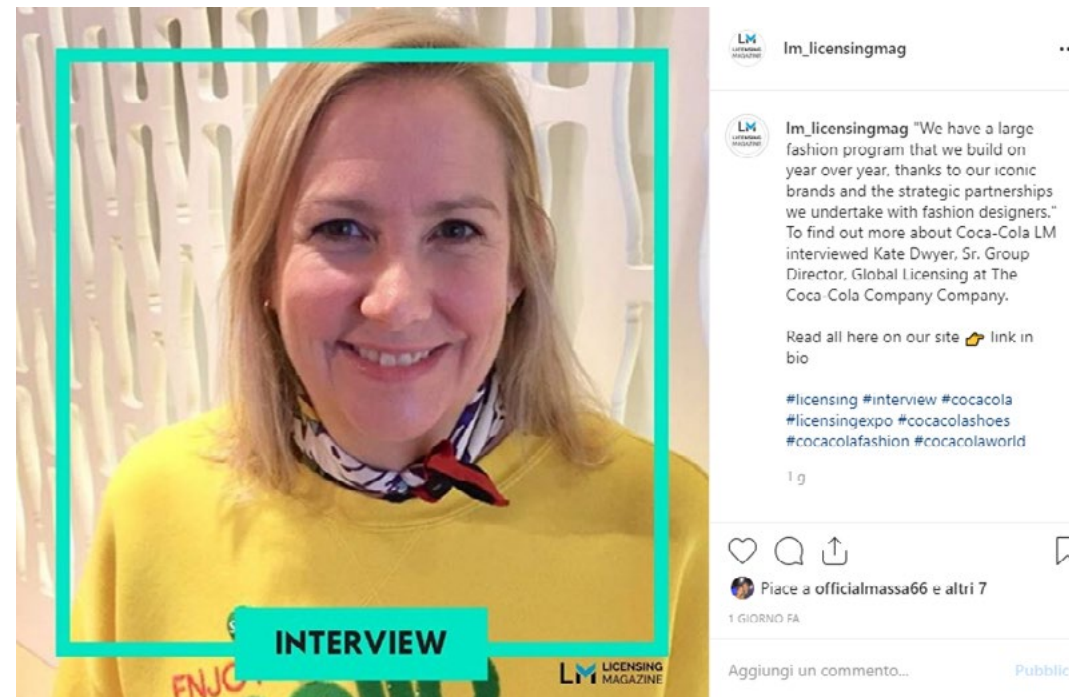


Our integrated communication

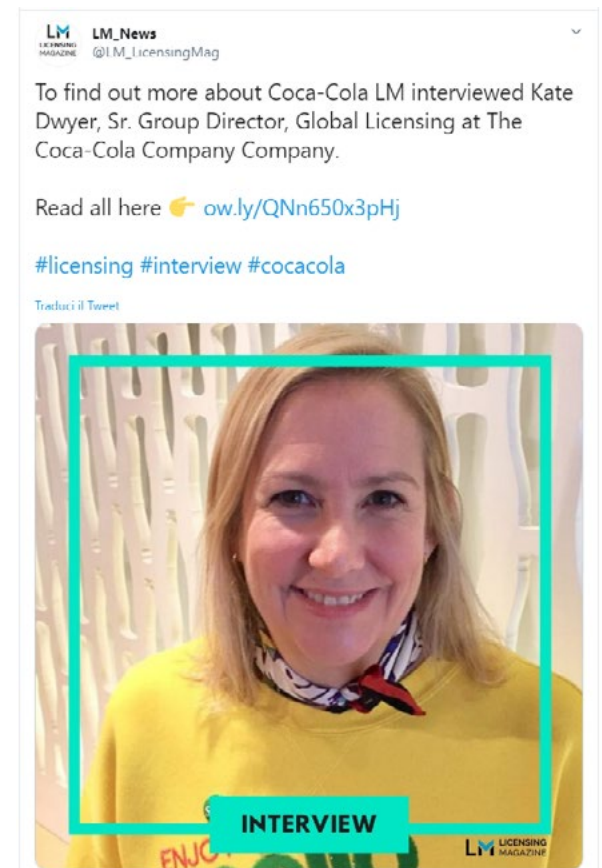
AN EXAMPLE ON HOW WE MAKE INTEGRATE COMMUNICATION FOR OUR CLIENTS



All News Website



Instagram



Twitter



Magazine

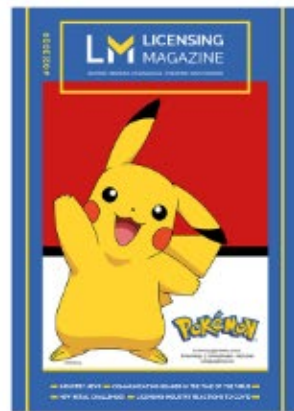


Facebook

N°65 - 28th MAY 2020

[View this email in your browser](#)

LM
E-NEWS



[READ THE LATEST ISSUE OF LICENSING MAGAZINE!](#)



INDUSTRY NEWS

Crayola announces the new "Colors of the World" crayons

[READ THE NEWS](#)



RETAIL

Chupa Chups brings the sweetest collection ever at SMYK

[READ THE NEWS](#)



INDUSTRY NEWS

Overwatch celebrates its four years with a series of discounts on the Blizzard Gear Store!

[READ THE NEWS](#)

LM E-NEWS

Weekly newsletters with insights on the hottest topics

Every week BM publishes a NEWSLETTER (**LM E-NEWS**) sent to over 15,000 international subscribers and with an average of 20% of redemption on the selected contents.

The weekly newsletters follow the **main news** submitted by our followers, as well as exclusive content edited by LM!

With an editorial work on each online content, **every company can become the protagonist of our newsletters!**

Every week we publish the latest industry news, together with exclusive content on licensing, publishing, entertainment, media, digital industries, creating a unique mix of content for our readers.

WHAT WE CAN DO FOR OUR READERS IN THIS PERIOD



DEDICATED MAILING ON PRODUCTS/BRANDS LAUNCHES, TO COMBINE WITH ONLINE BANNERS, SOCIAL MEDIA POSTS AND DEDICATED NEWSLETTERS



TAILOR MADE ARTICLES TO SHARE ON OUR RICH SOCIAL MEDIA NETWORK WITH DEDICATED PROMOTIONS FOR SPECIFIC TARGETS



CALL TO ACTION FOR SPECIFIC TARGETS, STUDIED BASING ON OUR CLIENTS' REQUESTS



BANNERS AND GRAPHIC BACKGROUND ON OUR ALL-NEWS WEBSITES TO COMBINE WITH SPONSORED NEWSLETTERS, DEDICATED AND SPONSORED SOCIAL MEDIA POSTS

These and many other solutions can be found for our clients in order to meet their communication and promotion needs

ADV COSTS

MAGAZINE

STANDARD POSITIONS

Full Page_____€ 1.600

Double Spread Page_____€ 3.200

Half Page_____€ 900

1/3 Page_____€ 600

MAIN POSITION

Cover_____€ 6.000

2nd Internal Cover_____€ 2.800

Back Cover_____€ 3.800

Internal Back Cover_____€ 2.100

Dedicated Insert of 8/12 pages in A5 format
(distributed with or without the main
magazine)_____€ 3000

Insert given by the client to be included in the
magazine (max 1 insert per issue)_____€ 1500

We can produce tailor made editorial projects to meet your communication requests!

WEB

Newsletter Sponsorship LM E-NEWS:_____€ 300/per week

Horizontal Banner HOME PAGE on LICENSINGMAGAZINE.COM:_____€ 300/month

Skin + Header HOME PAGE on LICENSINGMAGAZINE.COM: _____€ 250/week - € 800/month

We can create ad hoc packages which include ONLINE and SOCIAL MEDIA to give further exposure to your content

For any further information

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