

# Licensing.biz

Licensing.biz delivers priceless trade information to the global licensing industry.

Reaching all corners of the industry, from the licensors and licensees, through to retailers and all of the supporting service companies, Licensing.biz is uniquely positioned to offer daily news, interviews, opinions, brand profiles, and news analysis to the business. Tapping into a network of key decision makers, real-time contributions from the licensing community itself is actively encouraged.

Covering every aspect of the rapidly evolving and diversifying licensing industry, Licensing.biz is across all core segments including character and entertainment, art and design, food and beverage, fashion, sports licensing, video games, the live and experiential market and more.

Licensing.biz boasts a high calibre, global, online audience topping an average of 40,000 monthly unique users. Established 15 years ago, Licensing.biz was the first and remains the premiere destination for licensing industry content.

## Editorial excellence

The Licensing.biz editorial team is dedicated to delivering the latest industry news and in-depth analysis across several digital channels encompassing the Licensing.biz website, daily newsletter and far-reaching social media channels.

Digital first and online savvy, Licensing.biz allows you to digest the content that's important to you in a way that's most convenient, whether that's via a laptop, tablet, or mobile phone.

The licensing industry is a fast and dynamic space, so work with the editorial team that does it all justice to best reflect your brand's message, and contact Licensing.biz today.

## FEATURES

Our editorial team works hard to bring you the latest market and product information, BIG interviews, key news analysis, the boldest opinions and more.

As well as our regular features programme, we will be delivering in-depth information on upcoming industry events and initiatives.

### JANUARY 2020

#### Movies and TV

Diving into the latest and biggest IP in the movies and TV space, Licensing.biz will explore the changing audiences for film and television and ask, what does licensing need to do to deliver to them?

### FEBRUARY 2020

#### Books

Ahead of World Book Day, Licensing.biz talks with the publishers, authors, and book IP owners with some of the biggest and best-loved properties in the space, highlighting the evergreen power of the page.

### MARCH 2020

#### Children's market

We take a look at the some of the biggest and most innovative properties in the ever-popular children's sector and take a look at the big changes sweeping the market.

### APRIL 2020

#### Lifestyle & Fashion

Fashion will be the sole theme of BLE, highlighting just how big the market has become for the licensing industry. Licensing.biz will deep dive into the sector in style. We'll also be making preparations for Licensing Expo 2020.

### MAY 2020

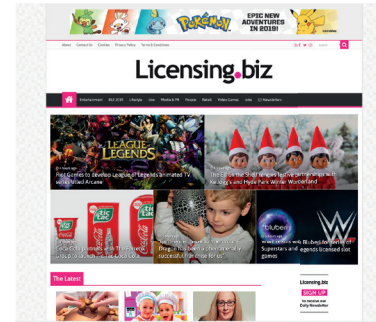
#### Licensing Expo

This month will be our Licensing Expo focus, and your chance to tell your latest news, brand stories and join our extensive pre and post show coverage.

### JUNE 2020

#### Heritage market

Museum culture, art and design and those iconic heritage brands - Licensing.biz covers this staple of the licensing space and looks at how heritage brands are influencing its future.



### JULY 2020

#### Video Games

It's fast becoming a goliath in modern day licensing. Licensing.biz takes a look at the latest developments from the video games sector.

### AUGUST 2020

#### Food, drink, kitchen, and cooking

Whether it's a celebrity chef or an iconic food brand, Licensing.biz will take a look at the cuisine culture that is striking up some of the tastiest partnerships in the business.

### SEPTEMBER 2020

#### The pop culture explosion

Its rise has crafted a new and expansive landscape in licensing, and it's gaining greater traction in the mainstream, too. Licensing.biz explores the workings of geek culture and its latest developments in the licensing space. We'll also be making preparations for BLE 2020.

### OCTOBER 2020

#### Brand Licensing Europe 2020

We will be running extensive BLE coverage in the run up to, during and post the year's biggest date in the licensing calendar. Promote your brand to the industry with news, features, interviews, and more.

### NOVEMBER 2020

#### Children's market

So big, we've run with it twice. Explore the latest in the children's market with Licensing.biz's exclusive news, interviews and more.

### DECEMBER 2020

#### Ones to watch for 2021

Well that was 2020, time to look at 2021 and a round up what's to come and what's going to be hot in 2021.

If you think Licensing.biz can't reach your audience - think again.

The first established online licensing trade platform, Licensing.biz knows how to reach an audience.

With a widely read website, daily news email round-ups, breaking newflashes, and a far-reaching social media presence, Licensing.biz boasts an unrivalled offering to increase the visibility of your brand.

Our flagship website sees some of the highest traffic in the market, which means it can reach every potential decision-maker.

## Meet the team

Our dedicated team can help you reach your business goals. Please get in touch using the details below:

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Twitter: @Licensingbiz

Facebook: @licensingbiz



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## Websites Creatives

- Creatives must be submitted as attachments to an email, and not imbedded within the email.
- Sound is not permitted on any adverts, unless user-initiated.
- Please supply a valid URL for the ad to click through to.
- JPG, GIF, animated GIF, SWF

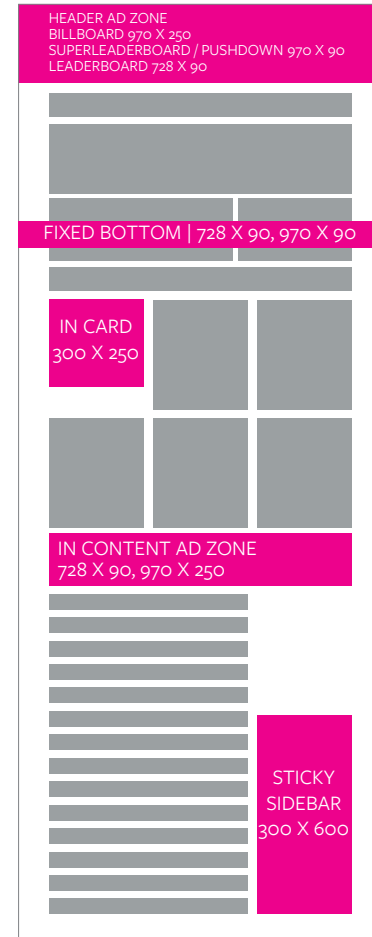
### File types:

- Ad tags from a recognised rich content vendor.
- Jpgs, gifs and animated gifs are accepted.
- .html5 is accepted but assets must be hosted prior to supply.
- swfs/flash are not accepted.
- All files should comply to a 50kb file size maximum.

## WEBSITE CREATIVES HOME AND SECTION PAGE FEATURES

Get more options for visibility than ever with our new home page and section features.

### DESKTOP



The Fixed Bottom Unit continuously sticks to the bottom of the visible frame.

In Content Ad Zone breaks the page in an impactful, eye-catching way.

The Sticky Sidebar remains visible as users scroll down through the site content.

### MOBILE

With a site fully optimized for mobile viewing, additional sizes for mobile must be provided.



Mobile In Content Ad zone dominates the screen for maximum viewing.

(£ per month unless specified)

All prices exclude VAT at 20%. Payment terms are strictly 30 days from date of invoice, only with an approved account. All overseas advertisers will be required to make payment in full by credit card prior to publication.

## RATES

### Main sponsorship & advertising positions

Exclusive Take Over £5000

#### Ad Frames: campaign specific

Super Leader Board £1000  
Billboard £1500  
Fixed Bottom £1250  
Side Bar £1000  
Sticky Side Bar £1000  
Inline Ad-zone £750  
MPU £750

### Jobs

Single vacancy on ToyNews only £95  
Featured vacancy on ToyNews only £250  
Single vacancy on Licensing only £95  
Featured vacancy on Licensing only £250  
Single vacancy on both ToyNews and Licensing £150  
Featured vacancy on both ToyNews and Licensing £350

### HTML

Specs supplied separately  
Solut Email rates: £1,250

Please note:

- All adverts link directly to your own website or preferred URL

### Daily Newsletter

Leaderboard £1,000 – 600px (w) x 75 px (h)  
MPU £750 – 230 px (w) x 190 px (h)  
Bottom Banner £500 – 600px (w) x 75 px (h)

Please note:

- Newsletter adverts CANNOT be animated or use sound.
- Creatives must be submitted as attachments to an email, and not imbedded within the email.
- Please supply a valid URL for the ad to click through to.