The Licensing Industry’s THOUGHT LEADER

License Global is the premier publication and leading source of news and trends for the global consumer product and licensing industries.

Since launching in 1998, License Global has become an indispensable touchpoint for the licensing industry’s top executives and key decision-makers – with in-depth news, analyses, market trends, daily briefs and live trade show coverage.

Through its in-depth reporting on every aspect of the licensing ecosystem, 12 published editions per year, daily newsletters and commitment to cover the year’s biggest events, License Global has earned the reputation as the “Licensing Industry’s Thought Leader.”
### EDITORIAL PRODUCTS

#### MAGAZINE

Inside the pages of **License Global** magazine, find in-depth reporting, analysis, trendspotting and news in both print and digital media. Printed six times per year, the magazine is distributed to its 150,000+ readership and at all major trade events relevant to the licensing industry.

#### EVENT PUBLICATIONS

As an integral part of the Global Licensing Group, **License Global** is the official media partner of the industry’s biggest trade events in all corners of the world. Four digital editions and live, on-site Show Daily print magazines provide coverage of breaking news, deals and events as they happen.

#### WEBSITE

**LicenseGlobal.com** is the licensing industry’s news destination. More than 51,000 unique visitors view LicenseGlobal.com every month to stay current on news and deals happening in the industry.

#### NEWSLETTER

Delivered five-days-per-week, **License Global Today**, **Weekly** and **European Update** deliver the day’s global licensing news right to your inbox. Never miss a beat.

#### SOCIAL MEDIA

**License Global** meets you where you are, whenever you want. With communities on all major platforms, read, share and discuss the most up-to-date happenings in the licensing world on Facebook, LinkedIn, Twitter and Instagram.

#### CUSTOM CONTENT

Sometimes you need more support—**License Global** is here to help. Working with partners each step of the way, let **License Global** share your message through deeper, more targeted ways. Contact us to find out how.
Audience

DECISION MAKERS + INFLUENCERS

License Global readers and subscribers are top-level brand licensing and retail executives from around the world. They represent every faction of the licensing ecosystem.

A READERSHIP OF 150,000+
BUSINESS PROFESSIONALS
**DEMOGRAPHICS**

**GLOBAL REPRESENTATION**

- North America: 49%
- Europe: 27%
- Asia: 20%
- South America: 7%
- Africa, Middle East, Australia/New Zealand: 1%

**BUSINESS TYPE**

- Brand Owner, Licensor: 36%
- Retailer: 22%
- Marketing/Professional Services: 17%
- Licensing Agent/Consultant: 8%
- Licensee, Manufacturer, Wholesaler: 8%
- Other: 7%

**87% MAKE OR INFLUENCE THE FINAL PURCHASING DECISION**

**TOP 10 PROPERTY TYPES OUR AUDIENCE ARE ENGAGED WITH**

- Character + Entertainment
- Corporate Brands
- Art + Design
- Fashion
- Digital Media + Video Games
- Related Services
- Toys + Games
- Sports
- Publishing
- Food + Beverage

**TOP 10 PRODUCT TYPES OUR AUDIENCE ARE ENGAGED WITH**

- Apparel/Footwear/Accessories
- Toys + Games
- Gifts + Novelties
- Art + Design
- Children/Baby Products
- Housewares + Decor
- Publishing
- Stationery/Paper Goods
- TV/Film/Streaming Media
- Food + Beverage

THE LICENSING INDUSTRY’S THOUGHT LEADER

WWW.LICENSEGLOBAất.COM
The business decisions of pitching brands will benefit show attendees in Manchester and is still in operation today, although the date has changed. The party has moved to Wednesday, June 5 (also known as Day Two of Licensing Expo 2019). Several key changes this year.

# Editorial Calendar

<table>
<thead>
<tr>
<th>Publication</th>
<th>Deadlines</th>
<th>Special Features</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>February</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>The Toys + Fashion Issue</strong></td>
<td>Ad Close: Jan. 10, 2019</td>
<td>• Spotlight on toys and games&lt;br&gt;• Special Report: Housewares&lt;br&gt;• Salute: Toei’s “Dragon Ball” Celebrates 30 Years&lt;br&gt;• Special Report: Kidfluencer Product Extensions&lt;br&gt;• Profiles on leading companies, special reports and much more</td>
<td>• MAGIC (Coterie, WSA@MAGIC, PROJECT, WWD/MAGIC + more)&lt;br&gt;• Agenda&lt;br&gt;• Toy Fair New York&lt;br&gt;• Licensing Expo Japan&lt;br&gt;• MIPTV&lt;br&gt;• Licensing Expo attendees and exhibitors&lt;br&gt;• Brand Licensing Europe attendees and exhibitors</td>
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<tr>
<td>Ad Materials Due: Jan. 24, 2019</td>
<td>Issue to Printer: Jan. 28, 2019</td>
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<tr>
<td>Distribution: Early Feb.</td>
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<tr>
<td><strong>April</strong></td>
<td>Ad Close: Mar. 13, 2019</td>
<td>• Leading Licensees Report&lt;br&gt;• Licensee profiles&lt;br&gt;• Profiles on leading companies, special reports and much more</td>
<td>• Licensing Expo attendees and exhibitors&lt;br&gt;• Brand Licensing Europe attendees and exhibitors</td>
</tr>
<tr>
<td>Ad Materials Due: Mar. 25, 2019</td>
<td>Issue to Printer: Mar. 27, 2019</td>
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<tr>
<td>Distribution: Early Apr.</td>
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<tr>
<td><strong>Licensing Expo Preview</strong></td>
<td>Issue to Printer: Apr. 24, 2019</td>
<td>• Licensing Expo Exhibitor Preview&lt;br&gt;• Licensing Expo show overview&lt;br&gt;• North America licensing news and deals</td>
<td>• Licensing Expo attendees and exhibitors&lt;br&gt;• Brand Licensing Europe attendees and exhibitors</td>
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<tr>
<td>Distribution: May 2, 2019</td>
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<tr>
<td><strong>May</strong></td>
<td>Ad Close: Apr. 25, 2019</td>
<td>• Official Licensing Expo publication&lt;br&gt;• Flick Pics - new films with licensing potential&lt;br&gt;• Profiles on leading companies, special reports and much more</td>
<td>• Licensing Expo&lt;br&gt;• Brand Licensing Europe attendees and exhibitors</td>
</tr>
<tr>
<td>Ad Materials Due: May 8, 2019</td>
<td>Issue to Printer: May 10, 2019</td>
<td></td>
<td></td>
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<tr>
<td>Distribution: May 27, 2019</td>
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<tr>
<td><strong>Licensing Expo Daily + Show Directory</strong></td>
<td>Ad Close: May 14, 2019</td>
<td>• Three daily magazines, produced on-site, that feature exhibitor news, deals, photos, events and more&lt;br&gt;• Licensing Expo Directory&lt;br&gt;• LIMA Awards coverage</td>
<td>• Licensing Expo&lt;br&gt;</td>
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<tr>
<td>Ad Materials Due: May 24, 2019</td>
<td>Issue to Printer: May 22, 2019</td>
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<tr>
<td>Distribution: June 4-6, 2019</td>
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<tr>
<td><strong>June</strong></td>
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<tr>
<td><strong>Licensing Expo China Preview</strong></td>
<td>Issue to Printer: June 13, 2019</td>
<td>• Licensing Expo China Exhibitor Preview&lt;br&gt;• Licensing Expo China show overview&lt;br&gt;• China licensing news and deals&lt;br&gt;• Profiles of China-based companies</td>
<td>• Licensing Expo China attendees and exhibitors&lt;br&gt;• Licensing Expo attendees and exhibitors&lt;br&gt;• Brand Licensing Europe attendees and exhibitors</td>
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<tr>
<td>Distribution: June 24, 2019</td>
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<td><strong>July</strong></td>
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<tr>
<td><strong>Licensing Expo Japan Preview</strong></td>
<td>Issue to Printer: July 5, 2019</td>
<td>• Licensing Expo Japan Exhibitor Preview&lt;br&gt;• Licensing Expo Japan show overview&lt;br&gt;• Japan licensing news and deals&lt;br&gt;• Profiles of Japan-based companies</td>
<td>• Licensing Expo Japan attendees and exhibitors&lt;br&gt;• Licensing Expo attendees and exhibitors&lt;br&gt;• Brand Licensing Europe attendees and exhibitors</td>
</tr>
<tr>
<td>Distribution: July 18, 2019</td>
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</table>
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<tr>
<td><strong>License Global Mandarin Edition</strong></td>
<td>Ad Close: July 14, 2019&lt;br&gt;Ad Materials Due: May 24, 2019&lt;br&gt;Issue to Printer: July 8, 2019&lt;br&gt;Distribution: July 24, 2019</td>
<td>• License Global magazine, translated for the Chinese market&lt;br&gt;• Licensing Expo China show information&lt;br&gt;• China licensing news and deals&lt;br&gt;• Profiles of China-based companies</td>
<td>• Licensing Expo China&lt;br&gt;• CBME</td>
</tr>
<tr>
<td><strong>The Top Global licensors Issue</strong></td>
<td>Ad Close: July 10, 2019&lt;br&gt;Ad Materials Due: July 22, 2019&lt;br&gt;Issue to Printer: July 24, 2019&lt;br&gt;Distribution: Early Aug.</td>
<td>• Top Global Licensors report&lt;br&gt;• Top Global Licensing Agents report&lt;br&gt;• Profiles on leading companies, special reports and much more</td>
<td>• MAGIC (Coterie, WSA® MAGIC, PROJECT, WWDMAGIC + more)&lt;br&gt;• Licensing Expo attendees and exhibitors</td>
</tr>
<tr>
<td><strong>Brand Licensing Europe Preview</strong></td>
<td>Issue to Printer: Aug. 22, 2019&lt;br&gt;Distribution: Sept. 2, 2019</td>
<td>• Brand Licensing Europe Exhibitor Preview&lt;br&gt;• Brand Licensing Europe show overview&lt;br&gt;• U.K./EMEA licensing news and deals</td>
<td>• Brand Licensing Europe attendees and exhibitors&lt;br&gt;• Licensing Expo attendees and exhibitors</td>
</tr>
<tr>
<td><strong>Brand Licensing Europe Issue</strong></td>
<td>Ad Close: Aug. 20, 2019&lt;br&gt;Ad Materials Due: Aug. 30, 2019&lt;br&gt;Issue to Printer: Sept. 4, 2019&lt;br&gt;Distribution: Late Sept.</td>
<td>• Official Brand Licensing Europe publication&lt;br&gt;• Profiles on leading companies, special reports and much more</td>
<td>• Brand Licensing Europe&lt;br&gt;• Licensing Expo attendees and exhibitors&lt;br&gt;• MIPJunior&lt;br&gt;• MIPCOM</td>
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<tr>
<td><strong>Brand Licensing Europe Daily</strong></td>
<td>Ad Close: Sept. 11, 2019&lt;br&gt;Ad Materials Due: Sept. 19, 2019&lt;br&gt;Issue to Printer: Sept. 23, 2019&lt;br&gt;Distribution: Oct. 1-3, 2019</td>
<td>• Three daily magazines, produced on-site, that feature exhibitor news, deals, photos, events and more</td>
<td>• Brand Licensing Europe&lt;br&gt;• Licensing Expo attendees and exhibitors&lt;br&gt;• Spielwarenmesse&lt;br&gt;• U.K. Toy Fair&lt;br&gt;• Licensing Expo attendees and exhibitors&lt;br&gt;• Brand Licensing Europe attendees and exhibitors</td>
</tr>
<tr>
<td><strong>The Influentials Issue</strong></td>
<td>Ad Close: Nov. 8, 2019&lt;br&gt;Ad Materials Due: Nov. 20, 2019&lt;br&gt;Issue to Printer: Nov. 22, 2019&lt;br&gt;Distribution: Early Dec.</td>
<td>• The Influentials, honoring those that are making an impact in the business of licensing&lt;br&gt;• Global Toy Preview&lt;br&gt;• 2019 Year in Review&lt;br&gt;• Profiles on leading companies, special reports and much more</td>
<td>• U.K. Toy Fair&lt;br&gt;• Spielwarenmesse&lt;br&gt;• Licensing Expo attendees and exhibitors&lt;br&gt;• Brand Licensing Europe attendees and exhibitors</td>
</tr>
</tbody>
</table>
AD UNITS

SPREAD
- Trim: 18” x 10.75” | 457 mm x 273 mm
- Bleed: 18.25” x 11” | 464 mm x 279 mm

FULL PAGE
- Trim: 9” x 10.75” | 229 mm x 273 mm
- Bleed: 9.25” x 11” | 235 mm x 279 mm

HALF-PAGE SPREAD
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HALF-PAGE HORIZONTAL
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- Bleed: 9.25” x 5.5” | 235 mm x 140 mm

HALF-PAGE VERTICAL
- Trim: 4.5” x 10.75” | 114 mm x 273 mm
- Bleed: 4.75” x 11” | 121 mm x 279 mm

SPEC DETAILS

SUBMISSION:
Please submit materials via our ad portal at https://ads.ubm.com. Click the “Upload Files Here” link and follow the instructions to set up a user name and password.

SPECIFICS:
DIGITAL DATA is required for all ad submissions. Preferred format is PDF /X-1a:2001 and PDF. Any ads supplied in non-preferred or non-acceptable formats will be charged a $150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats and will not issue any make-goods.

A SWOP certified color proof MUST be forwarded with the digital ad file. If we do not receive a SWOP certified proof we cannot guarantee the accuracy of the reproduction and will not issue any make-goods.

*License Global reserves final ad approval on all materials submitted.
E-NEWSLETTERS

License Global is the licensing industry’s definitive source for breaking news and up-to-date insights – it never misses a beat.

New, original content
5 DAYS PER WEEK, EVERY WEEK

Daily, Weekly + European newsletters
reaching more than 43,000 OPT-IN SUBSCRIBERS
## AD UNITS

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>Big Box</th>
<th>Text</th>
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<tbody>
<tr>
<td><strong>728 x 90 px</strong></td>
<td><strong>300 x 250 px</strong></td>
<td><strong>50/75 words</strong></td>
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</table>
AUDIENCE DEMOGRAPHICS
How similar is License Global’s audience to the general internet population?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Average</td>
<td>Below</td>
<td>Above</td>
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</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
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<tbody>
<tr>
<td>Internet Average</td>
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</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>No College</th>
<th>Some College</th>
<th>Graduate School</th>
<th>College</th>
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<tbody>
<tr>
<td>Internet Average</td>
<td></td>
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</table>

<table>
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<tr>
<th>Income</th>
<th>$0 - $30K</th>
<th>$30K - $60K</th>
<th>$60K - $100K</th>
<th>$100K+</th>
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<tbody>
<tr>
<td>Internet Average</td>
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Source: © August 2018, Alexa Internet (www.alexa.com)

125,000+ monthly page views
51,000+ avg. monthly unique visitors
73,500+ unique visitors (peak months)
License Global is the highest-ranked online destination dedicated exclusively to brand licensing and consumer products.

Alexa's website traffic ranking is based on a combined measure of Unique Visitors and Pageviews. Multiple requests for the same URL on the same day by the same user are counted as a single Pageview. The site with the highest combination of Unique Visitors and Pageviews is ranked #1. Google.com, the world's most visited site, is ranked #1. The lower the number, the higher the global rank.

Source: © August 2018, Alexa Internet (www.alexa.com)
## AD UNITS

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>Site Skin</th>
<th>Big Box</th>
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<td>728 x 90 px</td>
<td>1346 x 925 px</td>
<td>300 x 250 px</td>
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<tr>
<td>300 x 50 px</td>
<td>1900 x 1020 px</td>
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<table>
<thead>
<tr>
<th>Expandable Sticky Footer</th>
<th>Featured Article</th>
<th>Native AD</th>
</tr>
</thead>
<tbody>
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</table>

**Website**

**2019 MEDIA KIT**

**Site Skin**

- 1346 x 925 px
- 1900 x 1020 px

**Leaderboard**

- 728 x 90 px
- 300 x 50 px

**Big Box**

- 300 x 250 px

**Native AD**

**Featured Article**

**Expandable Sticky Footer**

**Ad Units**

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**Website**
**REACH LICENSE GLOBAL’S QUALIFIED AUDIENCE – WHEREVER THEY ARE!**

Follow our qualified licensing audience throughout their daily digital journey. Your target audience is bound by their devices:

- Adults spend nearly 6 hours interacting with digital media every day
- Adults check their smartphones more than 80 times per day

Increase your digital exposure and continue to reach License Global’s audience as they travel the web.

While Facebook ads attempt to reach users on a subset of demographics and Google ads target keywords, License Global can deliver an even more targeted audience using the best gauge of qualified users: **explicit intent.**

As the leading source of licensing trade news, trends and research, License Global attracts an audience that is truly engaged and involved with the licensing industry.

**HOW DOES IT WORK?**

GLEAN utilizes programmatic ad retargeting to display ads across the internet. It has become one of the most effective forms of digital advertising with the highest ROI.

Have you ever looked at a pair of shoes on Amazon.com, then visited another website (e.g. Fortune.com) only to see an ad for those same pair of shoes from Amazon? That’s retargeting.

Ad retargeting guarantees sustained, specific exposure to a qualified audience – which results in more conversions and more customers.

**WHERE WILL ADS APPEAR?**

Your ads will display on nearly any website. GLEAN has access to 95 percent of the consumer web. When our audience visits CNN.com, ESPN.com, Weather.com, or thousands of other websites, your ads will be served.

**TARGETED AUDIENCE**

Reach License Global’s and Licensing Expo’s thought leaders and decision makers.

**DIGITAL REACH**

From BBC News to Vice Media; desktop or mobile – follow your audience wherever they go.

**QUANTIFIABLE ROI**

Detailed reporting allows you to analyze results – including impressions, users, clicks and websites served.
Exclusive editorial coverage at the
WORLD’S BIGGEST
LICENSING EVENTS

Produced by License Global, the Licensing Expo Daily + Directory
and Brand Licensing Europe Daily are the only on-site, must-have
publications and feature:

- Three complete days of live, on-site coverage
- Exclusive distribution at key entrances and on the show floor
- Breaking news and deals from the show floor
- Trendspotting
- Exhibitor info and listings
- Schedule of networking events, parties and educational seminars
- Daily photo galleries, taken on-site

On-site distribution to
24,000+
LICENSING PROFESSIONALS
AD UNITS

SPREAD
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**Editorial Products**

*License Global* is the official publication of the Global Licensing Group, offering unparalleled coverage, support and promotions for its partners.

---

**Las Vegas Licensing Expo**

The largest, most influential licensing trade show in the world, Licensing Expo features more than 5,000 brands from every category and attracts 16,000+ retailers, manufacturers and licensees.

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**London Licensing Europe**

The only licensing event for the pan-European market, Brand Licensing Europe showcases more than 2,500 brands and brings over 7,500 professionals to London every year.

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**Japan Licensing Expo**

An all-new event in the world's third-largest licensing market, Licensing Expo Japan takes place alongside the Tokyo International Gift Show.

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**China Licensing Expo**

Co-located with the Children Baby Maternity Expo (CBME) in Shanghai, Licensing Expo China is the Global Licensing Group's newest event, located in the world's fastest growing licensing market.

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**New York Licensing Leadership Summit**

This executive-level conference and networking event features in-depth analysis of today's competitive licensing marketplace.

---

*License Global* is the official publication of the Global Licensing Group, offering unparalleled coverage, support and promotions for its partners.

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2019 MEDIA KIT

Custom Content

Contact License Global for more details.