

LIC©ENSE GLOBAL

Media Kit

The Value of License Global



The Power of News, All in One Place

License Global brings together **news, case studies and thought leadership content** across the many brand licensing category verticals. This makes it easy for readers to access the varied stories you need to **fuel your business and forward strategies in one convenient platform.**



The Power of Information, 365-Days-a-Year

With editorial boots on the ground in the major markets for licensed consumer products, **License Global brings daily news, trends and updates every day of the year.**



The Power of Content and Events

As part of Informa's Global Licensing Group, which includes Licensing Expo, Brand Licensing Europe and Licensing Expo Shanghai, **License Global is uniquely positioned to leverage its ecosystem and network of events to amplify the stories of the licensing community.** License Global also enjoys partnerships with major trade events that support the licensed consumer product community by vertical.

Reaching 200,000+ licensing professionals worldwide

Through our **world-class tradeshows, best-in-class media brand and educational programs**, we are the **global market-leader in advancing the business of licensing**, brand extension and collaborations.

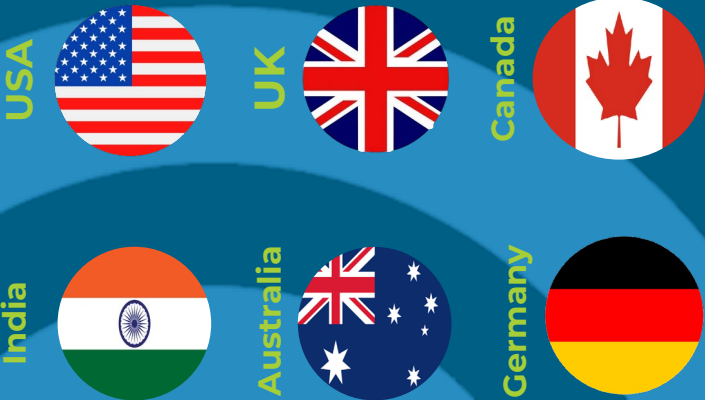
LAS VEGAS LICENSING EXPO	LONDON BRAND LICENSING EUROPE	CHINA LICENSING EXPO	FRANCE LICENSING DAY	LICENSING FOR RETAIL	LICENSING UNLOCKED	LICENSE GLOBAL
The world's largest licensing trade show	Europe's leading event for licensing and brand extension	The leading event for the growing Asian licensing market	A day of licensing for the French licensing market	An exploration of brand licensing for retailers	Brand licensing made easy	The leading licensing news source globally
EVENT	EVENT	EVENT	EVENT	EVENT	EDUCATION	MEDIA

License Global Key Stats

204,000 Views
AVG MONTHLY

95,000 Visitors
UNIQUE MONTHLY USERS

173 Countries
Top countries who visit:



Retailers Who Read License Global



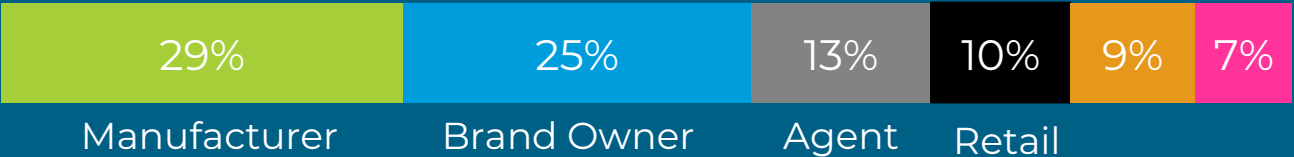
1 million+ visitors annually



Consistent web traffic year round



22% increase in traffic YOY

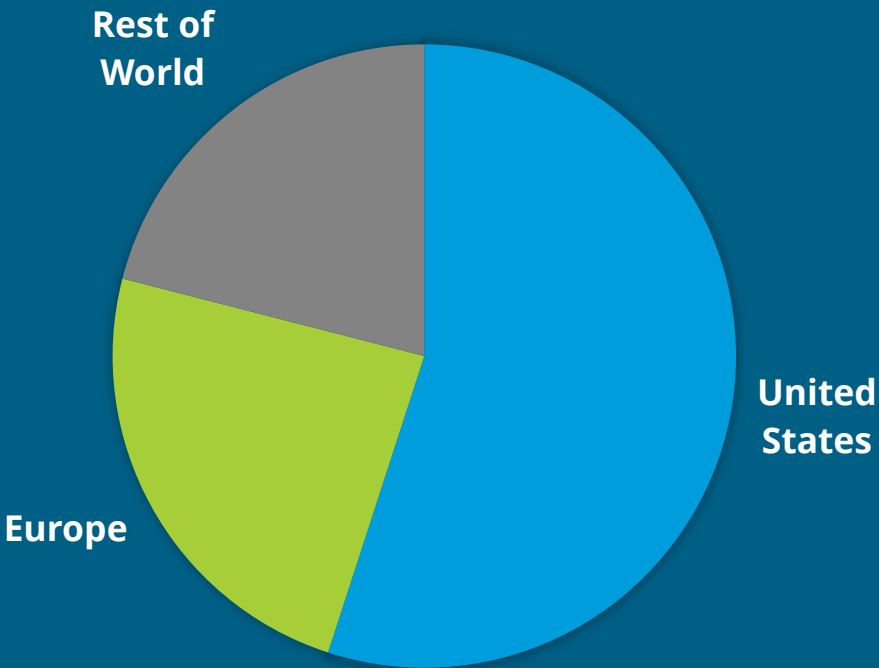


License Global Key Stats

70,000 Contacts
EMAILABLE DATABASE

63,000 Subscribers
OF LICENSE GLOBAL NEWSLETTERS

22,000 Followers
ACROSS SOCIAL MEDIA



Newsletters:

 **30% open rate**
 **4% clickthrough rate**

Targeted Emails:

 **43% open rate**
 **3% clickthrough rate**

All Industry Titles Represented

CEO
Director

Marketing
Manager

Sales
Manager

Research
Analyst

Licensing
Manager

Designer

Companies Who Trust Our Solutions



Digital Advertising

Get in front of key vertical decision-makers from every major category

Audience Extension

Target the License Global Audience as they navigate across the internet and on social media platforms.



Opportunities include:
Website Ad

Website Advertising

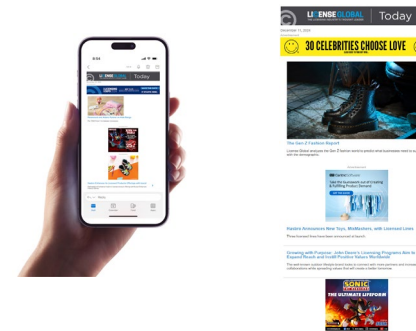
Drive awareness for your brand through targeted and high-impact ad placements on licenseglobal.com



Opportunities include:
Leaderboard Ad
Rectangle Ad
Site Skin Ad
Native Ad

Newsletter Advertising

Your message delivered straight to decision makers from every major licensed consumer product category.



Opportunities include:
Leaderboard
Rectangle

Magazine Advertising

High-quality exclusive content, delivered to a global, highly engaged audience through numerous print and digital publications and special reports annually.



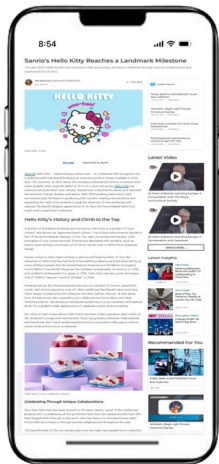
Opportunities include:
Full Page
Half Page
Two Page Spread
Inside Back Cover

Content Driven Solutions

Tell your story directly to our audience with a custom content piece

Advertorial

Work closely with our content team to tell your story and highlight your brand.



Video Advertorial

Showcase your video content alongside your brand story.



Targeted Email Campaign

Your message delivered straight to your target audience.



SEGA® Success Story

Goal:

SEGA was looking to promote its owned IP's within the trade to grow their consumer products business and secure new licensing deals. It was critically important for SEGA consumer products to be visible and relevant to the licensing industry as they have so many highly licensable programs, all of which constantly need new licensees and partners.

Results:

- **500+ meetings** booked at both Licensing Expo and Brand Licensing Europe
- Over **16,000 page views** across magazine and report landing pages on Licensing Global
- **1,500,000+ impressions** via our daily, weekly and European newsletters

Want to learn more? Check out Sega's full case study [here](#)



2025 Editorial Calendar

Covering key brand licensing categories, License Global explores topics that are top-of-mind for brand owners, manufacturers, retailers and more. Our readers can gain valuable insights, keep up on the latest trends and stay ahead of industry shifts.

Each monthly we'll spotlight columns covering everything from **food & beverage licensing** to **publishing, entertainment, toys and games** and even **fashion**. In addition, we offer magazines, special reports and more, with plenty of opportunities to spotlight your brand and get directly in front of our audience!

[Click here to download](#)

LICENSE GLOBAL Editorial Calendar 2025			
LicenseGlobal.com			
Licensing news, trends and thought leadership, online and in print, 365 days-a-year.			
LicenseGlobal.com			
news@licenseglobal.com			
01 Jan	02 Feb	03 Mar	04 Apr
LicenseGlobal.com	LicenseGlobal.com	LicenseGlobal.com	LicenseGlobal.com
MONTHLY COLUMNS • Trending • Licensing for Retail • Global Licensing Insight	MONTHLY COLUMNS • Trending • Licensing for Retail • Global Licensing Insight	MONTHLY COLUMNS • 10 Minutes With ... • Licensing for Retail • Global Licensing Insight	MONTHLY COLUMNS • 10 Minutes With ... • Licensing for Retail • Global Licensing Insight
FOCAL TOPICS • Entertainment • Toys and Games	FOCAL TOPICS • Streaming and TV • Fashion	FOCAL TOPICS • Corporate Brands • Video Games	FOCAL TOPICS • Publishing • Licensing for Retail Day
Event Coverage		Magazine	Special Report
License Global will attend and/or cover the following global events: JANUARY • NEF • Spielwarenmesse • London Toy Fair • Sports Licensing and Tailgate Show FEBRUARY • Kidcon • MAGIC • New York Toy Fair MARCH • Natural Products West • Inspired Home • CDC APRIL • Bologna Book Fair • Licensing for Retail Day		License Global Magazine Q1 2025 Edition SPECIAL REPORTS Corporate Brands Sports FEATURES Toys, Gaming, Movies Fashion, Lifestyle and more AD CLOSE January 24, 2025 AD MATERIAL DUE February 7, 2025 DISTRIBUTION DIGITAL - February 21, 2025	Top Global Licensing Agents Report 2025 SUBMISSION WINDOW Jan. 11, 2025 - Feb. 7, 2025 FEATURES Top Agent Rankings Brandscape and more AD CLOSE March 1, 2025 AD MATERIAL DUE March 21, 2025 DISTRIBUTION DIGITAL - April 8, 2025
License Global Online delivers daily breaking news, announcements, launches, insights and trend analysis year-round via licenseglobal.com.		Each issue of License Global Magazine will cover categories across retail licensing with Special Reports focusing on specific verticals and markets.	

Explore On Your Own

Browse our product range
by your business goals

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Solutions Site](#)

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