

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.

BROUGHT TO YOU BY



GLOBAL LICENSING GROUP

Advancing the business of brand licensing.
Reaching 200,000+ licensing professionals worldwide.

LICENSING FOR RETAIL

An exploration of
brand licensing
for retailers

[CLICK HERE FOR
THE WEBSITE](#)

EVENT

LAS VEGAS LICENSING EXPO

The world's
largest licensing
trade show

19-21 MAY 2026
[CLICK HERE FOR
THE WEBSITE](#)

EVENT

FRANCE LICENSING DAY

A day of
licensing for the
French licensing
market

30 JUNE 2026
[CLICK HERE FOR
THE WEBSITE](#)

EVENT

CHINA LICENSING EXPO

The leading
event for the
growing
Asian licensing
market

15-17 JULY 2026
[CLICK HERE FOR
THE WEBSITE](#)

EVENT

LONDON BRAND LICENSING EUROPE

Europe's
leading event for
licensing and
brand
extension

6-8 OCT 2026
[CLICK HERE FOR
THE WEBSITE](#)

EVENT

LICENSING UNLOCKED

Brand licensing
made easy

[CLICK HERE FOR
THE WEBSITE](#)

EDUCATION

LICENSE GLOBAL

The leading
licensing news
source
globally

[CLICK HERE FOR
THE WEBSITE](#)

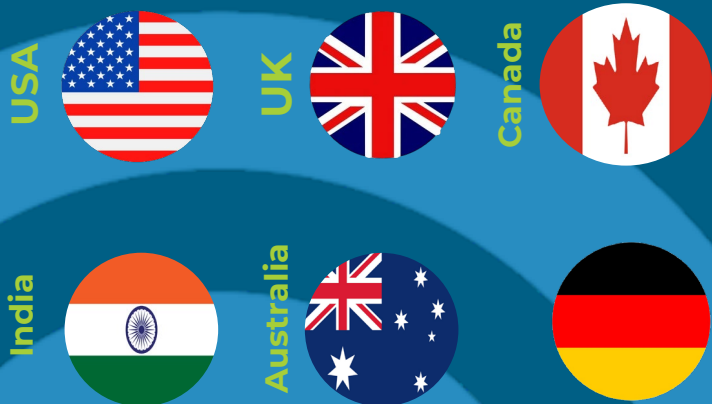
MEDIA

License Global Key Stats

195,000 Views
AVG MONTHLY

108,000 Visitors
UNIQUE MONTHLY USERS

203 Countries
Top countries who visit:



Retailers Who Read License Global



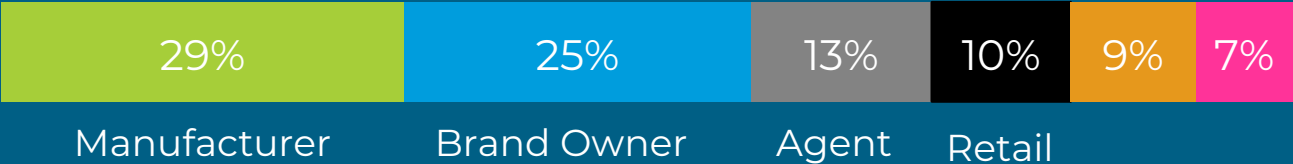
1 million+
visitors annually



Consistent web
traffic year round



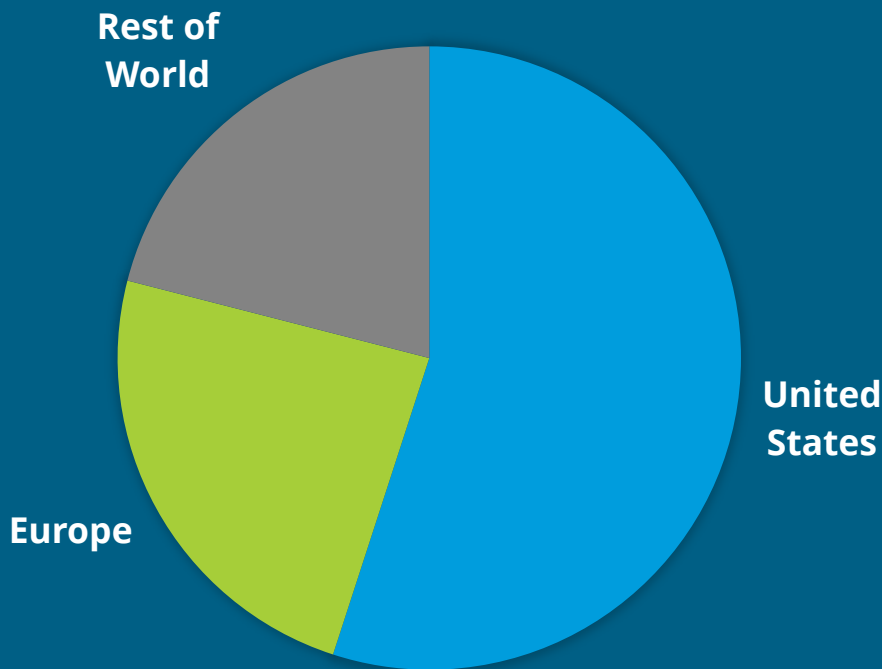
18% increase
in traffic YOY



License Global Key Stats

79,000 Subscribers
OF LICENSE GLOBAL NEWSLETTERS

22,000 Followers
ACROSS SOCIAL MEDIA



Newsletters:

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

Targeted Emails:

 **32% open rate**
 **2.5% 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

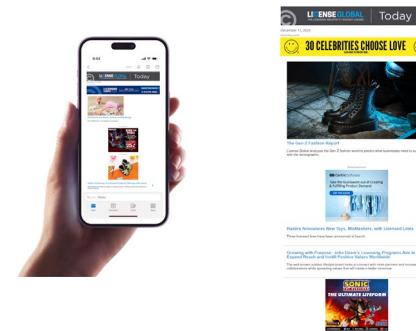
Drive awareness for your brand through targeted and high-impact ad placements on licenseglobal.com



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.



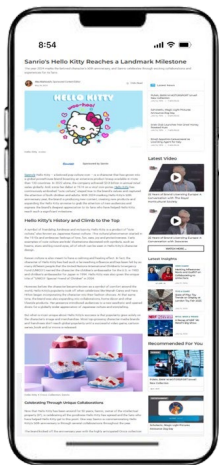
Opportunities include:
Full Page
Half Page
Two Page Spread
Inside Back Cover

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.



Dedicated Email Campaign

Your message delivered straight to your chosen 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](#)



2026 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 **fashion licensing** to **publishing, entertainment, toys and games** and even **food and beverage**. 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](#)

01 JANUARY	02 FEBRUARY	03 MARCH	04 APRIL
ORIGINAL CONTENT	ORIGINAL CONTENT	ORIGINAL CONTENT	ORIGINAL CONTENT
MONTHLY FOCAL TOPICS • Regional Games • Entertainment • Video Games • Market Analysis • Industry News	MONTHLY FOCAL TOPICS • Regional Games • Toys and Games • Kids Network and IP • IP Development • Market Analysis • Industry News	MONTHLY FOCAL TOPICS • Food and Beverage • Fashion • Home Decor and Lifestyle • Market Analysis • Industry News	MONTHLY FOCAL TOPICS • Regional Games • Leading Agent Strategies • LVL Licensing for Retail • Product Round • Industry • Industry News
	SPECIAL REPORT		WHITEPAPER
	FASHION BRAND LICENSING TRENDS		THE TOP GLOBAL LICENSING AGENTS
	FEATURES • New Brands: Clothing • Focus: The Licensee's Role • and more		SUBMISSION WINDOW • Jan. 11 - Feb. 1
	AD CLOSE • Jan. 15		FEATURES • Top Global Rankings • and more
	AD MATERIAL DUE • Jan. 31		AD CLOSE • Feb. 27
	DISTRIBUTION • Feb. 12		AD MATERIAL DUE • Mar. 12
			DISTRIBUTION • Apr. 3
License Global delivers daily briefing news, entertainment, brand analysis and original content year-round at licenseglobal.com	License Global's monthly news and analysis are delivered via email and on the License Global mobile app and website at licenseglobal.com		License Global's monthly news and analysis are delivered via email and on the License Global mobile app and website at licenseglobal.com

Explore On Your Own

Browse our product range
by your business goals

[Check Out Our
Solutions Site](#)

Connect With Our Team

[Enquire Now](#)