

2012 Guide to the Licensing World

20th Edition!

media information

The Guide to the Licensing World, **the industry's only printed international reference book**, is a 600 page worldwide directory of information covering all aspects of the industry, from Licensors/Agents and Licensees to Specialist Services, Trade Shows, etc.

The Guide is arranged alphabetically by country and each country is divided into:

- * Licensors/Agents
- * Licensees
- * Specialist Services
- * Licensing Trade Publications
- * Trade Show Information

In addition:

- * Over 27,000 property listings are included in the index which cross reference to the Licensor/Agent in each territory.
- * The Licensees Product List enables you to view at a glance which licences are being used on which products.

Every company is listed FREE OF CHARGE



January 2012 will see the publication of the Guide to the Licensing World, now in its twentieth year. It is the most comprehensive and user-friendly guide covering the worldwide licensing industry.

Given below are details of how you can enhance your free listing:

What are the options...?

- * Advertising space in both colour and black and white can be reserved throughout the guide.
- * Black and white company logos can be included above your company listing.

Who receives it...?

- * The Guide to the Licensing World has a print run of 2500 and has subscribers in over 70 countries. It is sold primarily to manufacturers, sales promotion companies, advertising agencies, trademark agents, solicitors, Licensors, Licensing Agents etc

How is it sold...?

- * The Guide is present at dedicated licensing shows worldwide including Budapest, Korea, Las Vegas, Hong Kong, Dubai, Croatia, Bologna and London. We also have appointed representatives showing the guide at many other trade shows in the USA, Italy and Asia, ensuring that maximum publicity is gained for advertisers.

What are the rates...?

- * The 2012 rates are given on the following page and are available to suit all budgets, from a black and white eighth of a page to a full colour page.

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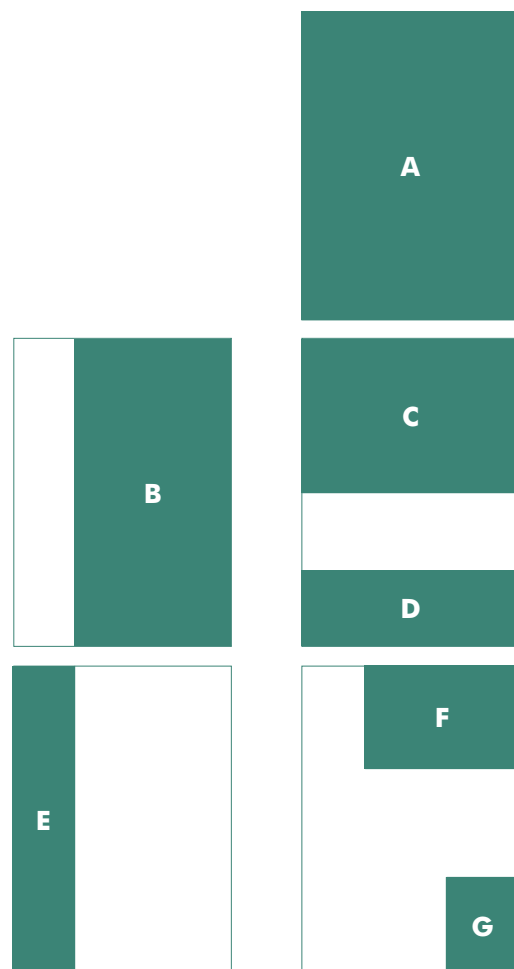


2012 Advertising Rates & Mechanical Data

	Four Colour £	Black & White £
Full Page (A)	1650	975
Double Page Spread (A+A)	2900	1700
Two Thirds Page (B)	1350	700
Half Page (C)	1075	550
One Third Page (D/E)	825	445
Quarter Page (F)	650	335
Eighth Page (G)	350	195
Logo	100	85

SPECIAL POSITIONS

	£
Front Cover	SOLD
Inside Front Cover	3500
Page One	2600
Inside Back Cover/Flap	POA
Back Cover	POA
Bookmark	3500



SIZES	Millimeters		Inches		SIZES
	Height	Width	Height	Width	
A	297	x 210	11.75	x 8.25	
B	250	x 115	9.84	x 4.50	
C	125	x 178	4.92	x 7.00	
D	85	x 178	3.35	x 7.00	
E	250	x 58	9.84	x 2.28	
F	100	x 115	3.94	x 4.53	
G	90	x 58	3.54	x 2.28	

Mechanical Information

Copy Date:	25th November 2011	Publishing Date:	January 2012
Trim Size:	297mm x 210mm or 11.75 inches x 8.25 inches		
Advertisements:	All advertisements should be supplied on disc with instructions and a proof. (If colour advert please supply a colour proof.)		
Logos:	All logos should be saved as PC EPS, TIFF or JPEG files and saved at a minimum of 300 dpi and emailed to editor@licensingworld.co.uk		
Note:	Any costs involved for additional work required on received artwork will be advised to the advertisers and will be billed in addition of the original cost.		