

# 2009 PLAYTHINGS SCHEDULE



## JANUARY

Space Close	Material Deadline	Mail Date
December 8	December 12	December 30

## FEBRUARY

Space Close	Material Deadline	Mail Date
January 9	January 16	January 30

## MARCH

Space Close	Material Deadline	Mail Date
February 9	February 13	February 27

## APRIL

Space Close	Material Deadline	Mail Date
March 9	March 18	March 31

## MAY

Space Close	Material Deadline	Mail Date
April 10	April 16	April 30

## JUNE/JULY

Space Close	Material Deadline	Mail Date
May 11	May 16	June 1

## AUGUST

Space Close	Material Deadline	Mail Date
July 10	July 16	July 31

## SEPTEMBER

Space Close	Material Deadline	Mail Date
August 11	August 18	September 1

## OCTOBER

Space Close	Material Deadline	Mail Date
September 11	September 17	September 30

## NOVEMBER/DECEMBER

Space Close	Material Deadline	Mail Date
October 9	October 16	October 30



For more information, please contact:

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Playthings

# 2009 PLAYTHINGS PLANNING CALENDAR



## JANUARY

SPACE CLOSE: **12/8** ♦ MATERIALS DEADLINE: **12/12**

Editorial Focus	Special Advertising Section	Bonus Distribution
<ul style="list-style-type: none"> <li>• Toy Fair Product Preview – First Time Exhibitors</li> <li>• The Year Ahead: Predictions for 2009</li> <li>• Dolls</li> <li>• TAGIE Inventors of the Year Profiles</li> </ul>	PREVIEW: Character Education	Canadian Toy Fair IDEX Nuremberg Toy Fair Kids Marketing Mega Event NY International Gift Fair



## FEBRUARY

SPACE CLOSE: **1/9** ♦ MATERIALS DEADLINE: **1/16**

Editorial Focus	Special Advertising Sections	Bonus Distribution
<ul style="list-style-type: none"> <li>• Toy Fair: New Product Spotlight</li> <li>• 2009 Retail Outlook Report</li> </ul>	SHOPPING CART: Toy Fair	American International Toy Fair Youth Marketing Mega Event



## MARCH

SPACE CLOSE: **2/9** ♦ MATERIALS DEADLINE: **2/13**

Editorial Focus	Special Advertising Sections	Bonus Distribution
<ul style="list-style-type: none"> <li>• Games</li> <li>• Water Toys</li> <li>• Ride-Ons</li> </ul>	PREVIEW: Eco Friendly Toys  "Stars of the Show"	Western States Toy & Hobby Show



## APRIL

SPACE CLOSE: **3/9** ♦ MATERIALS DEADLINE: **3/18**

Editorial Focus	Special Advertising Sections	Bonus Distribution
<ul style="list-style-type: none"> <li>• Editors' Picks from Toy Fair</li> <li>• Arts &amp; Crafts</li> <li>• Multicultural Toys</li> </ul>	PREVIEW & SHOPPING CART: Early Learning	NY ComicCon Pediatricians' Offices



## MAY

SPACE CLOSE: **4/10** ♦ MATERIALS DEADLINE: **4/16**

Editorial Focus	Special Advertising Sections	Bonus Distribution
<ul style="list-style-type: none"> <li>• Impulse &amp; Novelty Toys</li> <li>• Construction Toys</li> <li>• Wonder Women Profiles</li> </ul>	PREVIEW: Exploration & Discovery  SHOPPING CART: Made in the USA	BookExpo America

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# JUNE/JULY

SPACE CLOSE: **5/11** ♦ MATERIALS DEADLINE: **5/16**

Editorial Focus	Special Advertising Section	Bonus Distribution
<ul style="list-style-type: none"> <li>Licensing Show Preview</li> <li>Spotlight on European Toys</li> <li>Puzzles &amp; Skill Toys</li> </ul>	PREVIEW: Multicultural World of Toys  SHOPPING CART: ASTRA Marketplace Exhibitors	ASTRA Marketplace & Convention Licensing International



# AUGUST

SPACE CLOSE: **7/10** ♦ MATERIALS DEADLINE: **7/16**

Editorial Focus	Special Advertising Sections	Bonus Distribution
<ul style="list-style-type: none"> <li>Holiday Picks</li> <li>Action Figures &amp; Collectibles</li> <li>Toys for Tweens</li> </ul>	PREVIEW & SHOPPING CART: Holiday	Pediatricians' Offices New York International Gift Fair



# SEPTEMBER

SPACE CLOSE: **8/11** ♦ MATERIALS DEADLINE: **8/18**

Editorial Focus	Special Advertising Sections	Bonus Distribution
<ul style="list-style-type: none"> <li>Infant &amp; Preschool</li> <li>Role Play &amp; Play Environments</li> <li>Immediate Delivery</li> </ul>	PREVIEW: Just for the Girls  SHOPPING CART: Special Needs Toys	ABC Kids Expo Special Needs Consumer Households



# OCTOBER

SPACE CLOSE: **9/11** ♦ MATERIALS DEADLINE: **9/17**

Editorial Focus	Special Advertising Sections	Bonus Distribution
<ul style="list-style-type: none"> <li>Fall Show Preview</li> <li>Science</li> <li>4th Quarter Forecast</li> </ul>	PREVIEW: Toys that Give Back  SHOPPING CART: Games, Cards & Puzzles	Fall Toy Preview



# NOV/DEC

SPACE CLOSE: **10/9** ♦ MATERIALS DEADLINE: **10/16**

Editorial Focus	Special Advertising Sections	Bonus Distribution
<ul style="list-style-type: none"> <li>ANNUAL STATE OF THE INDUSTRY REPORT</li> <li>Plush</li> <li>Hobbies</li> <li>Remarkable Retailers</li> </ul>	SHOPPING CART: Immediate Delivery	Hong Kong Toys & Games Fair

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