

2009 PUBLISHING SCHEDULE

TOYS & GAMES

Canada's ONLY Toy Industry Magazine - Now In Its 37th Year

Toys & Games Magazine, published six times a year, serves the distributors, suppliers and retailers of the billion-dollar-plus Canadian toy, hobby, and special occasion industries.

Now in business for nearly four decades, *Toys & Games* endeavours to support Canadian enterprise and initiative by highlighting "created in Canada" products, and the news and issues most affecting our industry. Throughout the year *Toys & Games* covers all the traditional toy categories—from children's books to board games and boomerangs. Plus, in the giant January/February issue—our most "read" issue of the year—we look at the previous year's merchandising experiences

with an extensive wrap-up-style report from our retail readers.

In addition to feature articles and reports, *Toys & Games* publishes an annual *Buyer's Guide & Directory*, listing up-to-date information on the country's suppliers, agents and related organizations and the products and services they offer. The publication is a valuable reference that our retail readers rely on all year.

As Canada's ONLY toy industry publication, *Toys & Games* reaches buyers from coast to coast. Please check out the publishing schedule below to determine the issue that will best suit your marketing and advertising needs.

2009 EDITORIAL & PUBLISHING SCHEDULE FOR *TOYS & GAMES*

ISSUE	EDITORIAL FEATURES	SPACE CLOSING	MATERIAL CLOSING
APRIL	Games/Brainteasers; Toy Show Reports	March 6	March 13
JUNE	2008 BUYER'S GUIDE Crafts	May 13	May 20
AUGUST	Outdoor toys; Puzzles; Partyware/loot bag toys	July 3	July 10
OCTOBER	Infant/Preschool Toys; Figures/Dolls	September 2	September 9
DECEMBER	Educational toys/products; Books	November 6	November 12
JANUARY 2010	TOY FAIR Product Preview; Retailer Year-End Report	December 16, 2009	December 23, 2009

regular departments

Retailer/supplier Profiles
Industry Calendar
Industry News
Retail Beat
People Watch

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