

2012 EDITORIAL CALENDAR

Send samples to:
Editorial Review (please note the category targeted)
229 West 28th Street, Ste 401
New York, NY 10001

send editorial info, MSRP,
suggested age for product, and
images to: nancy@anbmedia.com



GENERAL NOTES:

- *Product Sections and Stories will GO LIVE on the site on a Tuesday.*
- *Movie-related content will GO LIVE on the site on a Thursday.*

JANUARY:

- Valentine's Day
 - Gather product and info by January 6
 - LIVE ON SITE: Tuesday January 17

FEBRUARY:

- Spring-related Sporting Goods
 - Gather product and info by January 25
 - LIVE ON SITE: Tuesday February 22
- Easter is April 8
 - Gather product and info by February 1
 - LIVE ON SITE: Tuesday February 28

MARCH:

- Spring begins
 - Swingsets/Outdoor Play Structures/Trampolines
 - Outdoor tables/Roleplay Kitchens/Roleplay BBQs
 - Outdoor sand and water tables
 - Pool and Beach Toys
 - Gather product and info by February 22
 - LIVE ON SITE: Tuesday March 6
- Bubble Toys
 - Gather product and info by February 22
 - LIVE ON SITE: Tuesday March 13

- Summer begins
 - Water blasters
 - Additional water toys such as slip n slide/kids' small pools
 - Outdoor Crayola-like items such as sidewalk chalk
 - Gather product and info by February 22
 - LIVE ON SITE: Tuesday March 20

APRIL:

- Interesting/New/Innovative Ride-Ons; note: no standard bicycles
- Rollerskates and rollerblades
- Accompanying helmets and safety gear
 - Gather product and info March 7
 - LIVE ON SITE: Tuesday April 3
- “Spring Cleaning/Room Make Over” Ideas: Inexpensive Room Décor
 - Gather product and info March 7
 - LIVE ON SITE: Tuesday April 10

MAY:

- Products to bring to camp/items for the bus ride for day camp
 - Gather product and info April 5
 - LIVE ON SITE: Tuesday May 8
- Travel Toys
 - Gather product and info April 5
 - LIVE ON SITE: Tuesday May 15
- Father’s Day is June 17: “Toys” for Dads
 - Gather product and info April 5
 - LIVE ON SITE: Tuesday May 15

JULY:

- Back to School Season Begins
 - backpacks/notebook etc.
 - “impulse-type” items such as key chains
 - Gather product and info June 1
 - LIVE ON SITE: Tuesday July 17

SEPTEMBER/OCTOBER:

- Halloween
 - Candy alternatives
 - Costumes
 - Décor
 - Gather product and info August 15
 - LIVE ON SITE: Tuesday September 11

NOVEMBER:

- *Holiday focus based on Most Wanted List/People's Play Awards/ Media Appearances/various ads etc. provided by Jim and Chris*

DECEMBER:

- *Holiday focus based on Most Wanted List/People's Play Awards/ Media Appearances/various ads etc. provided by Jim and Chris*
- Stocking Stuffers/Chanukah products
 - Gather product and info September 7
 - LIVE ON SITE: Tuesday November 6

ADDITIONAL HAPPENINGS SPECIFIC TO 2012:

- *Movie-related content will GO LIVE on the site on a Thursday.*

Pirates: The Band of Misfits—Friday March 30
— Gather product and info February 1
— LIVE ON SITE: Thursday February 23

Avengers—Friday May 4
— Gather product and info March 1
— LIVE ON SITE: Thursday March 22

Battleship—Friday May 18
— Gather product and info March 8
— LIVE ON SITE: Thursday April 5

Men in Black III—Friday May 25
— Gather product and info March 8
— LIVE ON SITE: Thursday April 12

Madagascar 3—Friday June 8
— Gather product and info April 5
— LIVE ON SITE: Thursday April 26

Disney's Brave—Friday June 22
— Gather product and info April 12
— LIVE ON SITE: Thursday May 10

GI Joe 2: Retaliation—Friday June 29
— Gather product and info April 19
— LIVE ON SITE: Thursday May 17

Star Trek 2—Friday June 29

- Gather product and info April 19
- LIVE ON SITE: Thursday May 17

The Amazing Spider-Man—Tuesday July 3

- Gather product and info April 26
- LIVE ON SITE: Thursday May 24

Ice Age 4: Continental Drift—Friday July 13

- Gather product and info April 26
- LIVE ON SITE: Thursday May 31

Batman 3—Friday July 20

- Gather product and info May 3
- LIVE ON SITE: Thursday June 7

Diary of a Wimpy Kid: Dog Days—August 3

- Gather product and info May 17
- LIVE ON SITE: Thursday June 21

ParaNorman—Friday August 17

- Gather product and info June 7
- LIVE ON SITE: Thursday July 12

Hotel Transylvania—September 21

- Gather product and info July 12
- LIVE ON SITE: Thursday August 9

Wreck it Ralph—Friday November 2

- Gather product and info August 9
- LIVE ON SITE: Thursday September 20

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