



- What is Licensingpages™ - The Directory?
- What do I get?
- Why should I take part?
- What will it cost me?
- How can I order?
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What is Licensingpages™ - The Directory?

Licensingpages™ - The Directory is the definitive annual publication for the brand & licensing industry. It offers approximately 5000 businesses within the industry exposure, whilst simultaneously offering the buyers & decision makers of those organisations the necessary intelligence for successful operations.

Licensingpages™ - The Directory simply is the industry must-have. It reflects the changing needs within the industry and the retail environment. Offering the global data, vital in the running of any brand or licensing business, with equal and realistic representation of licensor, licensee or support company alike on a worldwide basis.

Business is all about knowledge and being in the right place at the right time and Licensingpages™ - The Directory offers precisely this dual service. The publication offers those wishing to promote their brands and services, global exposure to 5000 specifiers and offers precisely those decision makers the intelligence they need in order to source the services and intellectual property necessary to supply their market with the innovation and quality it demands.

As opposed to any conventional directory simply offering company name, address, telephone numbers, e-mail and web address Licensingpages™ - The Directory offers in depth profiles and showcasing of leading companies within all fields of the industry, this being the prime source of relevant data.



THE INSIDE TRACK ON BRANDS & LICENSING

What do I get?

Directory Lineage Entry

Company Logo:

Company Profile:

A more in depth description of your company, and what service your company provides.

Standard Entry:

London & General Corp Ltd.
2/16-17 Harbour Yard, Chelsea Harbour,
London SW10 0XD.
Tel: 020 7795 1415 Fax: 020 7795 1419
Email: info@londonandgeneral.com
Website: www.londonandgeneral.com

Sal Tavkar - Creative Director
Charlie Miers - Marketing Director
James Beach - Marketing Associate

Products Manufactured:
Baseballs, Basketballs, Beachballs,
Footballs, Softballs, Sportsballs.

Full Entry:



London & General
CORP LTD.

2/16-17 Harbour Yard, Chelsea Harbour,
London SW10 0XD.
Tel: 020 7795 1415 Fax: 020 7795 1419
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Company Profile:
London & General's pedigree is clearly defined in its tradition as publishers of B2B and lifestyle publications as well as conventional prose. As everything is accomplished in-house the media division emerged specialising in Graphic Design, Corporate ID, Web Design, and Branding Solutions.

Why should I take part?

Company Logo:

To help stand out against your competitors, and gain company recognition.

Company Lineage Profile:

A more in depth description of your company, and what service your company provides.

THE LICENSING PAGES - THE DIRECTORY

LICENSORS



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Why should I take part...?

Licensingpages™ - The Directory allows Licensors, Licensees and Support Companies to promote their products and services on a global scale. It is simply the industry must have and every company should have maximum exposure.

Global focused and relevant exposure..!

Every company is listed, yet it is vital that every company seizes this unique opportunity and maximizes its exposure.



LICENSINGPAGES™

THE INSIDE TRACK ON BRANDS & LICENSING

What will it cost me?

LINEAGE COST BREAKDOWN:

Lineage is charged at \$60.00 per line with a single line holding a maximum of 32 Characters at 8pt in size. To remain consistent and to adhere to the corporate guidelines of this publication, we are unable to reduce the size of this copy in anyway be it in point size, tracking or Horizontal scale. The use of a company logo beside the clients entry will be at an additional \$150.00 cost.

PROGRAMME A:

A company logo placed beside 5 lines of directory. \$395.00

PROGRAMME B:

A company profile consisting of a 2 page spread in full color, a company logo placed beside 5 lines of directory. \$7,325.00

PROGRAMME C:

A company profile consisting of a DPS* in full color, a company logo placed beside 5 lines of directory and profile listed under the Licensingpages™ website. \$7,995.00



THE INSIDE TRACK ON BRANDS & LICENSING

*Double Page Spread

What will it cost me?

Programme A **\$395.00**

5 lines of Directory + Logo

Programme B **\$7,325.00**

2 page Profile, 5 lines of Directory + Logo

Programme C **\$7,995.00**

A DPS in full color, a logo placed beside 5 lines of directory and profile listed under the Licensingpages™ website.

ADVERTISING RATES:

Outside Back Cover (full color): \$8,995.00

Inside Back Cover (full color): \$5,695.00

Inside Front Cover (full color): \$7,195.00

Bookmark: \$4,000.00

Bookmark's are printed and supplied by the client two months before the printing deadline, to allow the time needed for them to be stitched into the publication.

Color Page: \$4,495.00

Mono Page: \$3,165.00

1/2 Page Vertical (Full Color): \$2,495.00

Vertical 1/2 page placed on the outside edge of the page.

1/2 Page Horizontal (Full Color): \$2,325.00

1/2 Page Horizontal (Mono): \$1,495.00

1/4 Page (Full Color): \$1,325.00

1/4 Page (Mono): \$995.00



THE INSIDE TRACK ON BRANDS & LICENSING

How do I order?

You can order an entry in
Licensingpages™ - The Directory
by contacting the publishers direct.

LONDON & GENERAL CORP LTD

2nd Floor, 16-17 Harbour Yard,
Chelsea Harbour, London SW10 0XD.
Tel: +44 (0)20 7795 1415
Fax: +44 (0)20 7795 1419
Email: info@londonandgeneral.com
Website: www.londonandgeneral.com

Main Contacts:

John Pereira	+44 (0)20 7795 1415
Charles Miers	+44 (0)20 7795 1415



THE INSIDE TRACK ON BRANDS & LICENSING

Who do I contact?

Charles Miers
John Pereira

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