

# NIGHTMARE ZONE: INSIDE THE HAUNT INDUSTRY



Gore and mayhem reign in the haunt sector and **Selling Halloween** will delve into all the bone-chilling must-haves in our December issue. From profiles of the big names in the haunt industry to product features, the full spectrum of scares will be covered in order to help haunted house owners make stronger scare-fests than ever before. Reach the top American and Canadian haunt operators through **Selling Halloween's** Nightmare Zone. The Nightmare Zone will launch a Special Supplement completely devoted to the thriving haunt industry in March of 2012. This haunt-centric publication will be distributed at the Transworld Halloween & Attractions Show plus the Canadian Haunted Attractions, Halloween, Horror & Paranormal Conference and reach all the key buyers in the U.S. and Canadian haunted attraction markets.

## Adult Costumes (Men & Women)

A report on what ladies and gents will be clamoring for in Halloween styles, plus a focus on **plus size** and **sexy** costumes.

## Licensed Looks

From the biggest blockbusters to retro characters, all the hot names in the licensed looks business for 2012 will be covered.

## Young Adults

The inside scoop on what will be hot in the tween and teen seasonal market.

## Children's Costumes

Don't leave out the little ones – as more parents are spending big bucks on dressing up the tiniest tykes.

## Babies' Costumes

The infant sector is growing as parents are willing to spend on dressing up newborns.

## Pets' Costumes

Take a walk on the wild side as four-legged critters get into the Halloween spirit.

## Accessories

The accessories market continues to drive add-on sales.

## About Face: Makeup

From simple face painting kits to extreme latex full body incarnations, the makeup industry is going full throttle.

## Party Goods

Coverage of the latest designs and trends in balloons, audio/music technology, decorations and paper goods.

## Gifts/Home Décor

Categories include lawn décor, lights, flags, candles, tableware, stationery, figurines and novelties.

## The Selling Halloween Directory

Included in the December issue as well as online.

**Departments:** Store Profile • Calendar • Business News • Global Marketplace • Updates on Importing/Testing Laws • Licensing News • Updates from Halloween Associations • Product Showcase • Store Pulse • Pop-up Profile • Getting Spooky With...

## EDITORIAL SUBMISSIONS

**Submissions must be received by:** October 7 (Dec. 2011)  
Images must be provided in high-res digital format via e-mail or on PC or MAC compatible disk.

## SEND TO:

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## NOW MONTHLY — SELLING HALLOWEEN INSIGHT

Selling Halloween INSIGHT is the publication's e-newsletter. This cyber bulletin provides the latest in industry news, show developments, recent events, trends, business news and offers Product Showcase ads (see page 4 for description). Selling Halloween INSIGHT offers vendors, marketers and suppliers an extremely effective online approach for increasing both brand recognition and lead generation throughout the year.



## E-BLASTS AVAILABLE

Selling Halloween will deliver your promotional message via e-mail communication to thousands of opt-in Halloween buyers. Great option for pre-show promotions, line launches and/or other special programs. Call for details.

## 2012 SUPPLIER & PRODUCT DIRECTORY

December's issue of **Selling Halloween** includes the **Selling Halloween Directory**, a desktop reference guide to industry suppliers and products. Buyers keep the latest edition of the **Selling Halloween Directory** at the ready as they begin their buying and continue to consult it throughout the year as they fill in their open-to-buy in all Halloween categories. The **Directory** will also be available online at [www.sellinghalloween.com](http://www.sellinghalloween.com). Make sure your company is listed in both the print and online versions.

## NEW Top 200 Buyer Mailing

This September, get your promotion piece into the hands of volume buyers of Halloween goods. Join this **Selling Halloween Mailing** for an investment of \$600.

