



## ANNUAL ISSUE

The annual issue covers the broadest spectrum of the Halloween industry and includes a comprehensive section devoted to the haunted attractions sector in The Nightmare Zone.

- Costumes (Adult, Tween, Children)
- Licenses
- Pets' Costumes
- Accessories
- Makeup
- Party Goods
- Gifts/Novelties
- Home Décor
- **Nightmare Zone**

# THE NIGHTMARE ZONE

Regular Departments: • Store Profiles • Calendar • Business News • Global Marketplace - Insights from Overseas Correspondents • Updates on Importing/Testing Laws • Marketing & Social Media Strategies • Product Showcase • Getting Spooky With...

## SELLING HALLOWEEN PREVIEW

The Selling Halloween Preview offers an exclusive look at upcoming trends for the 2016 season and is delivered directly to buyers' at the Halloween Industry Association Show in December 2015. This teaser publication will give attendees a sneak peek what is in store in the major Annual Issue.

## THE NIGHTMARE ZONE

The Nightmare Zone focuses on the thriving haunted attractions sector. In addition to a stand-out section in the annual issue, a stand-alone supplement is released in time for the Halloween & Attractions Show in March 2016. (More information on page 4.)

