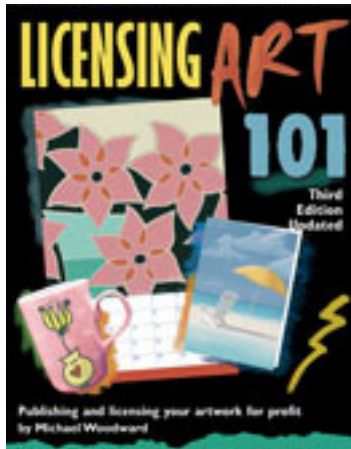


The Calendar Market

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Calendars are a multi-billion-dollar industry. They come in many sizes and shapes. Some popular calendars from previous years were inspirational or humorous: Ansel Adams, Magic Eyes, Sierra Wilderness, cats, Mary Engelbreit, angels, Anne Geddes, Dilbert, Disney Days, Far Side Desk Calendar, Friends, Georgia O’Keeffe, Goosebumps, Life’s Little Instruction Calendar, The Muppets, rottweilers, Winnie-the-Pooh.

If you have an idea for a 2012 calendar, contact calendar publishers no later than the early fall of 2010. Prepare a letter that describes your calendar concept and includes final art reproductions of exactly how the calendar will look. With such great computer output these days, this is no longer a difficult task. Send your query to the publishers who have existing categories of calendar styles that are a good fit for your work. If you don’t hear back from them within 45 days, make a follow-up call.

Most publishers have specific policies regarding the sale and distribution of calendars to retailers and the discounts these retailers expect to receive. Negotiating terms as an artist will be difficult. With respect to advances, you most likely will have to go with their terms. You should be able to command a 5-10% royalty. Photography generally dominates the calendar market. Research publishers and their preferred themes before sending submissions so you don’t waste their time and yours. If you target them with a well-executed calendar concept that fits into their existing categories, you will have a better chance of getting your work into the review process.