

# BrownTrout Delivers a Powerful Connection for Brands

## Appointments Made, Dates Kept, Decades of Memories with BrownTrout Calendars & Planners

For thousands of years, humanity has relied on calendars to track time and milestones, evolving from ancient lunar markings to digital tools. BrownTrout Publishers continues this tradition in transforming calendars into powerful brand extensions for licensors. Combining functionality with visually stunning designs, BrownTrout products offer licensors and brands an opportunity to connect with their audiences all year, each day, on every page, on their walls and always in their lives and minds.

## More Than Dates: A Platform for Brand Connection

BrownTrout calendars go beyond tracking dates; they're a medium for storytelling and brand engagement. For decades, they've helped licensors showcase their intellectual property in a way that resonates with consumers.

Each calendar serves as a daily reminder of the beauty and value of a brand, creating lasting impressions and nourishing a sense of loyalty and camaraderie other mediums are hard-pressed to replicate.

## The Calendar Company Connecting Brands to Their Audiences

Since its founding in 1986, BrownTrout Publishers has become the world's largest calendar producer, offering more than 1,200 titles annually, all while remaining primarily a dedicated family business and American success story.

From iconic landscapes to cultural icons, their diverse catalog ensures licensors can find the perfect match for their audience. Whether it's a beloved character, scenic destination, or niche interest, BrownTrout helps brands stay top-of-mind day after day of the year.

## Leadership & Strategic Partnerships

Under CEO Mike Brown's leadership since



CEO Mike Brown.

2004, BrownTrout has expanded globally with affiliates in Australia, Canada, Japan, and the UK.

Headquartered in El Segundo, California, the company has become a trusted partner for licensors seeking innovative ways to extend their brands through dated products.

With decades of industry experience and a proven track record, BrownTrout offers licensors unparalleled opportunities to grow their reach and deepen audience engagement.

For nearly a decade, BrownTrout has partnered with Taylor Swift to produce officially licensed calendars that have become perennial bestsellers worldwide. Featuring iconic imagery from her Grammy-winning albums, such as *Midnights* and *Folklore*, these calendars offer fans a daily connection to her artistry.

Available in multiple formats and crafted with eco-friendly materials, they align with Swift's values and her fans' passion for sustainability. The immense success of these calendars, amplified by the global phenomenon of the Eras

Tour, demonstrates how BrownTrout has transformed calendars into cherished keepsakes that celebrate Swift's evolution as an artist while fostering deeper fan engagement year-round.

## Korean Pop Artists Find a Home at BrownTrout Publishers

BrownTrout Publishers continues to lead in entertainment licensing with its 2026 calendars featuring globally renowned K-pop groups TXT and Seventeen.

The TXT 2026 Official 16-Month Wall Calendar captures the essence of *Tomorrow X Together* with exclusive images from their hit mini-album *The Name Chapter: Temptation*.

Fans can enjoy stunning visuals of the band while staying organized with spacious grids for scheduling and international holidays included.

Similarly, the Seventeen 2026 Wall Calendar showcases 13 high-quality images of the group, reflecting their dynamic style and charisma. Both titles are expected to be top sellers, capitalizing on the immense popularity of K-pop globally and BrownTrout's ability to connect fans with their favorite artists the whole year.

## Calendars Provide a Daily Reminder of Your Brand

### New Licenses for 2026: Willie Nelson and M.C. Escher

BrownTrout is proud to announce exciting new collaborations for its 2026 calendar lineup, including partnerships with the estates of iconic figures Willie Nelson and M.C. Escher.

The Willie Nelson Official 2026 Wall Calendar celebrates the legendary musician's enduring legacy, featuring images that capture his unique blend of folk, jazz, and outlaw country.

Known for uniting diverse audiences – from traditional country fans to progressive music lovers – Willie Nelson's calendar appeals to a broad demographic, including his loyal fan base and those inspired by his cultural contributions.

With more than 75 albums released and a career spanning decades, Nelson remains a symbol of resilience and creativity.

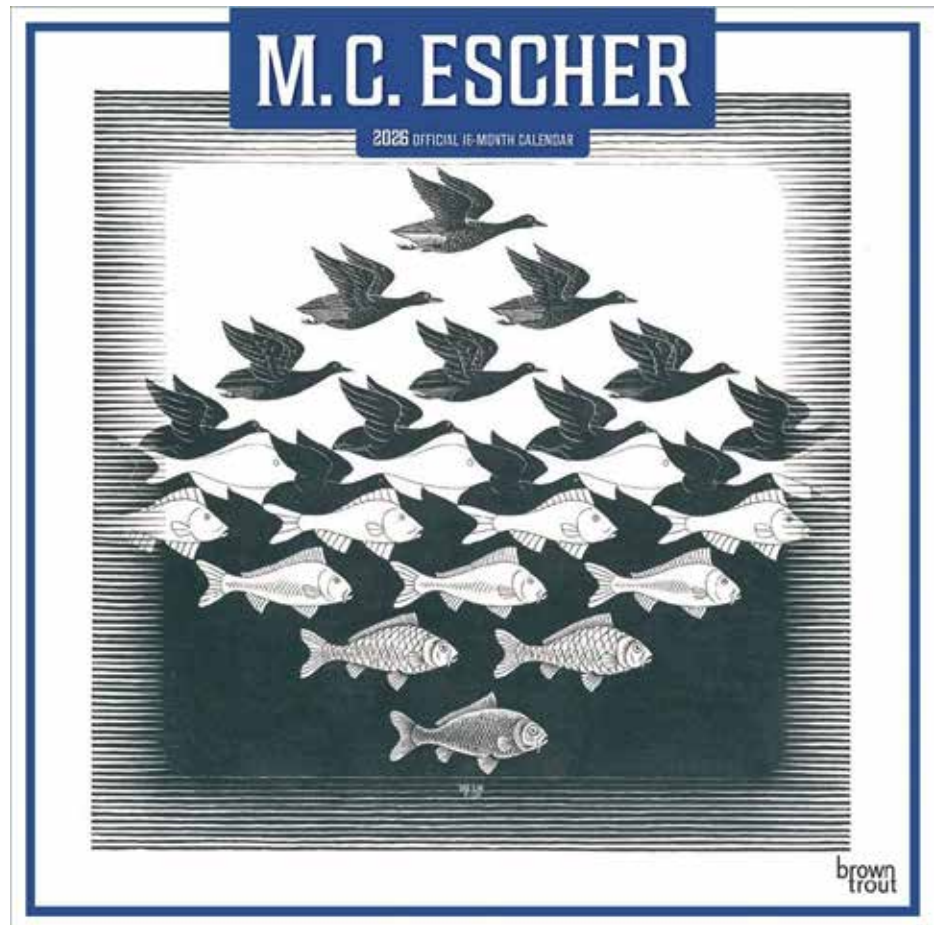
The M.C. Escher Official 2026 Wall Calendar highlights the Dutch artist's mathematically inspired works, including iconic lithographs, woodcuts, and mezzotints. Escher's art bridges science and creativity, appealing to mathematicians, architects, artists, and pop culture enthusiasts alike.

His influence spans generations, inspiring academic research and appearing on album covers, fashion designs, and digital media. These calendars cater to consumers drawn to Escher's enigmatic depictions of infinity and impossible spaces, offering a unique way to connect with his timeless art.

### BrownTrout's 2026 Car and Truck Calendars: A Celebration of Iconic Vehicles

BrownTrout Publishers proudly presents its 2026 collection of officially licensed car and truck calendars, showcasing the most iconic vehicles from General Motors, Ford, and Stellantis brands.

With 26 stunning titles, including



bestsellers like Corvette, Ford Mustang, and the all-new Classic Chevy Pickup Trucks calendar, BrownTrout continues to dominate the car and truck calendar categories on Amazon for the fifth consecutive year.

Trusted by collectors and enthusiasts alike, these calendars combine unmatched quality with a passion for automotive excellence.

### Muscle Cars and Muscle Trucks: A Dream Collection for Enthusiasts

As an unprecedented cross-brand collaboration in service to fanatics, BrownTrout's American Muscle Cars and American Muscle Trucks calendars for 2026 bring together the best of American automotive power, design, and heritage. These calendars celebrate the iconic

vehicles that have defined generations of muscle car and truck enthusiasts.

With stunning photography, premium formats, and foil-stamped covers for collectors, these titles are designed to inspire passion and pride in every fan.

Whether you're drawn to the sleek lines of a classic muscle car or the rugged strength of a powerful truck, this collection offers something for everyone.

### Premium Formats for Every Enthusiast

BrownTrout presently offers two premium formats for their officially licensed automotive calendars to suit every collector's needs, each featuring eco-friendly features and collector's choice shining foil-stamped covers:

# BrownTrout Provides Global Reach Through Retail Partnerships

## Square Wall Calendars (12x12 inches):

Compact yet vibrant, these calendars are the industry standard pioneered by BrownTrout.

Deluxe Wall Calendars (14x12 inches): Ideal for showcasing panoramic shots of vehicles like Corvette and Ford Mustang, this format provides extra space for notes while delivering a bold visual impact.

## Evolving with Technology: Driving Innovation with AI

BrownTrout has consistently embraced technological advancements to stay ahead of the curve. By adopting and innovating new practices, the company has positioned itself as a leader in leveraging artificial intelligence (AI) to enhance its offerings.

BrownTrout's integration of AI-driven artwork and property development has enabled faster, broader, and more creative production processes, satisfying a wider range of customer preferences.

Collaborating with artists to harmonize human creativity with AI capabilities has further enriched their products, allowing for deeper customization and more efficient representation of licensed brands.

## Value for Wholesalers and Consumers

BrownTrout excels at creating products that blend practicality with passion. Their vast array of themes ensures wholesalers can tailor programs to meet diverse demographic needs.

From automotive enthusiasts to pet lovers, BrownTrout's targeted assortments resonate deeply with consumers.

This approach surpasses generic offerings, ensuring customers find calendars that align perfectly with their interests—whether it's nature, art, music, or iconic vehicles like Corvettes and Mustangs.

With exciting licenses that cater to Swifties, gearheads, wildlife enthusiasts,



equestrians, and lighthouse lovers, BrownTrout delivers curated assortments designed to captivate audiences year after year.

Their commitment to providing the right calendar or planner at the right time ensures customer satisfaction and eliminates shopping regrets.

## Global Reach Through Retail Partnerships

BrownTrout calendars are available worldwide thanks to an extensive distribution network and strategic partnerships with major retailers such as Walmart, Target, Staples, Amazon, Tractor Supply, Michaels, and Chewy. This global presence offers licensors unparalleled market penetration and brand visibility. BrownTrout's international offices further enhance accessibility by managing regional sales and distribution.

For licensors, partnering with BrownTrout means leveraging these established channels to reach new audiences without extensive market entry efforts. The company's ability to deliver innovative products tailored to diverse consumer interests ensures increased brand exposure and revenue growth.

## Domestic Availability: Meeting Consumer Needs Year-Round

In the U.S., BrownTrout launches new calendars every July for the upcoming year while offering 18-month products starting in May—perfect for Back-to-School shoppers seeking organization

tools. Products are available in physical stores and online platforms like [Calendars.com](https://www.calendars.com) and Amazon, providing convenience for consumers nationwide. Licensors benefit from this robust domestic presence through enhanced product visibility and co-branding opportunities that engage diverse audiences.

## Sustainability Commitment

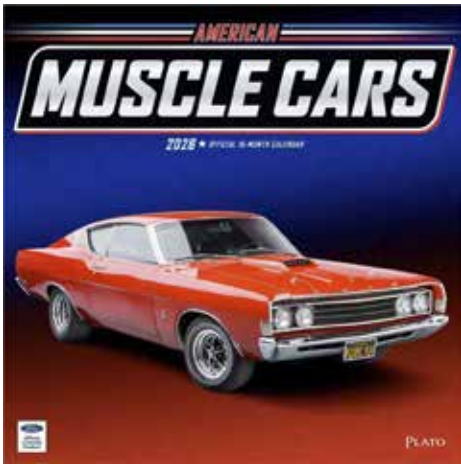
BrownTrout is dedicated to environmental responsibility. Their use of FSC-certified paper, soy-based inks, and recyclable materials reflects a commitment to reducing their carbon footprint. Recent efforts to eliminate plastic packaging have been met with enthusiasm from customers and retailers alike. By transitioning core products to 100% plastic-free construction using wrap-around paper flaps, with wafer seals, BrownTrout aligns its sustainability goals with its mission to inspire through calendars while protecting the planet for future generations.

## The 2026 Calendar Collection Catalog

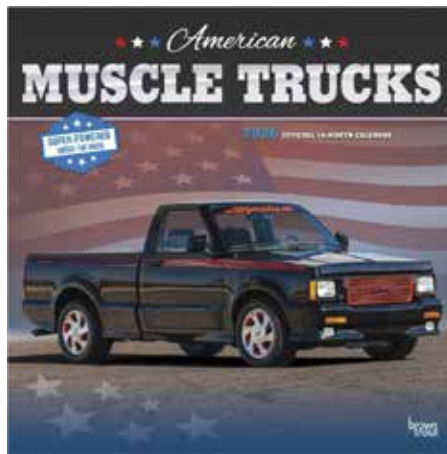
The 2026 catalog showcases over 600 products across 130 pages of sleek designs that combine functionality with visual appeal. From homes and offices to barns and lighthouses, BrownTrout calendars fit seamlessly into any space. Licensors can explore the catalog online or in print to discover innovative ways to extend their brands through BrownTrout's diverse offerings.

## Looking Ahead: Partnering for Success

With over three decades of experience, BrownTrout remains a premier partner for licensors looking to expand their reach through unique calendar products. As 'The Calendar Company,' they invite licensors to join them in celebrating passions worldwide—ensuring appointments are made, dates kept, and memories cherished year after year. ■



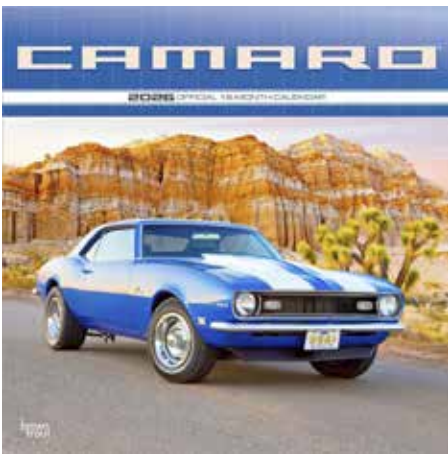
American Muscle Cars (Square & Deluxe: Compact yet bold, this calendar features vibrant imagery of legendary muscle cars like the Camaro, Mustang, and Dodge Charger. Perfect for fans who want to celebrate raw horsepower and timeless design in a space-saving format.



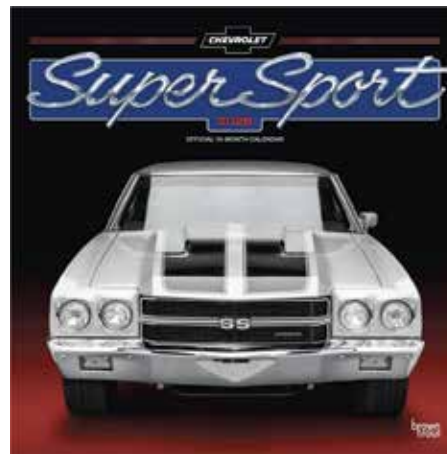
American Muscle Trucks (Square): Highlighting vintage and modern muscle trucks from brands like Ford, Chevy, and Ram, this calendar celebrates the rugged beauty and strength of these powerful machines.



Corvette (Square & Deluxe): A perennial bestseller, this calendar showcases breathtaking photography of America's most iconic sports car. The deluxe format offers panoramic views that capture every sleek line and curve.



Camaro (Square): A tribute to this classic muscle car, featuring striking imagery of its powerful design and performance.



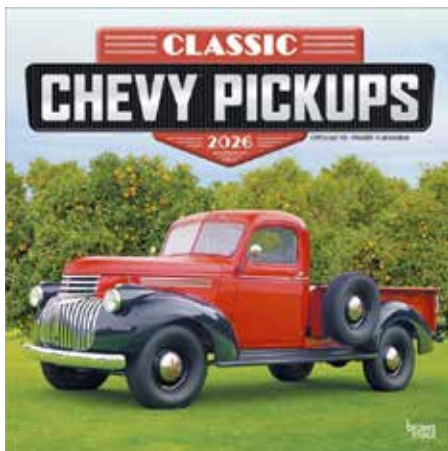
Chevy Super Sport (Square): Celebrating Chevy's high-performance heritage with stunning visuals of its legendary SS models.

### General Motors: Celebrating Legendary Powerhouses

BrownTrout's collaboration with General Motors brings some of the most beloved GM vehicles to life in its 2026 calendar collection. These calendars highlight the craftsmanship and innovation that define GM's legacy.

### Ford: Timeless Icons of American Automotive History

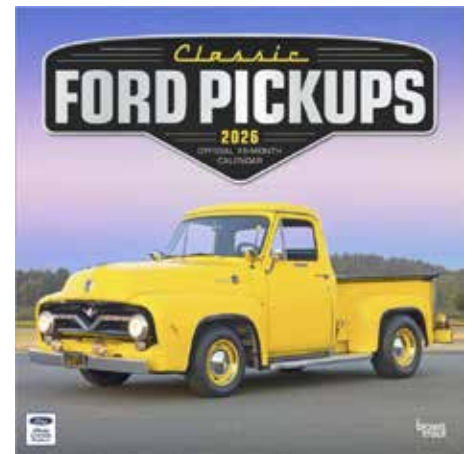
Ford enthusiasts will find plenty to love in BrownTrout's 2026 lineup, which pays homage to some of the brand's most iconic vehicles:



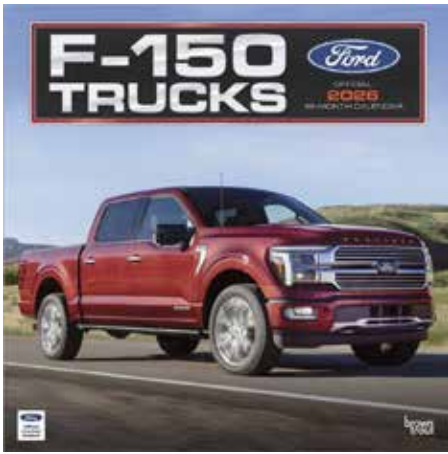
Classic Chevy Pickups (Square): New for 2026, this calendar highlights meticulously restored vintage Chevy trucks, celebrating their enduring charm and rugged reliability.



Ford Mustang (Square & Deluxe): A top seller year after year, this calendar captures the timeless appeal of America's favorite pony car. The deluxe edition offers extra-wide shots that showcase its power and beauty.



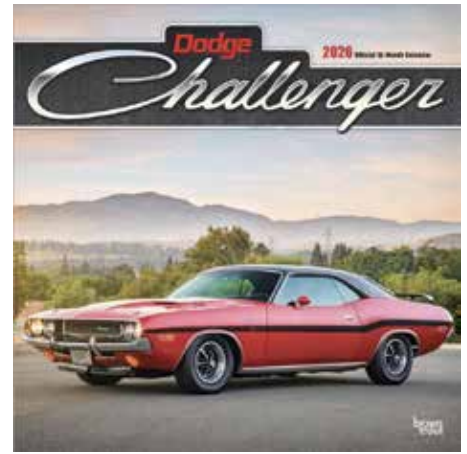
Classic Ford Pickups (Square): A fan favorite that celebrates vintage Ford trucks with nostalgic photography, making it a must-have for collectors.



Ford F150 Trucks (Square): Highlighting America's best-selling truck with bold imagery that showcases its strength and versatility.



Ford Bronco (Square): Perfect for off-road enthusiasts, this calendar features the rugged appeal of Ford's adventure-ready SUV.



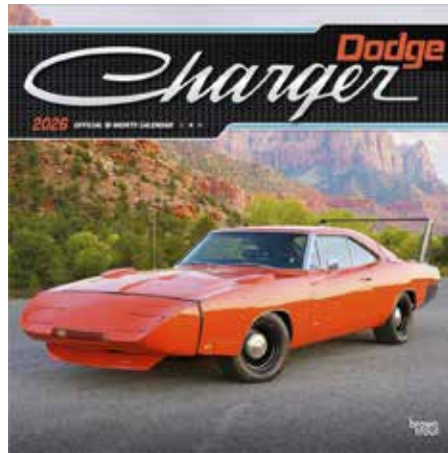
Dodge Challenger (Square): New for 2026, this calendar features striking photography of this classic muscle car, capturing its aggressive styling and raw power.

### Stellantis: Muscle Cars and Off-Road Legends

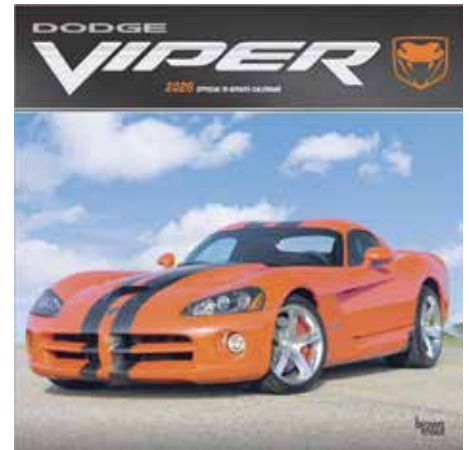
BrownTrout's partnership with Stellantis brings some of the most powerful and adventurous vehicles to its 2026 collection. These calendars celebrate the bold designs and performance that define Stellantis brands:

### Classic Dodge Pickups

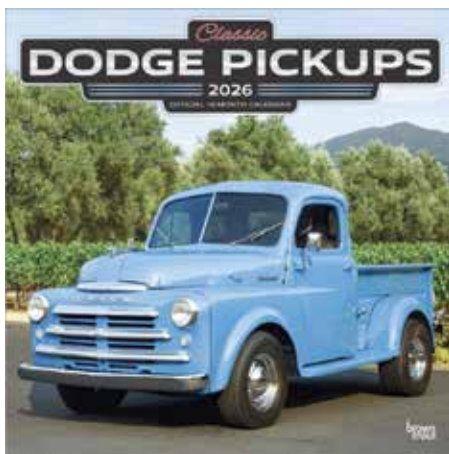
This new calendar celebrates meticulously restored vintage trucks from Dodge. With rich photography capturing every detail, it is poised to become a bestseller alongside Classic Ford and Classic Chevy Pickups.



Dodge Charger (Square): A collector favorite with foil-stamped covers, showcasing the iconic design and performance of Dodge's legendary sedan.



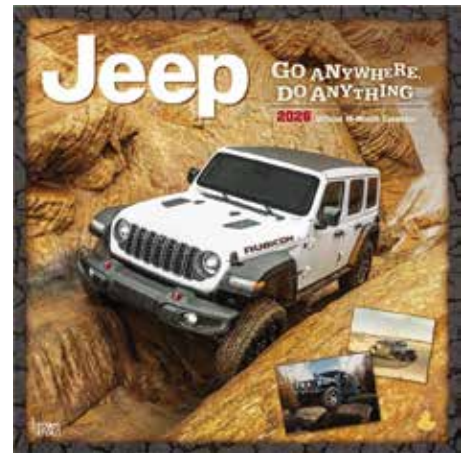
Dodge Viper (Square): Another new addition for 2026, this calendar highlights the sleek lines and unparalleled performance of Dodge's high-performance supercar.



Classic Dodge Pickups (Square): This new calendar celebrates meticulously restored vintage trucks from Dodge.



Ram Trucks (Square): Celebrating the strength and durability of Ram trucks with bold imagery that resonates with truck enthusiasts.



Jeep (Square): Featuring adventure-ready vehicles designed to conquer any terrain, perfect for off-road lovers.