

The two premiere publications serving teddy bear collectors, *Teddy Bear & Friends* and *Teddy Bear Review*, will merge into one title in

2012 published under the name *Teddy Bear & Friends*, published on a bimonthly schedule by Jones Publishing. The deal was announced Jan. 27 at the Debut of Dolls and DOTY Awards Banquet during IDEX trade show in Orlando, Fla. Jones Publishing also presented its Ambassador Award to Barrie and Danny Shapiro of The Toy Shoppe at the same event.

*Teddy Bear & Friends* (TB&F) and *Teddy Bear Review's* (TBR) sister publications, *Doll Reader*

and

*DOLLS*

, will also merge this year. Jones Publishing will retain the title

*DOLLS*

and increase its frequency to monthly, including quarterly

*Dolls Presents: Haute Doll specials*

"By working collaboratively with our industry partners, we know that we can help make the industry stronger," said IDEX Vice President Susan Fitzgerald. "This new merger will allow us to reach more people and, in turn, grow the publications and their content. We believe this will also help to develop and expand IDEX, which remains the leading industry show."

*Teddy Bear Review* Publisher Carie Ferg agreed, saying "Uniting two great, long-standing teddy bear magazines into one dynamic title, as well as partnering with IDEX, presents us with a terrific opportunity to use the combined strengths of Jones Publishing and Madavor Media to grow the industry."

The April 2012 issue of *TBR*, which mails Feb. 1, will be sent to both *TB&F* and *TBR* subscribers. This issue features a sneak peek at bear artists' new designs for this year. Beginning with the June 2012 issue, the magazine will be released under the *Teddy Bear & Friends*

banner. The new combined magazine will continue to publish fan-favorite columns and features from both

*TB&F*

and

*TBR*

, including Evelyn and Mort Wood's Antiques Almanac, Ken Yenke's Teddies Reviewed, and Dot Bird's Bear Hospital.

*TBR* subscribers will have the remaining issues of their subscription applied to *TB&F*; readers who subscribe to both magazines will have their

*TB&F*

subscription extended by the number of issues remaining on their

*TBR*

subscription. An

[FAQ](#)

is posted on

[www.teddybearreview.com](http://www.teddybearreview.com)

to answer questions about the merger, and Jones Publishing has issued an invitation to readers to send feedback, suggestions, and additional questions to the magazine's staff. Contact information and links are posted under the "About Us" link at the top left of the home page.

Jones Publishing and *Teddy Bear & Friends* have committed to have a strong presence at IDEX, which will continue to be owned and managed by Madavor Media. Look for some exciting events sponsored by Jones at the 2013 IDEX show, including the presentation of the 2013 Lifetime Achievement Award!