

twirlywoos™



MEDIA PACK



WHAT?

Twirlywoos magazine is a new 28-page magazine based on the hit CBeebies show, specially created for kids aged 2-4. It is based on the key values of the show – silly, fun and full of surprises – and is aimed at making pre-schoolers laugh out loud. Each issue will be themed around an episode, and each episode is based on a schema. Schemas are patterns of play that children repeat as they grow and develop, and were developed by Professor Cathy Nutbrown, an educational consultant on Twirlywoos.

WHO?

Twirlywoos magazine has been developed by the team behind the successful range of DC Thomson's children's magazines. DC Thomson has a proven track record in licensed magazine publishing and is committed to consumer research, guaranteeing we are the publisher who knows kids, and – more importantly – what they want in a magazine.

WHY?

The Twirlywoos property has already seen a strong response since it launched on TV. DHX Brands has secured a slate of impressive licensing deals for Twirlywoos, with a fantastic range of Twirlywoos products already in the market. A dynamic and engaging official magazine is the next logical step in this rollout.

WHEN?

Twirlywoos magazine is on sale every four weeks, priced £2.99, packaged with a branded covermount and sticker sheet. The launch is supported by £130k value marketing effort including engaging retail point of sale.

WHERE?

Twirlywoos magazine will retail at all major outlets including Tesco, Morrison's and Sainsbury's.

You can also find us at
www.dcthomson.co.uk/twirlywoosmagazine





INSIDE EVERY ISSUE

IT'S ALL ABOUT THE KIDS!

The contents of the magazine have been developed with the reader – 2-4 year old boys and girls – in mind. The magazine empowers the reader to complete activities and have the confidence to ask for help.

PLAY, IMAGINE AND MAKE A MESS!

The innovative features encourage learning through play. There are no right or wrong answers in Twirlywoos magazine – just the space for children to read, understand and respond on their own terms.

SILLY, FUN AND FULL OF SURPRISES!

Using the clean and bright Twirlywoos style guide, the magazine's features are engaging and silly. The humour that underpins the show will be evident throughout with the use of slapstick humour, silly activities and playing up on the characters' quirks, such as Peekaboo hiding.



The magazine features are innovative, but also include pre-school favourites such as:

COLOURING IN
STICKER PAGES
MAKE-ITS
BEDTIME STORY
COMPETITIONS



TWIRLYWOOS FACTS

Twirlywoos has proved to be a massive CBeebies success, regularly featuring in the top 10 CBeebies shows, and hitting the number one viewer spot w/e 12th April 2015 and w/e 23rd August 2015.

DC Thomson is committed to a trade spend of over £130,000 in year one.

DC Thomson anticipates over £1.4m in RSV in year one of Twirlywoos magazine.



CHILDREN'S MARKET

- There are 4.9m 2-4 year olds in the UK - that's a 5% increase 2011-2015!
- 778,000 of parents with children aged 2-4 buy children's magazines every 1-3 weeks. A 5% increase between 2011 and 2015!

CBeebies is now watched by half of the UK's 0-6 year olds every day²

1. TGI (July 2011- Jun 2015)

2. bbc.co.uk 2012 - "BBC - CBBC and CBeebies celebrate tenth birthday - Media Centre"



ADVERTISING RATES



DPS £5,000

IFC/IBC/OBC £3,250

Full page £2,750

Inserts start from £21 per 000

CREATIVE
ADVERTISING
RATES ARE
AVAILABLE ON
REQUEST

CONTACT DETAILS



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