Imagination is the beginning of creation
—George Bernard Shaw
Shaping Generations of Creative Minds

Cricket Media® is a global children’s learning company known for creating print and multi-media products that improve the opportunity to learn. Created by internationally recognized writers and illustrators, our family of magazines delivers the highest-quality stories, poems, and nonfiction for kids of every age and interest. With more than 40 years of storytelling and 10 magazines, Cricket Media® is the world’s most awarded children’s magazine publisher. We have won both the Paul A. Witty Short Story Award from the International Reading Association and the Parents’ Choice Award more times than any other children’s publisher. Cricket Media® is committed to creating and supporting collaborative learning experiences that build children’s confidence, creativity, and curiosity.

Cricket Media’s loyal readers say...

“Thank you for providing a warm childhood memory that has lasted forever. You are all incredible, and my grandpa is too for providing many, many years of the generous gift of stories.”

— From Trissina Kear, who received a gift subscription as a child, is now in her 30s, and still is impressed with CRICKET Magazine

“Are you kidding me? How did I not ever know about these magazines before? Love the art, variety of stories, and diversity of interests.”

— From an Amazon parent’s review of ASK Magazine

“Fosters curiosity and a sense of human connection through cohesive subject matter, text, photographs, and illustrations, and through plentiful opportunities for reader participation.”

— From the Parents’ Choice 2016 review of FACES Magazine
Overview

Launched
1972

Mission
At Cricket Media®, we believe that challenging children’s minds and connecting kids to learn together does wonders for their confidence, creativity, and curiosity. That’s why we’re dedicated to providing award-winning media to engage, enlighten, and educate children everywhere.

Features
Stories by award-winning writers paired with art by acclaimed illustrators; articles written by scientists currently active in the field; activities for kids of all age groups; in-depth exploration of topics in science, history, geography, and the arts; inclusive language and art depictions.

Extras
Pull-out activity pages; writing communities (cricketmagkids.com) for kids ages 9 and up; “Challenges,” including the Invent It Challenge and the Folklorist Challenge (sponsored by the Smithsonian Institute); margin characters—bugs and critters who help kids define words and understand key concepts; the “Parallel U” ongoing graphic novel.

Target Audience
Girls and boys ages 0 to 14

Readership
1 million +

Frequency
9 issues / year

Price
$33.95/year; $4.95 per issue

Website
cricketmedia.com
A Magazine for Every Age and Interest

Literature and Imagination

BABYBUG: Read-aloud stories for ages 6 months to 3 years
Snuggle up and enjoy lovable read-aloud stories and brightly-colored illustrations sized especially for a toddler’s hands. Perfect for new parents and beloved by experienced caregivers, BABYBUG is a sure way to spark a young child’s love of books and reading.

LADYBUG: Engaging stories and poems for ages 3 to 6 years
Setting a bright new standard of excellence for children’s magazines, LADYBUG aims to help your child begin a lifetime of joyful reading. Your child will love the enchanting illustrations and charming read-aloud stories and poems designed to inspire young imaginations.

SPIDER: Enchanting stories and activities for ages 6 to 9 years
Independent readers will get caught in the web of imagination woven by SPIDER Magazine. Bursting with engaging stories and beautiful illustrations, SPIDER is specially written for that amazing age when kids first get excited about reading on their own.

CRICKET: Imaginative stories and poetry for ages 9 to 14 years
Stories and poems burst out of the pages of CRICKET Magazine, satisfying young readers’ many interests and transporting them to an exhilarating world of imagination. Written by the world’s best writers and illustrators, CRICKET sets the standard for quality in children’s literature.

Adventures in Science and Discovery

CLICK: Science concepts made fun for ages 3 to 6 years
CLICK takes children on a journey of discovery about the world around them, answering their questions one intriguing topic at a time. With beautiful artwork, outstanding photography, and fascinating articles, CLICK opens windows for young minds, inspiring a lifelong love of learning.

ASK: Arts and sciences for curious kids ages 6 to 9 years
ASK challenges kids to think, discover, and invent, sparking their curiosity about the world and building the next generation of scientists, artists, and leaders. Using funny articles, vivid pictures, and hands-on activities, ASK encourages kids to think and discover the world for themselves.

MUSE: Science, engineering, and the arts for ages 9 to 14 years
Questions abound and answers are found in MUSE Magazine, your child’s roadmap of intellectual exploration, discovery, and off-beat fun. By asking the questions kids are wondering, MUSE encourages independent thinking, boosts creative ideas, and finds the fun in every subject.

Exploring History and Culture

DIG INTO HISTORY: History and archeology for ages 9 to 14 years
Designed for the young Indiana Jones living in every child, DIG is a secret passage to all things archaeology. From uncovering ancient archeological finds to learning about the latest advances in the field, DIG is an amazing discovery for your own little archaeologist.

FACES: People and cultures worldwide for ages 9 to 14 years
FACES Magazine is your family’s passport to world travel, offering young readers an insightful and unbiased view of people, places, and cultures across the planet. Amazing adventures await as FACES visits places far and near, taking kids on a journey they will want to visit again and again.

COBBLESTONE: Discover American history for ages 9 to 14 years
American history comes to life in COBBLESTONE Magazine, your child’s guide to the events, people, and policies that built our country. Packed with true stories, dramatic historical photos, and beautiful illustrations, COBBLESTONE is American history the way it is meant to be learned.

Visit CricketMedia.com for more information.

Subscribe to your favorite magazines and discover exclusive products featuring our amazing artwork at shop.cricketmedia.com.
Engaged and Curious
Our readers and buyers (children and parents) are thought leaders, educators, and influencers in their communities. They look to the portfolio of Cricket Media® magazines to provide both educational and entertaining content that inspires a sense of wonder and curiosity, and creates a place of belonging.

Our readers*
85% have subscribed for more than one year
90% are very satisfied with our magazines
26% subscribe to more than one magazine
75% read the magazines cover to cover

Our buyers*
90% are women: mothers (highly coveted Millennials and Gen-Xers) and grandmothers (Baby Boomers)
75K household income of over 60% of our audience
25% of our magazines are given as gifts
47% of our audience has an advanced degree

*customer survey respondents
Meet the Bartletts

Say hello to the Bartlett family of Worcester, Massachusetts. The family has two children, Briana (age 9) and Tyler (age 5), and the Bartlett household is always bustling with activity. After school, the kids rush to do their homework and devote some time to their reading logs before rushing out to an afternoon of activities, including soccer practice, foreign language classes, and music lessons.

Education is very important to this family. Mom Jamie always makes sure the kids do their homework. Each child is required to read at least 20 minutes a day. STEM topics, particularly science and math, are pushed for the kids, but reading good fiction is also considered important. Briana is an avid reader. She wants to be an inventor and actively searches out stories of new inventions and the people who create them. She will often create prototypes of her inventions out of recycled materials, Legos, or anything else she can get her hands on. Tyler loves the outdoors and is willing to brave rain, sleet, heat, and snow to be out in nature. His interests include bugs, dinosaurs, and anything found in the dirt. His room is full of his collections of rocks, shells, and dead bugs ("Yuck!" says Briana). Spring break is coming and the family is hoping to address the interests of both kids, so they’re heading to a national park where they’ll camp out in nature while attending a family camp focused on inventing. Both Briana and Tyler can’t wait!
### Appreciate the arts

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### Collect and curate media

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### Lead active lifestyles

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### Value nature

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### Take interest in world

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Families of Cricket Media® readers have active minds and bodies, value nature, and culture.
Our Reach

315K subscriptions

500K visitors to cricketmedia.com each year

1MM* readers

73K Facebook fans

5K Twitter followers

375K email subscribers

Growing visibility across multiple platforms

*Internal Cricket Media® calculation
Our Awards

The world’s most awarded children’s magazine company

2016, 2015 Parents’ Choice Gold
All 10 magazines

2016 Academics’ Choice Smart Media
CRICKET, LADYBUG

2016 National Parenting Product Award
CRICKET, LADYBUG

Additional Awards
Ed Press Golden Lamp Award for Distinguished Achievement

Ed Press Distinguished Achievement Awards for Best Story, Cover, Design, and Graphics

National Magazine Award Finalist

Parent’s Guide to Children’s Media Award

AAP Golden Lamp Award

The Old Schoolhouse Excellence in Education Award

The International Reading Association Paul Witty Short Story Award