

Imagination is the Beginning of creation

—George Bernard Shaw



Media Kit





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

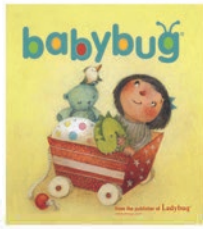
\$33.95/year; \$4.95 per issue

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.

Visit **CricketMedia.com** for more information.

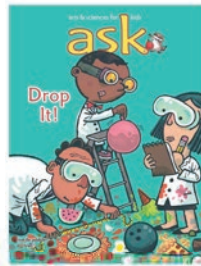
Subscribe to your favorite magazines and discover exclusive products featuring our amazing artwork at shop.cricketmedia.com.

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 archaeological finds to learning about the latest advances in the field, DIG is an amazing discovery for your own little archaeologist.



FACES: People and cultures world-wide 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.



Our Audience

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



Education
is very important
to this family

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!

Families of

Cricket Media® readers have active minds and bodies, value nature, and culture



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Willard Direct Database
* Epsilon Data Management

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