

What differentiates Cricket Media Magazines from our Competitors

Just as there are many different types of books for children, there are many different choices when it comes to magazines. And just like the picture books you read to your child, the best magazines for children contain key characteristics:



- Beautiful and colorful illustrations
- Lovable characters that kids can relate to
- Patterns and repetition
- Text that is appropriate for the child's age and stage
- Interactivity
- Rhyme that is purposeful and well-constructed
- Re-readability
- No advertisements

Most magazines will contain one or two of these attributes but may violate some of the other rules. For example, a magazine chock full of ads is likely to be colorful. Or one that contains well-known and beloved characters may have poorly written text with forced rhyme schemes. Others may have one or two of the 8 attributes but fall short in other ways. For example, a magazine that has no ads and lots of patterns and repetition may lack lovable characters or beautiful illustrations. Cricket Media magazines purposely work to embody each of the characteristics listed above and strive to reach the following editorial goals for each issue we publish:

- **Connections over Individual:** Stories promote human interaction, foster conversation, and bring generations together around a shared experience. Stories are enjoyable for the individual reader, but offer an enhanced experience when read with others. Each magazine aims to connect people to each other and connect people to the world through stories that reflect a diversity of human perspectives.
- **Inspirational over Instructional:** Stories that encourage reflection and stimulate curiosity rather than instruct or over-explain. Stories reflect an authentic sense of wonder and introduce readers to new adventures.
- **Trade over Mass-Market:** Art and story that is thoughtfully produced. Content that is literary, well crafted, and approachable over trivial and predictable. Stories are smart but still relatable and engaging.
- **Timeless over traditional:** Stories with that can be read over and over without wearing out for years and years. Stories and art that stand the test of time rather than reflect trends or conventions. Characters that reflect universal truths that readers recognize.

See for yourself at <http://www.cricketmedia.com/raiseareader>.