

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 9 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

Magazines

A Magazine for Every Age and Interest

We think of our publications as a “family of magazines” that provides a continuous source of developmentally appropriate content for children as they grow. All children are different in terms of their interests and abilities, but our magazine lineup provides a ladder they can use to advance as they’re ready.

Literature
&
Imagination

History
&
Culture

Science
&
Discovery





BABYBUG®

ages 6 months to 3 years

BABYBUG is the listening and looking magazine for infants and toddlers. It's filled with simple stories, rhymes, and bright, colorful pictures. BABYBUG has sturdy pages, rounded corners, and no staples—just right for small hands.



LADYBUG®

ages 3 to 6

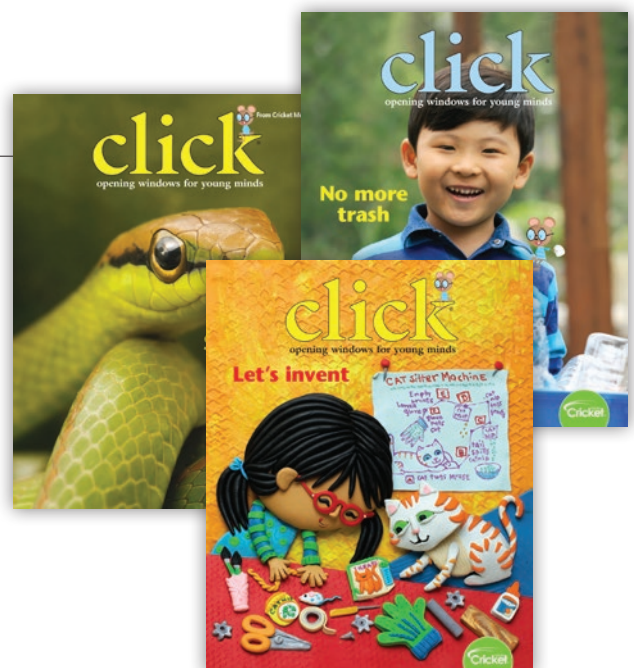
LADYBUG is for preschoolers and beginning readers. Beautiful, colorful, and delightful to read, each issue is filled with enchanting read-aloud stories, games for memory-building, and songs, poems, and activities.

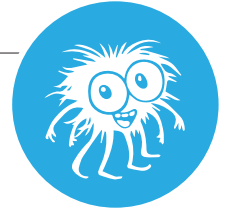


CLICK®

ages 3 to 7

CLICK unlocks the universe for children by introducing them to science, art, nature, and the environment. It is devoted to the hows and whys of a child's world: How is a house built? Why do camels have humps? How do wasps make nests?





SPIDER®

ages 6 to 9

SPIDER is fun for independent young readers. Every issue is filled with lively stories and poems, fascinating articles, and challenging puzzles, games, and projects—all designed to capture the hearts and minds of children beginning to read on their own.



ASK®

ages 7 to 10

ASK features the best in science, history, technology, and the arts. Kids will explore questions such as: Do animals have a sense of humor? What makes red look red? Every issue also includes cartoons, letters, and website recommendations.





CRICKET®

ages 9 to 14

CRICKET gives its readers 48 pages of beautifully illustrated folk tales, fantasy, adventures, poems, fiction, history, biographies, science, sports, and contests. And—most of all—there's lots of fun and humor!



MUSE®

ages 9 to 14

MUSE offers articles and experiences at the intersection of science, tech, and the arts. It takes intellectual curiosity seriously while never taking itself too seriously. It inspires a community of Musers, who seek avenues of expression and connection.





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, and 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



Parents' Choice Gold



National Parenting
Product Award



Academics' Choice
Smart Media

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