



Sweet Magazine, DC Thomson Media



# A family business with an amazing history... and an even better future

- DC Thomson is a family enterprise specialising in publishing since 1905.
- We employ over 1100 staff, with our headquarters in Fleet Street and Dundee.
- Our group includes magazines, newspapers, books and digital over five continents with a £230m turnover.
- While printing and publishing are core to our business, we have diversified into a host of other areas. Our Group companies include:



# Our Kids' Magazine Portfolio

## Primary Girls



Fun, facts and furry friends!



Read, write and create with Jacky's characters



Glossy lifestyle mag for teens

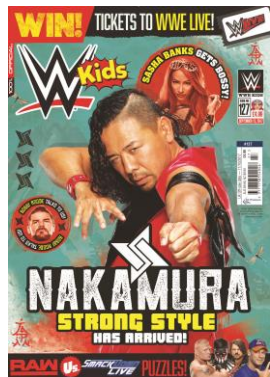


Licensed title featuring cute collectable brands



Leading German girls' title

## Primary Boys



The one-stop destination for WWE fans!



Everything awesome and on-trend in one mag



Iconic weekly comic for boys



Multi-platform gaming title



# Introducing Sweet...

**Sweet** is our fantastic magazine for fun-loving primary girls who value friendships, adore the sweetest styles and love cute characters and collectables!

The hottest **#girlpowered** mag features the latest trends for girls aged 6-10, as well as content guaranteed to get giggles with friends and loads of cute interaction.

Our brand values... Friendship, collecting, making, cuteness, fun!



# The facts!

- Sweet launched in March 2017. Sales have surpassed projected circulation figures with an average of **28,057!**
- Sweet mag is on sale every three to four weeks priced from £3.75.
- Each issue is designed to be super eye-catching, featuring vibrant colours and a host of hugely popular brands on the cover.
- Our readers love the multiple free gifts that come with every issue – from branded collectables to sparkly stickers, fantastic stationery sets and fruity lip balms.
- And there's the chance to win amazing prizes from a host of major brands.



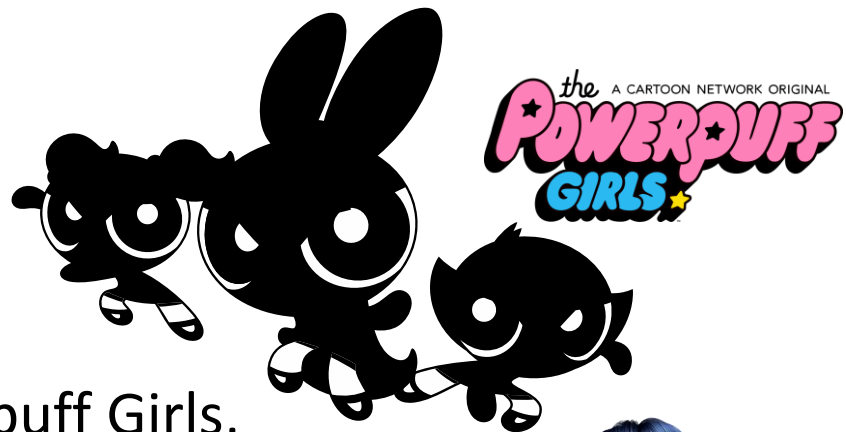
# The trends

- The Sweet team are ahead of the game when it comes to the latest brands and trends that are causing a stir among young girls.
- We meet our readers and carry out regular consumer insight research to ensure we know our target market inside-out and are meeting their needs.
- We ensure our content is super fresh! What are they watching on TV after school? What collectables are they buying and swapping amongst their friends?
- In other words, we give our young readers exactly what they want!





# The brands



- From JoJo Siwa to The Powerpuff Girls, Num Noms, Miraculous, Care Bears, Hello Kitty and Animal Jam, we've got all the big names in Sweet!
- We've developed and maintained great relationships with licensors across the children's sector.



# But don't just take it from us...



**"DC Thomson is a company with great experience in producing children's magazines and Turner's Cartoon Network**

**is delighted to be working with them on the Powerpuff Girls' features in their new magazine, Sweet."** Julia O'Brien, Turner



**"As a compilation title, we're proud to showcase our award winning Num Noms brand in every issue. Sweet magazine produces quality, age-appropriate content that is both hugely appealing to our target audience and complements brilliantly our stand-alone Num Noms monthly title. The success of the magazine on the newsstand has surpassed projected circulation figures and we're delighted to be a part of that."**

Tina-Louise Foster,  
MGA Entertainment,  
Num Noms



**"Sanrio as rights holder of the worldwide famous brand Hello Kitty is steadily looking into new partnerships in order to spread awareness of its brands – that is when Sweet magazine came into place and conceptualized the idea to promote Sanrio's properties that may not be so well recognizable in the Western world. Japanese icons such as LittleTwinStars, My Melody, Kerokerokeroppi or Bad Badtz-Maru step into the limelight in a lovely magazine full of cute ideas and a high graphic standard. After having seen the first printed issues of Sweet magazine I am 100% convinced of its potential to reach the hearts of many young readers out there."**

Erik Bracker, Approval Coordinator  
& Publishing Manager  
in Sanrio GmbH

Sanrio  
License



MY MELODY



POMPONPURIN





# And some amazing reader feedback...

*Hey! Here are pics of my daughter Aimee enjoying your magazine for you to feature in The Sweet Inbox! She loves all your cool competitions and activities! Aimee Polok, age 8*



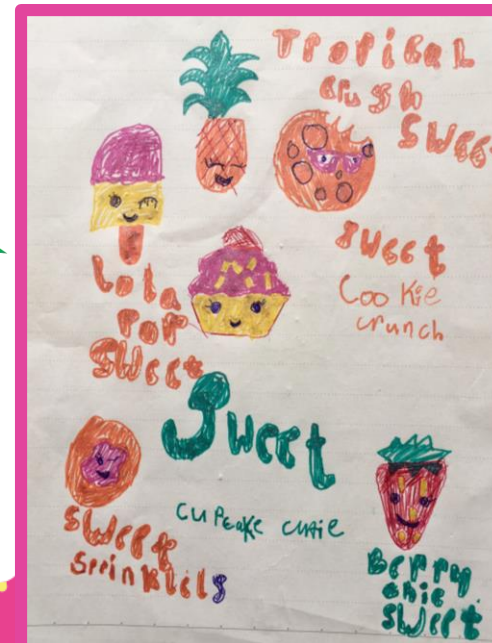
*“Hi Sweet! This is one of the best magazines I have ever seen! There are so many activities for us all to do and colour! It's so positive and in it are the best gifts!”*

Frannie, via email



This is my daughter Keira she got the sweet magazine yesterday for a treat for doing so well with her maths test. Soon has she seen Tiana from toys and me she wanted the magazine. She loves it

*“Dear Sweet, I love your magazine! I found the free gifts super cool and I especially loved the Animal Jam code since I play Animal Jam every day. I'm getting a magazine subscription. The other day I had an operation and I read your mag and it made me feel so much better!” Annabel xxx*



*“Morgan is 6 and really loves your magazine. She also really loves the sweetie characters so she has drawn them for you.”*

Emma and Morgan



# So... why Sweet?

- We're high achievers here at Sweet! Our sales reflect this and the brands we feature love to shout about how the magazine complements their products so well.
- We know kids! We regularly meet our readers and we know what makes them tick. This ensures we stay ahead of the game with the latest must-have toy or trend.
- Our editorial team are highly experienced and have brought a wide range of brands to life in magazine format.
- We are passionate about publishing relevant and entertaining content and believe our creativity, humour and expertise make us a fantastic magazine partner.



# Get in touch...

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