

AWESOME NEW LOOK!

100% FUNNY!

BEANO

EVERY WEDNESDAY!

BEANO.COM



IT'S TIME TO

POWER UP!

MASSIVE STORY INSIDE!

LAUGH!



TOP 10 LOL JOKES!

WIN!

THE COOLEST STAMPY PRIZES!



PRANK!

CRUNCHY SHOE SHOCKER!

WE DARE YOU!



01-Oct-16

£2.50
39 >
NZ \$5.90, AU \$4.95
9 770262 246249

DC Thomson

Cover gifts may vary. Competitions open to UK residents only, unless otherwise stated.

BEANO

Media Pack

A BRITISH KID'S ICON

For nearly 80 years, The Beano has been entertaining the nation. Making childhood exciting for generations of kids.

Encouraging fun, silliness, imagination, mischief and the odd bit of rebellion along the way too!



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KEY READERSHIP

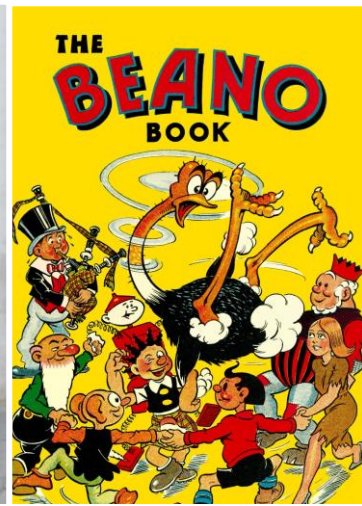
Circulation: 34,778

Target market:

Readership: 407,000

Kids aged 7 - 10

Frequency: Weekly



Mark Hamill
@HamillHimself

Still a member of [#TheBeanoFanClub](#)-but [#HaMillie](#) uninterested in anything but [#Gnasher](#)-her fangirl crush! [#UKComics](#)

BEANO®

Media Pack

PERFECT LICENSING PARTNER

DFDS:

Partnered with DFDS, we put together 120,000 bespoke Beano issues that were given away on their ferries to celebrate their 150th anniversary!



CBBC TV Show:

Dennis the Menace will be re-appearing on CBBC in 2017 in a brand new 3D CGI 52 part series!

The Annual:

The iconic Beano annual is still the UK's no.1 selling annual, it secured the top spot for 13 consecutive years



St Pancras Takeover:

Beantown takeover over at St Pancras station

World Book Day:

Dennis and Gnasher is the only licensed character title in the World Book Day campaign.



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WEBSITE RE-LAUNCH

In summer 2016 we re-launched the Beano website. Building on its much-loved comic roots, **Beano's** new digital "Ultimate Feed of Awesome" is jam-packed with original videos, along with the best bits of YouTube, games, pics, quizzes and interactive fun to help imaginations run riot and keep kids (and even some grown-up ones...) giggling for hours. It is updated daily so the fun never ends...



BEANO®

Media Pack

Our advertising and editorial teams work together to come up with customised ideas for your campaign across print and digital!

As well as display advertising, we can work together to create bespoke campaigns that include front cover integration, augmented reality, unique advertorials and posters to name a few.

With one of the best creative teams in the children's market we will ensure your campaign reaches it's full potential.

ADVERTISING

DPS	£6,000
Full page	£3,000
Half page	£1,700
IFC/IBC/OBC	£3,500
Inserts	£21 per 000



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KERCHING!

Creative advertising and online rates available on request