

**WARNING!
MENACES
INSIDE!**



BEANO

MEDIA PACK





BEANO

NO.1 IN THE WORLD!

We're the **world's longest-running children's comic!**

NO.1 WEBSITE!

Beano.com is the **fastest-growing kids' website** in the UK. With a 5 million monthly reach.

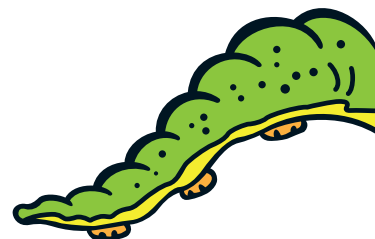
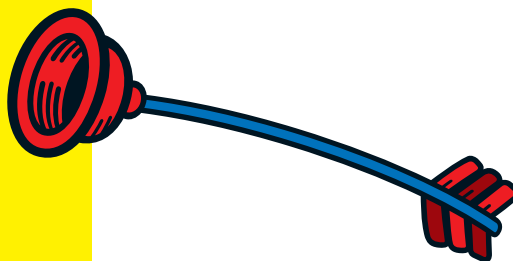
NO.1 ANNUAL!

The **bestselling annual** for 12 out of the last 14 years!

NO.1 ON CBBC!

Dennis and Gnasher Unleashed became **CBBC's No.1 show** within its first week and their highest-rated show in 2017. It's been sold to over 28 countries.





BEANO

KEY READERSHIP

CIRCULATION:

46,295

READERSHIP:

659,000

FREQUENCY:

Weekly

DEMOGRAPHIC:

Kids aged 7-10 (63% boys, 37% girls)

Source - ABC Jan-Dec 2023, YTGI Autumn 2021



BEANO

ADVERTISING RATES

We stay on top of kids' changing tastes with our panel of Trendspotters who provide weekly updates on what's going on in playgrounds across the UK. We can create bespoke advertising tailored to your brand by the brains behind the award-winning Beano. Email us for prices and more options.

DPS:

£6,000

FULL PAGE:

£3,000

HALF PAGE:

£1,700

IFC/IBC/OBC:

£3,500

INSERTS:

£21 per 000

CONTACTS

ADVERTISING SALES

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