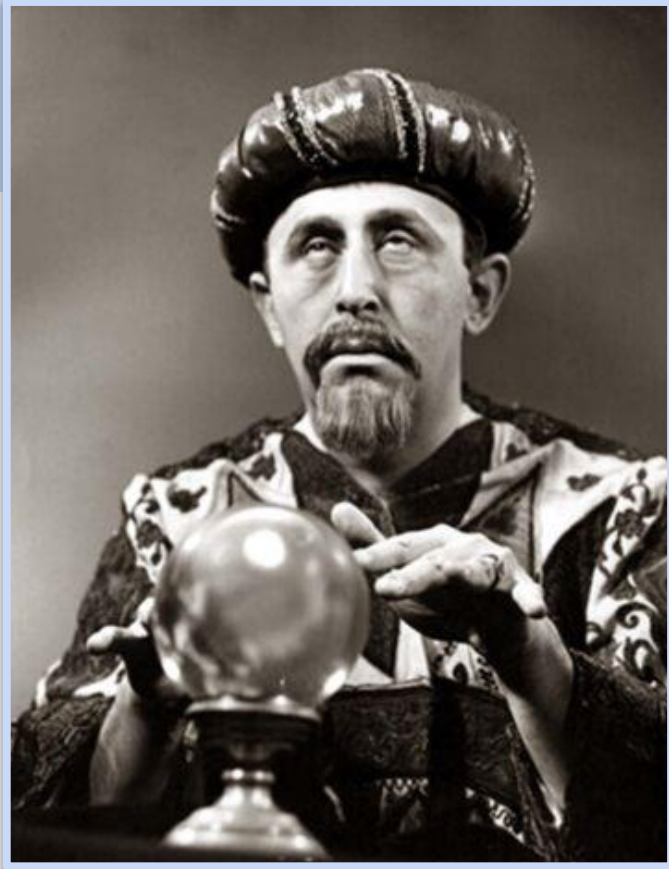


# THE WEEK Junior

## CREATING A READING REVOLUTION

**How this  
magazine  
gets children  
reading  
(and why that  
matters)**





# WHAT'S THE FUTURE OF MAGAZINE MEDIA?

- Consumption in decline (UK print circulation fallen by two-thirds since 2010 – Enders Analysis)
- Commercial revenue falling
- Costs rising
- Disposable income under pressure
- Increased demands on time and attention
- Why pay when you can get it for free online?
- Many publishers focussed on cutting costs, heavy discounts, gimmicks or ditching print altogether.

Q

IS PRINT  
DEAD?

**A** **N** **O** **!**

**To survive we need to create  
a new generation of magazine  
readers who perceive the  
value of print media,  
appreciate carefully curated  
content and are willing to pay  
for it.**

# WELCOME TO THE WEEK JUNIOR!



**THE WEEK**  
Junior

# SO WHAT IS TWJ?

Real reader!



- Weekly news magazine for eight to 14-year-olds, launched November 2015.
- “Making sense of the world”
- UK’s -best-selling magazine for children – latest ABC official audit = **83,052** per week (20k more than Pokemon!). 6th in news/current affairs.
- Multi-award-winning
- Multi-million annual revenue
- Additional launches and brand extensions - US, Science+Nature, Quizzler, podcasts, newsletters, awards, events...

# CONTENT

- Current affairs
- Science
- Nature
- Sport
- People
- Wellbeing
- Entertainment
- Crafts and activities
- Books, games, apps
- Big debate
- Puzzles
- UGC

**“An amazing walk through our world every week.”**

### UK news

**Protests disrupt horse race**

Protesters disrupted a horse race at Ascot on Monday, as they demanded the government to take action on climate change.

**Great Baker!** Leah, who did a 100% in the 12th National Bake-Off...

**Green protest at Ascot**

A protester from the group led by the environmentalist group Greenpeace disrupted the Ascot horse race on Monday.

**Emergency alert for phones**

On 17 April in the UK, the government will send out a message to all mobile phones. The message will say that there is a security risk and that you should not use your phone.

**Artists draw the King's pants**

The cartoonists have drawn the King's pants for the Queen's Platinum Jubilee. The King's pants are drawn by the cartoonists. The King's pants are drawn by the cartoonists.

**Griguing gets new badges**

The Griguing festival in Cornwall has introduced new badges for the event. The new badges are for the Griguing festival.

**22 April 2019**

### UK news

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**22 April 2019**

### On screen

**Protecting our planet**

22 April is Earth Day 2019 - and these websites may inspire you to take part.

**APP OF THE WEEK**

**PODCAST OF THE WEEK**

**TOP GAME OF THE WEEK**

**22**

### People

**Standing up for the environment**

Nabiah Chowdhury is campaigning for change. She is a young woman who is campaigning for change. She is a young woman who is campaigning for change.

**They said it!**

**22 April 2019**

### Animals and the environment

**Amur tigers have personality**

Amur tigers have personalities. They are different from other tigers. They are different from other tigers.

**22 April 2019**

### Wellbeing

**Make friends with money**

Keeping your cash safe and secure can make you feel more confident.

**22 April 2019**



# PRINCIPLES



A good magazine doesn't need gimmicks.

- Simple editorial rules: respect the readers. **DON'T** patronise, confuse or scare, **DO** explain, entertain, inspire and suggest solutions.
- Basic ingredients: **hooks** (pics, headlines), **hope** (positive outcomes, real solutions) and **heroes** (helpers, role models).
- Provide a healthy media diet (offer a balanced mix of stories and activities) and give rewards for reading.
- Represent: readers see themselves, their families and their interests reflected on our pages.

# PRINCIPLES



- Tone of voice: no teaching, no preaching, just talking (directly, calmly, clearly, concisely), asking and explaining.
- Objectivity: facts and opinions are distinct and our personal political views stay off-page.
- Help readers think for themselves (vs telling them what to think)
- Accuracy (trust is central to success)
- Accessibility (content and design).
- Promote positivity and kindness.
- Celebrate our readers.

# ACCESSIBLE DESIGN

- Simple sans-serif fonts (Amsi Pro, Frutiger Neue)
- Type is mostly black on white or a pale-tint (dyslexia-friendly design)
- Layouts are clear, logical and uncluttered – no more page furniture than absolutely necessary
- Photos are eye-catching, age-appropriate and an accurate representation of the story.
- Multiple access-points

**This week's big news**

**Did you know?** Seven countries share their borders with Sudan.

**Sudan fact file**



• **POPULATION:** 46.4 million  
• **CURRENCY:** Sudanese pound  
• **CAPITAL CITY:** Khartoum  
• **OFFICIAL LANGUAGES:** Arabic and English  
• **TOTAL AREA:** 1.8 million square kilometres  
• **NATIONAL DISH:** Ful medames (a dish of cooked beans)



**Fighting breaks out in Sudan**

On 15 April, fierce fighting broke out in Sudan, a country in north-western Africa, after a disagreement between two military leaders about how the country should be ruled.

**Who is in charge of Sudan?**

At the moment the government in Sudan is run by a group of army generals but there has been a lot of change in recent years. Between 1993 and 2019, Sudan was led by president Omar al-Bashir. In 2019, protests against his government began, sparked by rising costs and food shortages. These continued for months until, on 11 April 2019, al-Bashir and his government were forced from power.

The government that replaced it was run by the military and civilians (soldiers and people not in the armed forces or police). This was meant to be in place for two years, before elections would be held for a fully civilian government. However, in 2021, the army staged a coup (seized power) and arrested some civilians who were part of the government. A deal to allow the people of Sudan to vote for their choice of government was agreed in December 2022, but since then no other details have been confirmed.

**Who are the disagreements between?**

The two men at the centre of the disagreements are General Abdel Fattah el-Burhan, the current ruler of Sudan, and General Mohamed Hamdan Dagalo, his deputy leader. El-Burhan is the leader of the army and Dagalo is the head of the Rapid Support Forces (RSF), a separate group of 100,000 soldiers who have been accused of abusing people's human rights. Although they worked together in 2019 to overthrow President al-Bashir, the two are now enemies.

**What led to the fighting?**

Over the last few months, officials have been talking about how to change the government that it is led by civilians. Under the deal agreed in December 2022, Sudan's army and the RSF would be brought together. However, this has caused trouble because it's not clear which general would be in charge in the week before fighting broke out. The RSF moved soldiers to different parts of the country, which the army saw as a threat. No one is sure who started the fighting on 15 April, but at least 270 people have been hurt. Hospitals are running out of supplies, some bridges and roads have been closed, and schools have been put into lockdown.

**How has the world responded?**

Countries near Sudan have agreed to send three presidents – from Kenya, South Sudan and Djibouti – to encourage the two generals to talk. However, the fighting means no planes are leaving or arriving in Sudan, so getting there could be difficult. The US, UK, and some European countries have called for the fighting to stop and for talks to start to sort out the disagreements. The United Nations, a group of 193 countries that promotes peace, has urged the generals to stop the fighting. The two generals agreed a ceasefire (short fighting stop) for 10 April, but the fighting continued.

**An army's progress in Darfur**



**IT'S AN AMAZING WEEK FOR...**

**A RICH SPORTS FAN**

Robbers were by a famous US basketball star called Michael Jordan have been sold for a record £1.8 million. Jordan wore the Air Jordan 13s in an important National Basketball Association (NBA) game in 1998, and gave them to a ball boy after the match.



**DOING GOOD DEEDS**

Three children from London have raised more than £1,000 for charity during Ramadan (the Islamic holy month) by completing their own version of a marathon. Karaman, aged 11, Dawood, and Harris, four, took on running, swimming and cycling challenges to support their local food bank.



**WELL-GROOVED GUINEA PIGS**

Nearly 100 guinea pigs entered the Sydney Royal Pig Show in Australia on 13 April. The rodents were judged on their shiny hair, healthy round eyes and bristly-like shape. However, there could be only one winner, and a long-haired shaggy guinea pig called Saffron Fawn took the top prize.



**This week's big news**

**Mission blasts off to Jupiter's icy moons**

A new space mission is really some of Europe's. A mission has been launched by the European Space Agency (ESA). The lighter Jupiter Europa Explorer (J3) spacecraft blasted off on a rocket from French Guiana in South America, and is now hurtling toward the largest planet in the solar system. Its job is to study three of Jupiter's biggest moons: Ganymede, Callisto and Europa. Scientists think these frozen worlds could hold vast oceans of water below their icy surfaces, and they might even contain some form of life.

The J3 spacecraft will fly past Venus and Earth a few times, using their gravity to gather enough power to propel deeper into space. J3 will take more than eight years to travel 4.8 billion miles to Jupiter. The mission will cost £1.4 billion.

Eventually the spacecraft will fly over the surfaces of Callisto and Europa before ending up in orbit around Ganymede in 2034, where it will create 3D maps, collect information and send back pictures. "I hope this mission will inspire future generations of scientists and explorers of our solar system," said mission scientist Professor Emma Bunce. "You have an exciting future ahead in the Jupiter system."

**US President visits Northern Ireland**

On 11 April, US president Joe Biden visited Ireland and Northern Ireland to mark 25 years since politicians signed the Good Friday Agreement in 1998. This important agreement ended decades of bitter peace in Northern Ireland, known as the Troubles.

The US helped the UK to arrange the peace deal. In Belfast, Northern Ireland's capital city, Biden gave a speech at Ulster University. He spoke about how Northern Ireland has become a better place since the end of the Troubles, and called it a "place transformed by peace". He praised the work of the IRA and UVF units that have been made in Northern Ireland in recent years, and said there were lots of opportunities for young people. President Biden also urged Northern Ireland's politicians to work together. The UK Prime Minister, Rishi Sunak, joined Biden in Northern Ireland. After his time in Belfast, Biden got onto Air Force One, the US president's special plane, and flew to Dublin, which is the capital of Ireland. Biden's family is originally from Ireland and he said that the country "feels like home". He also visited the Irish president, Michael D. Higgins. Biden then returned to the country, visiting Carlingford Castle in County Louth, along with a wife and a local popular film, and TV series that have been made in Northern Ireland in recent years, and said there were lots of opportunities for young people. President Biden also urged Northern Ireland's politicians to work together. The UK Prime Minister, Rishi Sunak, joined Biden in Northern Ireland. After his time in Belfast, Biden got onto Air Force One, the US president's special plane, and flew to Dublin, which is the capital of Ireland. Biden's family is originally from Ireland and he said that the country "feels like home". He also visited the Irish president, Michael D. Higgins. Biden then returned to the country, visiting Carlingford Castle in County Louth, along with a wife and a local popular film, and TV series that have been made in Northern Ireland in recent years, and said there were lots of opportunities for young people. President Biden also urged Northern Ireland's politicians to work together. The UK Prime Minister, Rishi Sunak, joined Biden in Northern Ireland. After his time in Belfast, Biden got onto Air Force One, the US president's special plane, and flew to Dublin, which is the capital of Ireland. Biden's family is originally from Ireland and he said that the country "feels like home". He also visited the Irish president, Michael D. Higgins. Biden then returned to the country, visiting Carlingford Castle in County Louth, along with a wife and a local popular film, and TV series that have been made in Northern Ireland in recent years, and said there were lots of opportunities for young people.

**FAMILY TIES**

Along with President Biden, 33 million Americans say they have Irish ancestry.

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# BENEFITS

- Helps children make sense of their world – soft learning
- Encourages curiosity
- Allows them to develop their own opinions (*how* to think vs *what* to think)
- Weekly subscription fosters a regular reading habit
- Quality over novelty
- Low waste
- “Interesting, informative, easy to read”

“My son reads it from cover to cover and it sparks conversation.”  
Parent, via subscriber survey 2022.

“Henry has asked more questions this morning than in 9 years.”  
Parent



“I am in year 6 and am one of our class Reading Ambassadors. We are there to encourage and support others in the school with their reading. I LOVE reading *The Week Junior* and have been sharing it with others in my school.”



Lottie,  
Year 6

# WHAT ARE PEOPLE SAYING ABOUT TWJ?

90%

of readers would recommend it to their friends

Subscriber survey  
2022

“It gave them a renewed interest in reading, and for our reluctant readers in particular, brought back a sense of purpose and pleasure when it comes to reading.”

Primary School Teacher

“Jack loves *The Week Junior*. He got a subscription for his birthday. He punches the air every Friday afternoon when he sees the latest issue waiting for him.”

Parent

“Thank you for being able to achieve what I thought was impossible: creating reading material my son enjoys!”

Parent, via Facebook

“An exemplary magazine with exceptionally good content.”

Judge, PPA  
Awards 2022

“Me and my sister love to read *The Week Junior* with our after school snack.”

Reader

**THE WEEK**  
Junior

# WHY CHILDREN NEED TO READ



## It's a superpower!

- Academic success
- Social and emotional wellbeing
- Entertainment
- Escapism
- Empathy
- Critical thinking
- Curiosity
- Empowerment

**READING**  
Reduces  
depression,  
increases self-  
confidence &  
resilience & helps  
with relaxation.

# BEATING THE DECLINE BY 9



Uma, aged 4  
learning to read

- Cultivating a love of reading before age 9 is critical – benefits for life.
- Once skill is acquired independent reading is expected: no longer a comfort or a treat.
- Risk that challenge becomes a chore: many children think of reading as schoolwork & a task
- Competing demands for time – friends, homework, clubs and sports, games, online entertainment etc...
- Books can be intimidating for less able and less confident readers.



**“Kids’ magazines are experiences. Their printed pages are filled with possibilities.”**  
Janine Boldrin

# HOW CAN MAGAZINES HELP?

More than half of children who say they “don’t enjoy reading books” actually prefer magazines, which means magazines are great for engaging all children in reading for fun. (Egmont, 2020)

- More accessible than books – larger pages, digestible, colourful, easier progress tracking
- Appealing brands reflect popular passions
- Covermounts (though these are falling out of favour)
- Perceived value – cheaper than books
- Format lends itself to bending, folding, ripping, clipping - encourage sharing and social reading (British Psychological Society [Why Magazines Matter](#))

Lucia shares *The Week Junior* with her kitten Artemis.



# BRAND EXTENSIONS



3,000  
subscribers



1,000  
subscribers



30,000  
downloads pcm



8,000 new subscribers in 2022



88,000 downloads pcm  
(2.5 million since launch)

**PLUS**  
Licensing, events  
& more to come!

**THE WEEK**  
Junior

# TRENDS + LEARNINGS



James found  
“two carrots  
hugging”

## **Kids love sharing weird stuff!**

Giant or misshapen fruit, vegetables, crisps and cereals

**Kindness** – boosted by Covid and Ukraine

**Activism** Posters, protests, lobbying parents.

Don't forget the biscuits! Everyone enjoys something silly to balance the serious stuff and they want to share their finds with others (it's competitive).

Role model kindness, offer practical steps, actions and opportunities to help. Celebrate and nurture empathy and compassion.

Encourage civil debate, explore ideas, empower readers to make a difference.

# 3 WAYS TO GET CHILDREN READING



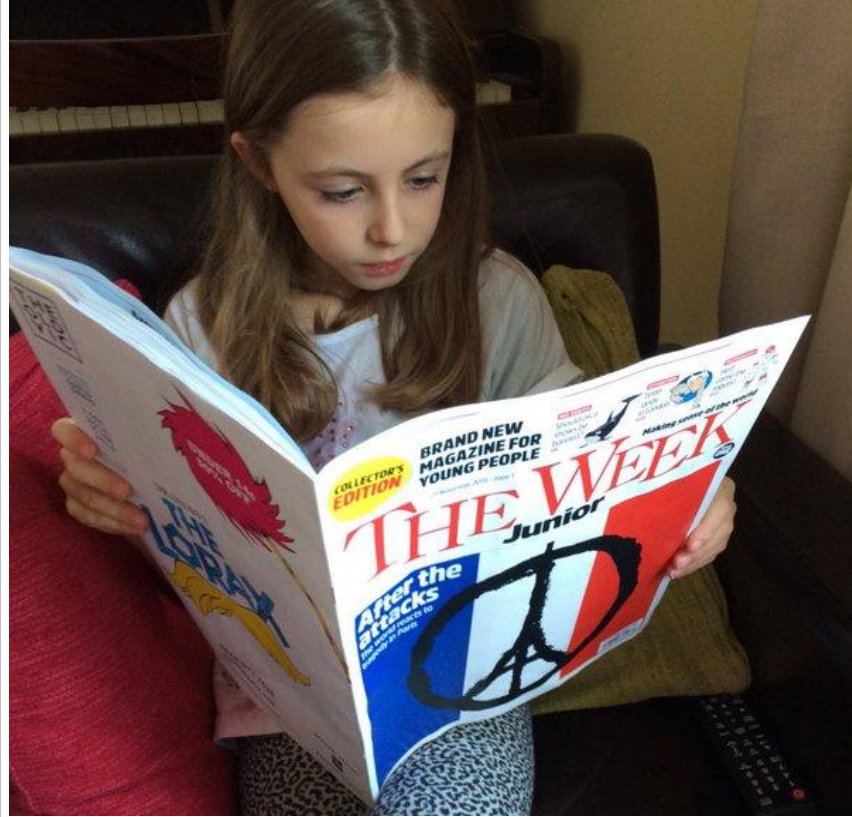
**“Reading for the joy of it is about giving children life chances.”**

Cressida Cowell, former Children's Laureate

1. **Put yourself in a child's shoes:** What will make them stop on the page? What do they need to make sense of a story? How will they react to what they read?
2. **Invite reluctant readers in** – offer snacks to encourage deeper engagement – fuel their fascination with the world.
3. **Restrain yourself!** Don't fall into traps of colour and chaos. Put navigability before novelty. Less is always more.

# THE FUTURE IS BRIGHT

"I always read it just as it comes through the letterbox and share the mind-boggling facts with my family. It's a great magazine!"  
Reader



- Start young
- Create demand
- Prove the benefits
- Win hearts and minds
- Build a community
- Nurture a habit

One of  
our first  
readers

**THE WEEK**  
Junior

# ANY QUESTIONS?



**THE WEEK**  
Junior