

Highlights™



Essential Brand Information

We know kids.
We know puzzles.
We know how to help every child feel successful, challenged, and satisfied.

- We have been providing quality publications for children for almost 70 years.
- We publish the #1 most-widely read children's magazine in the U.S.
- We have distributed more than **ONE BILLION** magazines.
- We have 3 million active annual customers.
- We publish the **only bilingual** magazine for children in the U.S.
- We have sold 1.5 million units of licensed products at retail.
- We have product available in more than **40** countries.
- We have nearly **one million** downloads of Highlights digital content.
- We have a direct, authentic dialog with children, answering more than **35,000** letters and emails from kids every year.
- In surveys about companies that provide content for children, the Highlights brand has **86%** unaided brand recognition.

We provide unparalleled expertise, based upon extensive research and focus groups, on how children puzzle and how to deliver newer and better puzzling experiences for children. With a combination of storytelling, humor, and problem solving, we strive to help develop the whole child, to help children grow intellectually *and* socially/emotionally. All of our editorial product development is based upon our belief that children should have the opportunity to become their best selves: Creative, Curious, Caring, and Confident. Those four "C's" are paramount and underlie the content of every one of our publications.

