



storytime™

**2022
CATALOGUE**



ABOUT US

THE WORLD'S BEST
STORY MAGAZINE!

Storytime is the UK's only story magazine and one of the leading magazines for children, used by thousands of teachers and parents in over 60 countries.

We believe that there's no greater joy than getting lost in a good story, and with **Storytime** we've created a quality children's magazine that helps to improve literacy with great content that families can keep forever.

Over 750 illustrated stories have appeared in the pages of **Storytime**, from the familiar to the new, across a range of categories, including myths, fables and fairy tales. We're very keen on showcasing tales from around the world and have a wealth of stories from all corners of the globe.

We have two main audiences – parents, who buy **Storytime** to read, love and share with their children, and schools, who will buy the magazines in bulk for classroom use.

Publishers have had success by producing adaptations of **Storytime** for their own local markets – but we also license individual stories. Our content has been adapted for children's storybooks, textbooks, early reader & levelled reading booklets, assessment materials and reading apps.

If you're interested in launching **Storytime** magazine for your market, or adapting our content for books, tech or educational materials, we'd love to speak to you about it.

Have a look at what we have to offer, and find out why **Storytime** is the best time!



READ HAPPILY EVER AFTER...

INSIDE STORYTIME

Every issue of **Storytime** contains eight illustrated stories, including fairy tales, myths, legends, fables, tales around the world, modern tales and much more, which we hold all the rights to.

Over the many years of publishing **Storytime**, we've built up an extensive archive of tales which are absolutely perfect for story treasuries, textbooks, story apps – and anything that requires great-quality story content.

We also have a large collection of classroom activities, lesson ideas, puzzles and games – which have accompanied our stories every month.

Find out more about the brilliant content we have to offer by emailing us at hello@storytimemagazine.com



WWW.STORYTIMEMAGAZINE.COM

STORYTIME LOVES...

DIVERSITY

We love to celebrate different cultures and countries through our stories and illustrations. It's important that whatever a child's background they see themselves represented in our stories, and know that they can be anything they want to be.

READING FOR PLEASURE

There's no greater joy than getting lost in a good story, and **Storytime** creates magical memories for children of times spent reading and enjoying brilliant stories with parents, grandparents and teachers.

KIND TO PLANET EARTH

Storytime is 100% content, 0% plastic – we don't feature plastic toys or use plastic packaging. We're also totally ad-free!

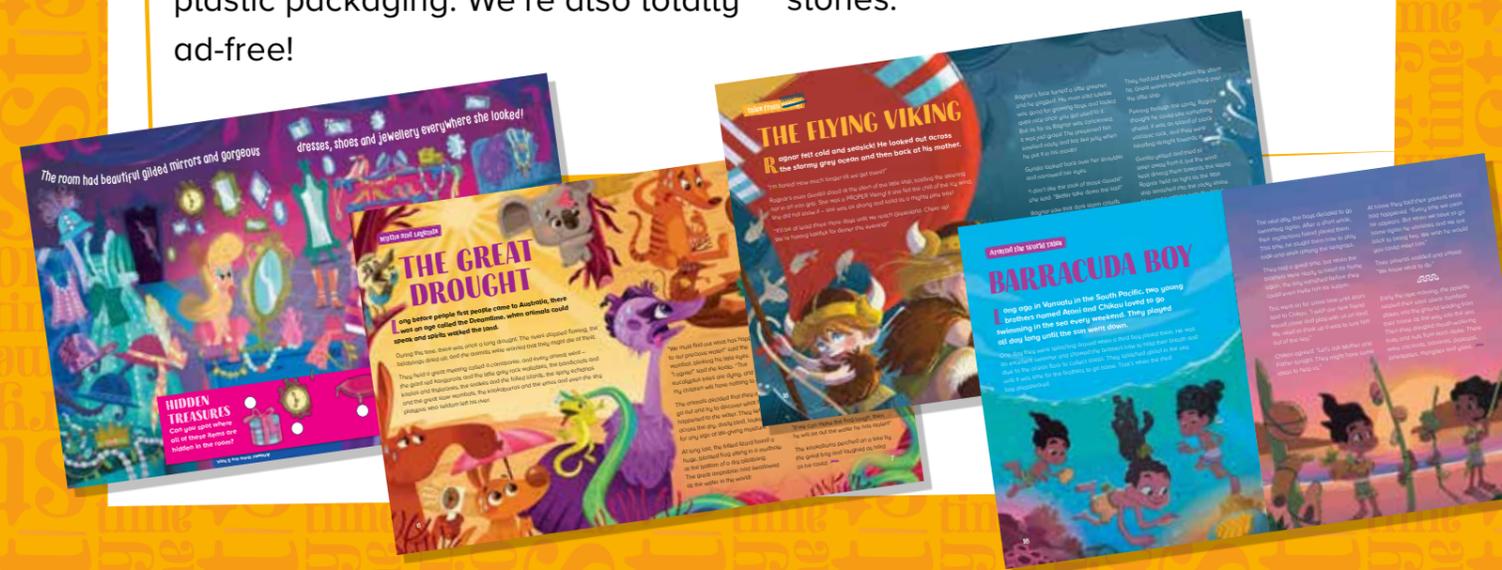


IMPROVING LITERACY

We know from surveying our readers, that after receiving **Storytime** for a year, the proportion of children reading for more than the recommended 20 minutes a day doubled! Even better, the proportion of children who enjoyed reading increased too.

MENTAL HEALTH AND WELLBEING

During the lockdowns, it became clear to us that stories were really important to keep everyone connected. We have been developing special content to assist teachers, parents and carers to have difficult conversations and to help our little readers develop resilience and talk about emotions through stories.



FAMOUS FABLES



Stories with simple lessons are enduringly popular and our **Famous Fables** are a real talking point with our readers – at home and in early-years education. Our fables come from Aesop, Buddhist Jataka tales and the Sanskrit Panchatantra. Fables we've featured include:

- ★ The Hare and the Tortoise
- ★ The Lion and the Mouse
- ★ The Dog and His Bone
- ★ The Four Harmonious Animals
- ★ The Fox and the Crow
- ★ Town Mouse and Country Mouse
- ★ The Bird in Borrowed Feathers
- ★ The Ant and the Grasshopper
- ★ The Cat Maiden
- ★ The Tortoise and the Geese
- ★ The Three Fishes
- ★ The Wind and the Sun
- ★ Monkey Hats
- ★ The Boy Who Cried Wolf

WHAT ARE THEY? Fables are short stories that teaches a lesson, with simple, direct language.



AVERAGE EXTENT:
500 WORDS

FAVOURITE FAIRY TALES



Fairy tales have timeless appeal and are consistently popular with parents. We publish all the well-loved classics from Grimm, Andersen and Perrault, as well as fairy tales that parents and teachers may not have heard before. Our fairy tale library includes:

- ★ Jack and the Beanstalk
- ★ Cinderella
- ★ Snow White
- ★ Three Billy Goats Gruff
- ★ Little Red Riding Hood
- ★ Three Little Pigs
- ★ The Gingerbread Man
- ★ Rapunzel
- ★ The Snow Queen
- ★ The Magic Porridge Pot
- ★ Hansel and Gretel
- ★ Rumpelstiltskin
- ★ Puss in Boots
- ★ Thumbelina

Our content can easily be cut, edited or extended to suit your needs!

"FAIRY TALES still have a lot to teach children about life, and indeed give us key imaginary experiences that shape us throughout our lives."

Sally Goddard Blythe, director of The Institute for Neuro-Physiological Psychology author of The Genius of Natural Childhood: Secrets of Thriving Children.



AVERAGE EXTENT:
1200 WORDS



AROUND THE WORLD TALES

Stories offer children the opportunity to explore and understand other world cultures – to travel to places long ago and far away. In **Storytime**, we've featured tales from every continent. They include:



- ★ Aladdin (Middle East)
- ★ East of the Sun, West of the Moon (Norway)
- ★ How Rabbit Got Long Ears (Native American)
- ★ Anansi the Spider (Africa)
- ★ The Rainbow Snake (Aborigine)
- ★ The Mouse Merchant (India)
- ★ The Four Dragons (China)
- ★ The Polar Bear Son (Inuit)
- ★ Why Whales Swim in the Sea (Argentina)
- ★ Mouse Deer and Tiger (Malaysia)
- ★ Maui Goes Fishing (New Zealand)
- ★ Dreams of Cheese (the Netherlands)
- ★ The Language of Birds (Russia)
- ★ Sinbad's First Voyage (Middle East)
- ★ The Tree of Dreams (Brazil)

A GLOBAL WORLD! Our stories come from all corners of the globe, and our illustrators too! We are super-proud to showcase talented artists that make our stories special and unique!



STORYTELLER'S CORNER

We take great pride in rewriting and reviving funny and magical folk tales – often passed down by oral storytellers – that might otherwise be lost to new generations of readers.

Our most popular folk tales include:

FUNNY AND WISE FOLK TALES:

- ★ The Three Wishes
- ★ The Three Sillies
- ★ The Wise Folk of Gotham
- ★ Lazy Jack
- ★ The Farmer and the Boggart
- ★ Jack Seeks His Fortune
- ★ Stone Soup

MAGICAL FOLK TALES:

- ★ The Fairy Bride
- ★ The Lucky Pedlar
- ★ Mermaid of Zennor
- ★ Fate Finds a Fish
- ★ The Magic Harp
- ★ Fairy Ointment
- ★ The Changelings

We have more than **700 stories** and original illustrations to license!

“The world is shaped by two things – stories told and the memories they leave behind.”
Vera Nazarian, author



AVERAGE EXTENT: 850 WORDS

MYTHS AND LEGENDS

Myths and legends are enduringly popular with both girls and boys and they have a place right at the heart of **Storytime**. From the classic Greco-Roman myths to Norse legends, Ancient Egyptian tales to stories from the Americas and the Far East, we have built up a huge catalogue of wonderfully illustrated legends for our licensees to choose from.

GREEK MYTHS:

- ★ The Midas Touch
- ★ Theseus and the Minotaur
- ★ Odysseus and the Cyclops

NORSE MYTHS:

- ★ Thor's Stolen Hammer
- ★ Freya's Golden Necklace
- ★ Odin and the Mead of Poetry

ARTHURIAN AND CELTIC LEGENDS:

- ★ Sir Gawain and the Green Knight
- ★ Saint George and the Dragon
- ★ Robin Hood and the Silver Arrow

WORLD MYTHS AND LEGENDS:

- ★ Hero Twins (Mayan)
- ★ Ra's Secret Name (Egyptian)
- ★ Ganesha the Elephant God (Indian)

MYTHS AND LEGENDS are on the National Curriculum for English. It's a wonderful topic for cross-curricular engagement, developing children's historical and geographical understanding and improving their literacy.



TALES FROM TODAY

This section features original and contemporary fiction and allows us to feature tales with subjects that relate to children's lives today, such as going to school or moving house. It also allows us to create some exciting new adventures – such as a trip to Mars or a visit from a unicorn! A powerful combination of familiar and fantastical, it allows us to bring diversity and everyday experiences to life, and is a firm favourite with our readers!

- ★ Alfie the Pirate
- ★ Leo's Dino
- ★ Superhero Supermarket
- ★ Not a Robot
- ★ Pim the Penguin
- ★ Zebly Titan and the Mystery of Goop
- ★ Operation Unicorn
- ★ Moving Day
- ★ Out of This World
- ★ Hiro and the Storm
- ★ The High Life
- ★ Crocodile's Silver Suit



YEARLY COMPETITIONS! Every year we have a creative writing or drawing competition for our readers – and the winning entry becomes one of the stories in the pages of Storytime!

This is a hugely popular section in our mag! Our **Myths & Legends Teaching Resource Pack** is popular in schools around the world.

AVERAGE EXTENT: 900 WORDS



AVERAGE EXTENT: 800 WORDS

AWESOME ADVENTURES

A section that complements the UK National Curriculum across a range of subjects: History, English, STEM and more. It tells the tales of exceptional individuals in the classic **Storytime** format, making them accessible to young readers and bringing new interest to the subjects. Features a wide variety of inspiring real-life people from scientists to sportsmen, adventurers to artists, boys and girls, and even some fabulous animals! This section began in September 2020, and here are the stories we have created so far:

- ★ Bamsie the Sea Dog
- ★ The Boy Who Liked Bugs (Charles Darwin)
- ★ The Enchantress of Number (Ada Lovelace)
- ★ Star Boy (David Bowie)
- ★ The Greatest Kid in the World (Muhammad Ali)
- ★ The Unstoppable Girl (Frida Kahlo)
- ★ The Bone Hunter (Mary Anning)
- ★ The World According to Leo (Leonardo Da Vinci)

STORYTIME supports the English National Curriculum in reading, comprehension and writing!

The featured characters were once kids with dreams that they dared to follow. We hope that our **real-life tales** inspire kids to find out what they are passionate about and reach their full potential too!



AVERAGE EXTENT: 850 WORDS

SHORT STORIES, BIG DREAMS

Stories can play a key role in creating a positive and calming bedtime routine. The new two-page tales bring familiar and well-loved characters to life in comforting stories that should give children sweet dreams. We have featured:

- ★ Tinker Bell and the Forest in the Sky
- ★ Wee Willie Winkie in the Woods
- ★ Baloo's Bath Time
- ★ Mad Hatter's Tea Party
- ★ Pinocchio and the Monster Downstairs

AVERAGE EXTENT: 400 WORDS

STORYLAND ADVENTURES

This section ran for two years in the pages of **Storytime** and features the further adventures of some of the world's best-loved fairy tale characters, who now live in a place called Storyland. All tales are beautifully illustrated by artist Giorgia Broseghini. There are 23 stories, including:

- ★ Goldilock's Cafe
- ★ Moon River Melody
- ★ Cinderella's Pumpkin Party
- ★ Jack's Magic Harp Band
- ★ When Happy Lost His Smile
- ★ The Mysterious Wind
- ★ Gretel and the Secret Cave



AVERAGE EXTENT: 700 WORDS



POEMS AND RHYMES

Young readers respond brilliantly to the repetition, rhythm and rhyme in poetry. We've featured over 100 poems and rhymes in **Storytime**, including:

- ★ Bed in Summer and the Swing (Robert Louis Stevenson)
- ★ Hiawatha's Childhood (Longfellow)
- ★ The Circus (C.J. Dennis)
- ★ The Camel's Hump (Rudyard Kipling)
- ★ Minnie and Winnie (Tennyson)
- ★ Old Mother Hubbard
- ★ There Was An Old Lady
- ★ The House That Jack Built
- ★ Apple Pie ABC
- ★ Who Ate My Sicks
- ★ Jingle Bells



BRILLIANT BOOKS

We love to champion brilliant children's books. Across 29 issues of **Storytime**, we published abridged extracts of classics from children's literature with fresh, new illustrations – and hopefully inspired many children to read and enjoy the full books for themselves. It has included:

- ★ The Jungle Book (Rudyard Kipling)
- ★ Peter Pan (J.M. Barrie)
- ★ Treasure Island (Robert L. Stevenson)
- ★ Five Children and It (E. Nesbit)
- ★ Heidi (Johanna Spyri)
- ★ Wind in the Willows (Kenneth Grahame)
- ★ Bambi (Felix Salten)

AVERAGE EXTENT:
200 WORDS



AVERAGE EXTENT:
1200 WORDS



ACTIVITIES & DOWNLOADS

Playbox is our activity section, packed each month with games, crosswords, puzzles, colouring and craft activities. Every issue of **Storytime** has 5 to 7 pages of these activities, which are related to the stories, and help children with comprehension, to keep their attention and to simply have more fun!

Many of the activities also include extra downloads available from our website to print and cut out, such as counters, masks and fingers puppets! Our popular games include:

- ★ Flamingo Bingo
- ★ Doginoes
- ★ Reach for the Star
- ★ Redhorn's Round-the-World Race
- ★ Buccaneer's Booty
- ★ The Shard Race
- ★ Rumble-Mumble Matching Pairs
- ★ Feed the Giant
- ★ Dragon Doctor



ALL THE FREE DOWNLOADS ARE AVAILABLE
AT WWW.STORYTIMEMAGAZINE.COM/FREE

STORYTIME FOR SCHOOLS

We are one of the biggest magazines in the country for schools. We are bought by schools around the world who use Storytime as a resource for classroom reading, for children with English as a second language, as a Pupil Premium resource, or simply for class storytelling.

We want to give hard working teachers a magazine that encourages children to read – with great stories in an accessible format. The magazine format is very important – it works for reluctant readers who won't pick up a book, as well as children who do read books for enjoyment.

Now we have thousands of readers across over 50 countries, so we are delighted that the risk we has paid off! Schools use us for class reading, as a resource for Pupil Premium funded children, for EAL children and for class storytelling.

Reasons to love Storytime:

- ★ **Massive Discounts:** Up to 50% off the selling price for bulk orders. Plus free delivery on all orders. You're not locked into subscriptions by credit card. Pay by invoice on an annual basis.
- ★ **Free Teaching Resources:** Every month get 15 to 20 pages of lesson ideas and classroom activities emailed to you, all linked to a story in that month's magazine.
- ★ **Easy to Read:** Perfect for reluctant readers who might be intimidated by a book, or EAL students. A great range of short stories for ages 5 to 9.
- ★ **National Curriculum:** Traditional stories like fairy tales, fables and myths, plus tales from a range of cultures to help children gain an understanding of the world around them.

➔ **For more information, visit www.storytimeforschools.com**



TEACHING RESOURCES

Each month we create a teaching resource pack based around one of the stories in each issue. These packs can be used alongside **Storytime** in the classroom by teachers, and also for home learning.

A typical pack has 20 pages plus of lesson ideas, a glossary, writing and comprehension exercises, story planners, facts, quizzes, fun activities, drawing and colouring, and supports the UK National Curriculum or reading, writing and comprehension.



SPECIAL PACKS

Each year we produce several free packs for schools to use – covering topical areas like Reading Catch Up, Peer to Peer reading and advice for parents on reading to children at home. Subscribers can access them for free and request them at any time These include:

- ★ Reading Catch Up Pack
- ★ Storytime Reading Buddies Pack
- ★ Storytime Home Reading Pack
- ★ Mental Health and Wellbeing Pack



STORYTIME HUB



For the first time Storytime entire catalogue is available online as well! With Storytime Hub, you get instant access to a year's worth of online Storytime magazines, audio versions for all stories and the extra accompanying class resources. Plus a new magazine and set of resources is added each month. With the Storytime Hub, we aim to become an essential tool in every classroom!

★ Works for readers of all levels

It gives children brilliant stories in an easily accessible format to read and listen, and works well for both reluctant and enthusiastic readers, plus children with English as a second language.

★ A wide range of stories

Each edition of Storytime is packed with fairy tales, modern stories, myths and legends, plus stories from a variety of cultures – all beautifully illustrated.

★ Bonus learning resources

Each edition is accompanied by a complimentary 20 pages of lesson ideas,

teaching resources, comprehension exercises and activities.

★ Additional parent and pupil access

You can also get extra access for pupils to use the stories and resources in lessons or for parents to use them at home.

★ Updated every month

We add a new issue of Storytime to the hub every month, so there are always new stories and resources to explore.

★ National Curriculum

Supports the UK National Curriculum for Reading, Writing and Comprehension.

➔ The proportion of primary pupils doing more than 5 hours of learning a day has risen from 11% to 23% since the lockdowns.



FULLY SEARCHABLE STORIES AND RESOURCES

Our extraordinary catalogue and activities can be searched by name, subjects, animals, places and much more! All stories are individually catalogued and can be read in anyway you like!

FLEXIBLE SUBSCRIPTION OPTIONS

We offer tailored subscriptions for schools - with simultaneous access to classrooms and large groups. With one school code, the access is easy and hassle free for the students at school and at home!

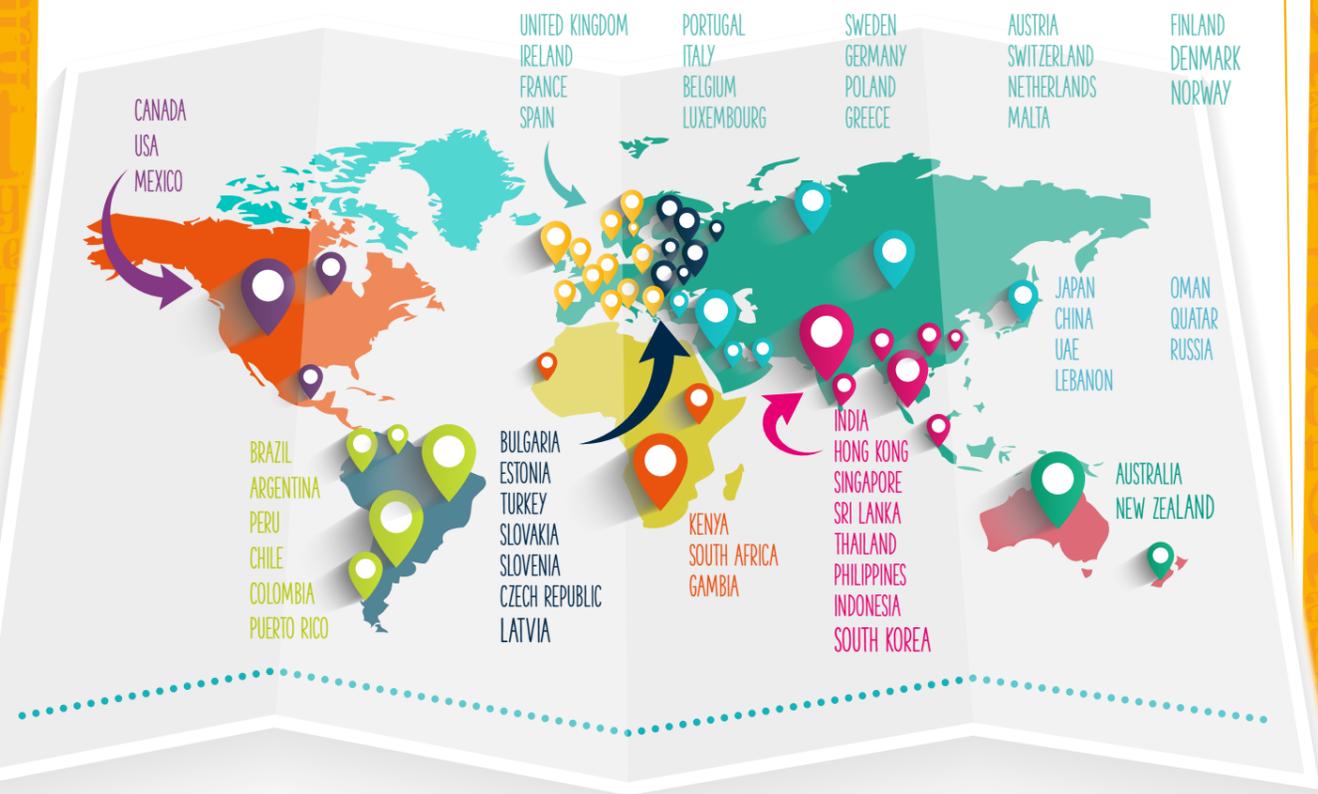


STORIES IN AUDIO FORMAT

Listening to stories is how we fall in love with them for the first time. With audio stories the child has the chance of falling in love with their favourite ones over and over again! It's perfect for bedtime reading, guided reading and special needs learning support. Children with English as a Second Language also benefit from reading along and learning new sounds!

WWW.STORYTIMEHUB.COM

STORYTIME AROUND THE WORLD



In the UK, Storytime has a readership of over 40,000, made up from subscribing families and schools, making it one of the largest quality magazine for children. International versions are already out in Singapore, the Netherlands and China and two more countries in line for in Q3/2022. Since launching Storytime in 2014 they have published over 750 stories. There are readers in **over 60 countries!**

➔ if you are interested in publishing the magazine in your market, or adapting Storytime content into a different format, either English language or translated, please get in touch at hello@storytimemagazine.com

LICENSING OPPORTUNITIES



Magazines

The Storytime team is now working with publishers and distributors around the world – with versions of Storytime launched in Singapore, the Netherlands and China - and more on the way!

Books

Storytime's extensive library of short-stories is ideal for adapting into book format – and our content has been used to create story treasuries, guided readers, text books, early readers, eBooks and more in territories including the USA, Germany, Brazil, Russia and Canada

Digital Content and Audio

Our stories, illustrations and audio are licensed all over the world by Edtech companies and Toy developers looking for content for young readers. Our original content has been used to develop mobile games, audio books, interactive videos and animations, and other educational materials. The content is fully customizable to your media and available in many formats.

Investors

If you are interested in investing in our company and would like to know more about our business, please contact Leslie Coathup and Lulu Skantze on hello@storytimemagazine.com



THE STORY SO FAR...

Leslie Coathup and Lulu Skantze launched Storytime in September 2014. Having worked in publishing for over 15 years then, they realised there was no other magazine in the market that brought stories to life, with no advertising and no plastic - just excellent content to engage young readers. They both grew up reading fantastic stories that inspired them both to great things and they wanted children to find the joy and inspiration in reading them too.



Leslie was born near Liverpool in the UK and lives in Salisbury. At a young age Leslie was an avid reader, and his family took him to the local library every week to borrow as many books as he could carry! Leslie has a degree in Business and Marketing, and worked in senior roles with major international publishers such as Hachette, Eglemoss, Marvel, and Which? He is the co-founder and commercial director of Storytime (and special Myths & Legends advisor!).

Lulu is based in Amsterdam, after being in London for over 20 years, having grown-up in Brazil. Lulu has a Master in Communication Design from Central Saint Martins and is the co-ounder and creative director of Storytime. She has extensive experience launching global brands and magazine titles for major British, French, Italian publishers as well as developing products and content for Disney, Mattel, Hasbro, Playstation and many other high-profile children's brands.

A TIMELINE OF STORYTIME



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