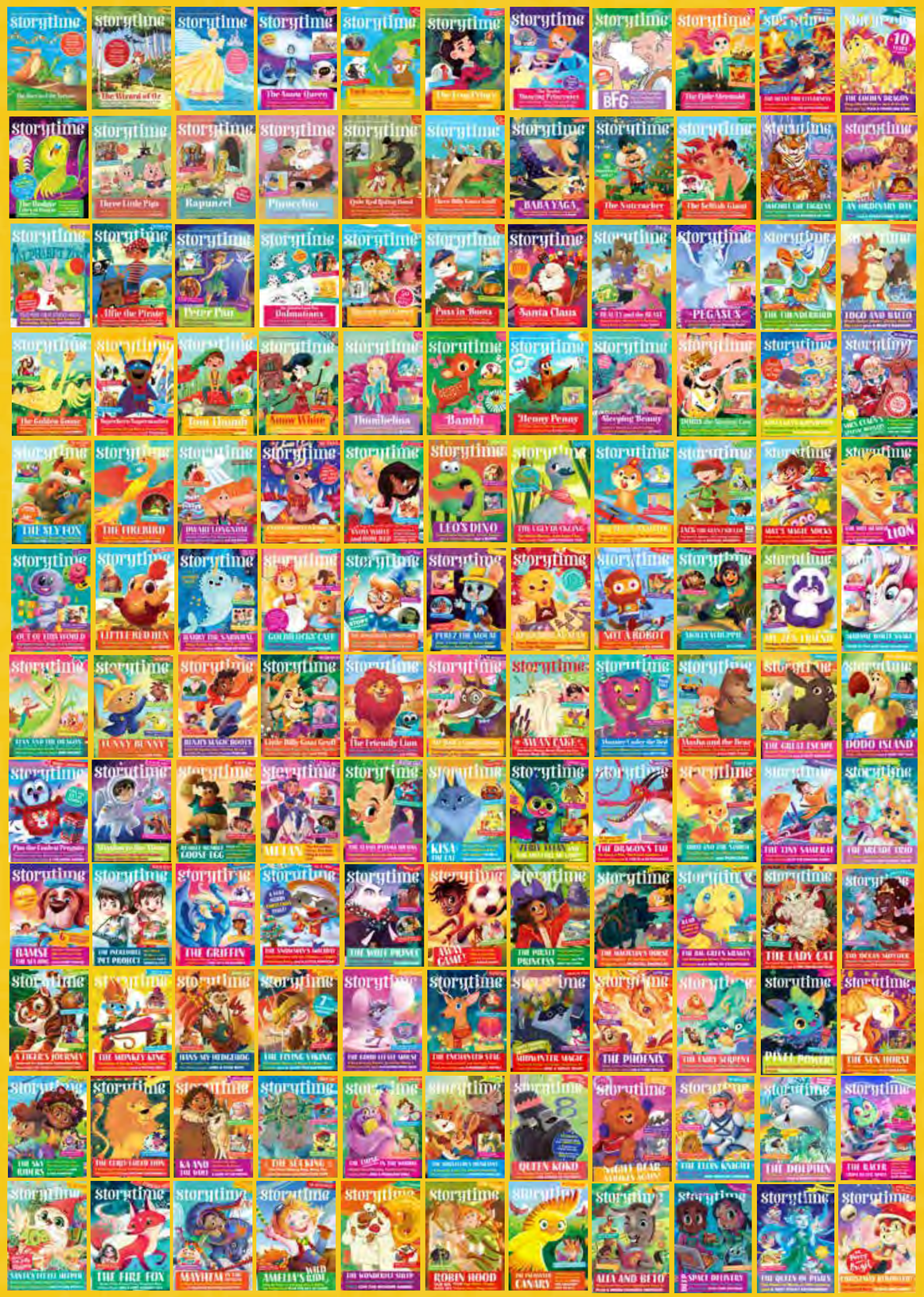


storytime™

Award-Winning Original Stories
Ready for Print, Audio and Digital

LICENSING CATALOGUE



YOUR WORLD OF STORIES

ABOUT US



Storytime is one of the world's leading children's magazines, inspiring young readers, parents, and educators in over 60 countries. With a reach that spans continents, we bring the magic of storytelling to classrooms, homes, and libraries across the globe.

We believe in the transformative power of stories - not just for literacy but for cultural understanding, creativity, and emotional well-being. Our beautifully illustrated brand features **over 1000 stories, from beloved fairy tales and fables to myths, real-life heroes, and diverse tales from every corner of the world**.

Storytime is a trusted **literacy tool used by thousands of children worldwide**. It helps readers develop a love of reading while improving comprehension and language skills. Parents subscribe to create special reading moments with their children, making Storytime a valuable resource for families and educators.

We know that play is key to childhood development, so we combine stories with fun activities to keep reading enjoyable and engaging.

Our content is licensed globally, adapted for storybooks, textbooks, reading programs, educational resources, and digital platforms. Publishers and tech partners have launched local editions and integrated our content into their products, bringing high-quality stories to audiences in multiple languages and formats.

With roots in the UK, Storytime is the country's only dedicated story magazine, widely used in schools, homes, and literacy initiatives.

If you're looking to introduce Storytime to new audiences or adapt our content for books, tech, or education, we'd love to collaborate. Explore our collection and see how Storytime can inspire young readers around the world!

READ HAPPILY EVER AFTER...

Celebrating over **1000** stories!

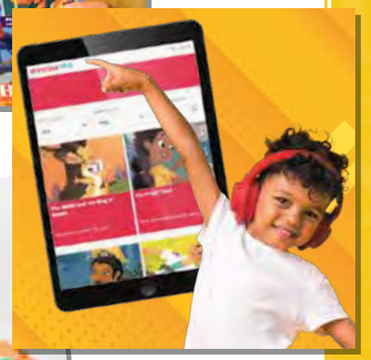
EVERY STORY, EVERY WAY
THE MULTIMODAL MAGAZINE

READ Monthly Magazines
LISTEN Audio Stories
PLAY Downloads & Activities
PLUG IN Everything Online

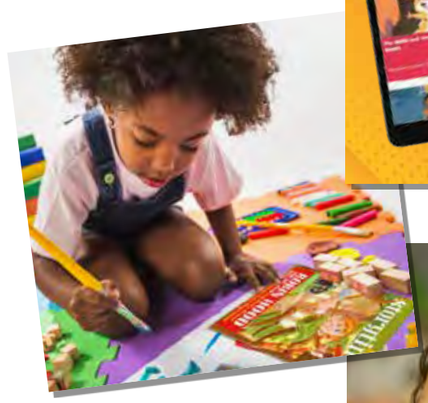
Every issue of **Storytime** is packed with eight incredible tales, fun facts, activities and extra resources. Our commitment to storytelling means that every child can find a story to fall in love with.

We create and own a rich library of stories across print, audio, digital and interactive formats, making our content easy to adapt for publishing, education and licensing. With over 20 years' experience, we collaborate with partners to bring diverse and imaginative tales to life for children everywhere.





Beyond storytelling, Storytime offers a growing, rich archive of activities, lesson plans, puzzles, and games to use across classrooms, homes and digital platforms.
Want to explore what we can create together?





Get in touch at
hello@storytimemagazine.com

What Makes **STORYTIME** Special?



READING FOR PLEASURE
There's nothing quite like getting lost in a great story. Storytime is the UK's only multimodal magazine, built on a simple belief: every child is a reader – whatever their way in.

LEARNING THROUGH PLAY
We believe every child has the right to play, and the best way to learn is through engaging, interactive content. Our magazine, audio stories, and activities make learning fun, immersive, and exciting - with even more formats to come in the future!

DIVERSITY
We celebrate cultures and traditions from around the world through our stories and illustrations. Every child, no matter their background, deserves to see themselves in stories and know that they can be anything they want to be.

IMPROVING LITERACY
Our readers tell us that after a year of receiving Storytime, the number of children reading for 20+ minutes a day doubles, the proportion of them that enjoyed reading significantly increased. Stories have the power to change lives, and Storytime makes reading accessible, engaging, and fun for children everywhere.

MENTAL HEALTH AND WELLBEING
Stories connect us, and during lockdowns, we saw just how vital they were for supporting emotions and resilience. We continue to create special content that helps children talk about feelings, understand emotions, and build confidence through storytelling.

KIND TO PLANET EARTH
We are 100% content, 0% plastic. Storytime features no plastic toys, no plastic packaging, and is completely ad-free - because storytelling should be about stories!



THE STORY SO FAR...

Storytime was founded in September 2014 by **Leslie Coathup** and **Lulu Skantze**, two publishing professionals with a shared passion for storytelling. After over 20 years in the industry, they saw a gap in the market - there was no product dedicated solely to bringing stories to life without distractions. No ads, no plastic toys - just exceptional content designed to engage readers. Both of them grew up immersed in books, inspired by tales that shaped their imaginations and ambitions. With Storytime, they wanted to pass that magic on to new generations, making reading accessible, inspiring, and truly enjoyable for children everywhere.

Leslie Coathup lives in Frome in the UK. 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, Eaglemoss, Marvel, and Which? He is the **co-founder and commercial director** of Storytime (and special Myths & Legends advisor!).

Lulu Skantze is based in Amsterdam, after living in London for over 20 years, and she commutes between both cities. Lulu has a Master's in Design from Central Saint Martins and is the **co-founder and creative director** of Storytime. She has extensive experience launching products and magazine titles for major European publishers, as well as developing products and content for Disney, Mattel, Hasbro, Playstation, and many other high-profile children's brands.



SEP 2014

The race is on! **Issue 1** featuring the Hare and the Tortoise launches in the UK.

DEC 2014

Our Christmas issue featured greeting cards as covermount. We are stocked at **Barnes & Nobles in the USA**

JUN 2015

Due to popular demand our **Storytime For Schools** site was launched with bulk deals for schools!

SEP 2015

Our first annual competition takes place with special guest judge, **author Brian Moses!**

MAR 2016

We launched our **Teaching Resources Packs** and aligned our content with the IB curriculum. It was official: reading for fun was HUGE!

SEP 2016

We are shipping our title to customers in **over 20 countries** by year 2 and growing!

JUN 2021

Our EdTech plataform is released, the **Storytime Hub,** with our full catalogue of stories in digital format, plus audio versions of them all!

OCT 2021

Storytime launches in China, in Mandarin and is a great success with pre-orders!

NOV 2022

Storytime Australia launches with a special edition!

MAR 2017

Our **first international edition** launches in **Singapore**!

AUG 2018

The **Storytime Online Shop** opens and back issues sell out.

MAR 2019

We set a **home delivery service** to pupils so they can continue reading during the lockdown.

SEP 2019

We have subscribers in 50 countries, and **licenses in 10 countries**.

MAR 2020

47% of UK **schools using Storytime** New formats, + partnerships.

We are 11!

AUG 2020

We launch **"We Are Heroes"** with Queen Mary University - a free magazine series to support children dealing with the lockdown. Our Mental Health consultant joins the team!

SEP 2024

Celebrating 10 years + over 1000 stories, sold in 60 countries.

Storytime Indonesia launches with a bookzine collection!

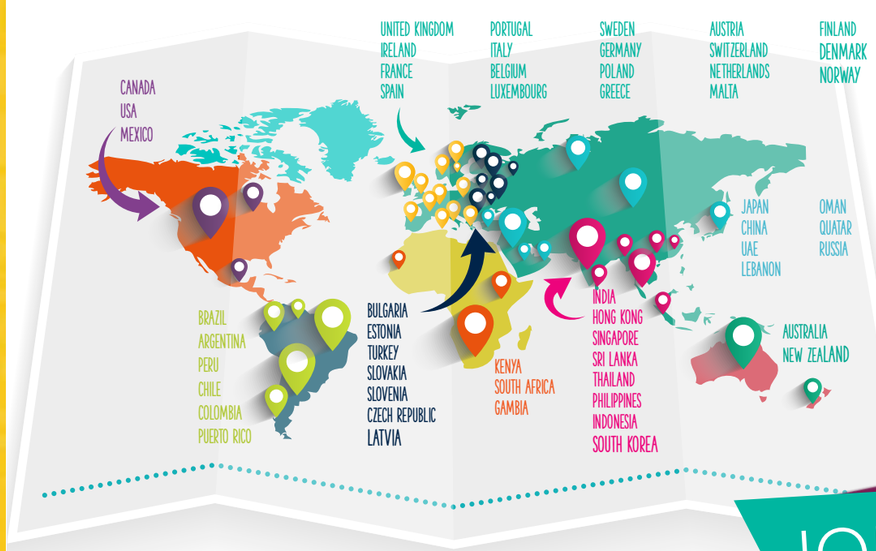
MAR 2024

SEP 2025

2026

Two new international editions to launch on Q3!

STORYTIME
AROUND THE WORLD



JOIN US!

Bringing the Magic to Readers Worldwide

With a readership of over 50,000 across 60+ countries, Storytime is one of the world's most loved children's magazines. Since our launch in 2014, we've published over 1,000 stories across 130 issues — and we're just getting started!

We're already popular with young readers in Singapore, China, Indonesia, and Australia, with more international editions launching in 2025.

Our team works closely with partners to create the perfect Storytime product for your market. From development to launch, we provide expert guidance, localized content adaptation, and marketing support to ensure your edition is a success. We're always looking for new publishing and distribution partners to join our global family and help bring the magic to even more children worldwide.





LICENSING OPPORTUNITIES

BOOKS Our story library has been successfully adapted and published in over 10 countries as story treasuries, textbooks, early readers, eBooks, and more.

DIGITAL CONTENT & AUDIO: From mobile games and audiobooks to interactive videos and animations, our content is licensed globally by EdTech companies, game developers looking for engaging and educational content.

TRANSLATION & ADAPTATION: We can translate for different languages and regions, and our versatile content is fully customizable to suit any format or media platform.

CURATED CONTENT: We can provide content tailored to specific themes, such as mental health, ecology, STEM, diversity, fairy tales, real life stories and much more.

BESPOKE PRODUCTS: Our creative team who have worked for renowned brands such as Hasbro, Mattel, DC, Marvel, and Disney, and can create custom content just for you.

INVESTORS & PARTNERSHIPS – If you're looking to invest in a growing brand or explore exciting partnership opportunities, we'd love to hear from you!



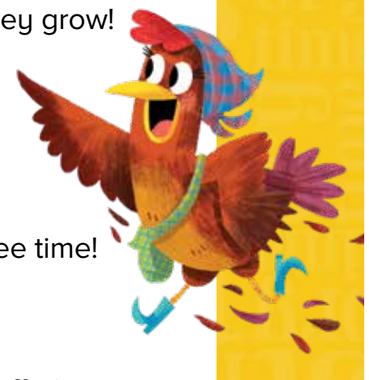
Get in Touch! For publishing and licensing inquiries, or to bring Storytime to your market, email us at **hello@storytimemagazine.com**.

WHAT'S INSIDE



We believe in the power of storytelling to entertain and inspire. Each issue is a feast of stories, carefully crafted to inspire young imaginations, build literacy skills, and create magical reading experiences.

We bring together fairy tales, myths, global stories, original fiction, bedtime short stories and activities to entertain, challenge, and support children at different reading levels. It also means they can come back to their favourite editions again and again, and always find a new story to read as they grow!



Magazines are a fantastic tool for literacy because of their play value: they are tactile, interactive, and fun! Children can explore them at their own pace, complete hands-on activities, draw in it, and immerse themselves in colourful pictures. Alongside the audio content - they make an excellent alternative for screen-free time!

A Story for Every Reader in Four Ways

We believe every child deserves a story they can connect with. By offering stories in multiple ways, every child can find their perfect reading experience — sparking imagination, building skills, and inspiring a love of reading.
That's why we share our content in four engaging formats:

★ **Print:** Our beautifully illustrated magazine brings stories to life in a tangible format, perfect for shared reading moments.

★ **Digital:** Our content is available online, making it easy for children to access stories anytime, anywhere.

★ **Audio:** Immersive audio versions help develop listening skills and provide an accessible option for all learners.

★ **Activities & Puzzles:** Fun, interactive resources that reinforce key literacy skills and keep readers engaged.

COMING SOON! This summer, we're introducing **STEM Time**, a new section that combines exciting stories with fascinating facts about science, technology, engineering, and math. Designed to entertain while teaching, it makes **Storytime** an even richer learning resource. Facts and fiction, but always engaging for all! Because every great learning adventure starts with a great story!

BITE-SIZED TALES & FABLES

Reading Level: **4-7**
Typical Lexile: **350 - 600**
Average Word Count: **400-600**



★ **SHORT STORIES, BIG DREAMS**: These two-page tales bring beloved characters from classic stories to life in comforting narratives designed to give children sweet dreams. Perfect for bedtime storytelling or those brief yet cherished moments of reading, each tale feels like a delightful reward!



★ **FAMOUS FABLES**: Stories with simple lessons are enduringly popular and our fables 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.





★ **POEMS & RHYMES**: Young readers thrive on the repetition, rhythm, and rhyme of poetry. Storytime has featured over 100 poems and rhymes, along with engaging activities that encourage learning through wordplay and sound. Through competitions and special features, we continue to celebrate the joy of rhyming and language discovery!.

GLOBAL STORIES & EVERYDAY MAGIC

Reading Level: **6-9**
Typical Lexile: **650-800**
Average Word Count: **700-1000**



★ **AROUND THE WORLD TALES**: Stories offer readers the opportunity to explore and understand other world cultures – to travel to places long ago and far away. In **Storytime**,our tales come from all corners of the globe, and our illustrators too! We are proud to showcase talented artists that make our stories special and unique!



★ **STORYTELLER'S CORNER**: We take great pride in reimagining funny and magical folk tales – often passed down through generations by oral storytellers and that might otherwise be lost. Many of these stories haven't been published in a long time, and we embrace the challenge of updating them while preserving their rich cultural heritage for new generations to enjoy.



★ **WORLD'S OF WONDER**: This section showcases original fiction, featuring stories that resonate with children's everyday live – like starting school or moving house – while also transporting their imaginations to incredible worlds. From thrilling adventures on Mars to magical visits from unicorns, these tales blend the familiar with the fantastical. This powerful mix of diversity and real-life experiences makes it a firm favorite among our readers!



REAL-LIFE TALES & EPIC LEGENDS

Reading Level: **7-10**
Typical Lexile: **850-1100**
Average Word Count: **950-1300**



★ **AWESOME ADVENTURES**: This section complements the National Curriculum across a range of subjects: History, English, STEM and more. It tells the tales of exceptional individuals in the **Storytime** format, accessible to readers and bringing new interest to the subjects. Features a variety of inspiring real-life people from scientists to sportsmen, adventurers to artists, and animals!

★ **FAVOURITE FAIRY TALES**: Classic fairy tales have evergreen appeal and are consistently popular in our anual reader's survey. We publish all the well-loved classics from Grimm, Andersen and Perrault, as well as fairy tales that you may not have heard before!

★ **MYTHS AND LEGENDS**: These tales 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.



BRAND NEW: STEM

Last summer, we've introduced **STEM Time**, a new section that combines exciting stories with fascinating facts about science, technology, engineering, and math. With humour, fun and packed with information, it's a nice reminder that curiosity (and little accidents!) can lead to amazing discoveries.

Designed to entertain while teaching, it makes **Storytime** an even richer learning resource. Facts and fiction, but always engaging for all! Because every great learning adventure starts with a great story!



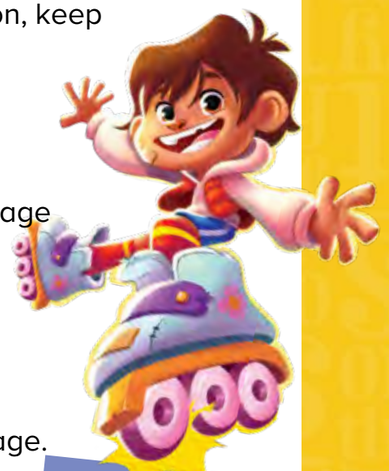
PUZZLE AND ACTIVITIES

Playbox iss our activity section, packed each month with games, puzzles, colouring and crafts inspired by the stories. Each issue of Storytime includes 5–7 pages designed to support comprehension, keep children engaged and extend the fun beyond reading.

Many activities also link to extra downloads on our website, including printable counters, masks and finger puppets.

Every issue features **You Need to Know About...**, a fun fact page introducing fascinating topics connected to the stories, helping bridge the gap between fact and fiction.

Throughout the magazine, helpful prompts, pronunciation tips and historical notes enrich the reading experience — because the adventure should continue long after the last page.





Kids love fun facts! They are naturally curious and enjoy learning bite-sized snippets of information - especially when they connect to stories they love. These fascinating tidbits spark curiosity and making reading even more fun.



MENTAL HEALTH AND WELL-BEING

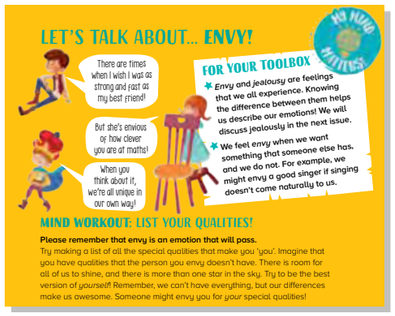


Helping children understand and talk about their feelings is one of the most important things we can do as parents, teachers, and carers. That's why we've created **My Mind Matters!**, a special section in Storytime. We have developed in partnership with the amazing Jessica Bowers, after the lockdown to address a real need to conversations about emotions.

Each month, **My Mind Matters!** provides gentle yet powerful insights into emotions and real-life situations, offering resilience tools, practical exercises, and inspirational tips to help little ones grow stronger, kinder, and happier. This section is a fantastic conversation starter, giving children simple yet meaningful ways to navigate their emotions and build emotional resilience.

To support this journey, we also created extra activity packs filled with fun and thoughtful exercises that encourage children to explore and express their feelings in positive, healthy ways. Because every child deserves to feel heard, understood, and empowered!



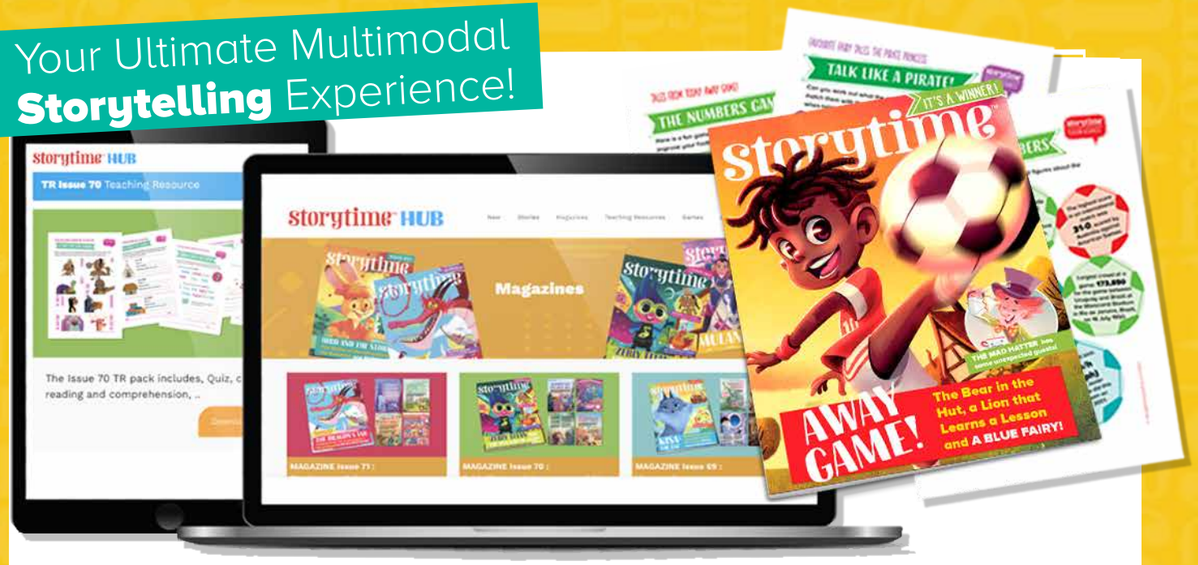








Your Ultimate Multimodal **Storytelling** Experience!



STORYTIME HUB

For the first time, Storytime's entire catalogue is available online with Storytime Hub! Instantly access a year's worth of Storytime magazines, complete audio versions of all stories, and extra class resources—all in one place. Plus, a new magazine and resource set is added each month! **Storytime Hub is an essential tool for classrooms, language learners, and home entertainment, making reading more accessible, engaging, and fun for everyone.**

★ 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.

★ Three formats to enjoy!
Each story is available in digital format, audio, and interactive activities to explore! With every issue, there's more than one way to have fun and learn - you choose how to experience the magic of **Storytime**!

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

Combining listening with text or interactive activities improves memory retention and strengthens overall literacy skills.



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!



FULLY **SEARCHABLE** STORIES AND **LEARNING** RESOURCES

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



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!

Whether in the car, at home, or in the classroom, audio stories make storytelling more accessible and engaging anytime, anywhere!

WWW.STORYTIMEHUB.COM

STORYTIME FOR SCHOOLS



We are one of the biggest magazines in the UK for schools. We are also pretty big around the world! Schools use Storytime as a resource for classroom reading, for children with English as a second language, as a Pupil Premium resource, home delivery or for storytelling lessons and library material!

We want to give educators 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 60 countries, so we are delighted that the risk has paid off!



Reasons to Love Storytime

★ **Great Discounts:** Up to 50% off the selling price for bulk orders. Plus free delivery on all orders and flexible payment terms.

★ **Free Resources:** We make lessons easier to plan and deliver! Every month get free curriculum linked resources and lesson ideas and classroom activities for the month's edition. Plus extra yearlyreading programme ideas and book club activities for after school!

★ **Love to Read:** Perfect for reluctant readers who might be intimidated by a book, or EAL students. A great range of short stories for ages 4 to 9 and appropriate to all reading levels in the class so no one is left behind.

★ **National Curriculum and IB Curriculum:** Traditional stories like fairy tales and myths plus tales from a range of cultures to help children gain an understanding of the world around them.

WWW.STORYTIMEFORSCHOOLS.COM

READERS FOR LIFE PROGRAMME

The **Readers for Life Programme** is designed to nurture a lifelong love of reading in children aged 4-10. With a structured approach across five phases, it supports early readers, reluctant readers, and those who need extra guidance, using engaging stories, interactive activities, and creative exercises to develop essential literacy skills.



Through 24 modules, children explore everything from choosing the right books and storytelling techniques to peer-to-peer reading, digital tools, and cultural storytelling. The programme also incorporates games, fluency-building exercises, and emotional development strategies, making reading a fun, rewarding, and confidence-boosting journey!

TEACHERS' GUIDE: provides curriculum-linked subjects tailored to each story, making it easy to integrate storytelling into lessons. With engaging lesson ideas, comprehension questions, and creative activities every month!

TEACHING RESOURCES: Complete with a glossary, comprehension exercises, and creative tasks, these packs can be used alongside Storytime in the classroom or for home learning. Our resources help children develop literacy, critical thinking, and problem-solving skills in a fun way!

SPECIAL LITERACY PACKS: Yearly free packs, covering topical areas like Early Reading, Peer to Peer Reading and Home Reading Programmes!







© 2026 Storytime Magazine Ltd.

storytime™

For licensing opportunities, distribution queries, commissions or partnership ideas, please contact:

T: +44 (0)20 7993 5583
E: hello@storytimemagazine.com
UK: 61 Bridge street, Kington HR5 3DJ
NL: Achtergracht 27B 1017 WL Amsterdam

To find out more about Storytime magazine, visit
www.storytimemagazine.com

To find out more about Storytime for Schools, visit
www.storytimeforschools.com

To find out more about Storytime Hub, visit
www.storytimehub.com

@storytimemag **@storytimemag** **@storytimemag**