

## **REDAN'S CHILDREN'S MAGAZINES CELEBRATE CONTINUED SUCCESS!**

Award winning children's magazine publisher Redan Publishing Ltd is topping the ABC charts for the 6<sup>th</sup> consecutive year!

Redan's flagship *Fun To Learn* range has continued its dominance at the top of the pre-school charts, with rising sales bucking the national decline. Number 1 in the chart is *FTL Peppa Pig*, flying high with an average sale of 86,878 copies (an increase of 13% year on year), alongside its sister title *Peppa Pig Bag-o-Fun* which is averaging sales of 63,000; following closely is *FTL Friends* in 2<sup>nd</sup> place, with an average sale of 80,096 copies, an increase of 7.8% year on year.

The Redan team is also delighted to report that their flagship girls' magazine, *Sparkle World*, remains the Number 1 compilation Primary Girls title, posting an average sale of 51,000 copies and beating off strong competition from the likes of *Barbie*, *Girl Talk* and *Jacqueline Wilson*. There is no other magazine like *Sparkle World*, with its sparkly front cover, mix of the hottest and cutest characters and fantastic free gifts, and this continued popularity has seen the successful launch of its new sister title *Sparkle World Bag-o-Fun*.

Robert Sutherland, Managing Director, said: "We are delighted to not only be at the top of the pre-school ABC charts again, but also to be able to report such a healthy increase in sales at a time when magazine sales on the whole are down. We believe that this is down to offering the best value for money, coupled with our top-class editorial and design, and selection of characters, giving readers and their parents exactly what they demand in this highly competitive market."

**- Ends -**

**Please find cover shots attached and for further information regarding these magazines or the Redan Publishing Ltd please contact Rhiannon Johanson on 01743**

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