



THE BEANO (D C Thomson & Co. Ltd)

Target Market:

- Children 6-11
- Adults

Weekly comic, home of some of the UK's best known characters:

- The Bash Street Kids
- Minnie the Minx
- Beryl the Peril
- Roger the Dodger
- Billy Whizz
- Dennis the Menace
- Gnasher

Published since 1938, The Beano is available in newsagents, supermarkets and travel outlets.

The Beano Max, a monthly publication, was recently launched. The two publications have a combined sales figure of over 100,000 between them.

The Beano is a household name and an instantly recognised brand.

The core audience for The Beano and its characters is Children 5-11.

However, there is a strong secondary market for Adults – particularly in fashion and collectable product categories.

There are over 25 Beano licensees including: Robert Harrop with a range of Beano and Dandy resin collectable figurines; Flair with a Beano Comic Maker Kit; Secret Ingredients for T Shirts. Wild & Wolf for stationery, giftlines and one off accessories like a Beano branded leather football.

New developments include a food gift range from Kimm & Miller and giftware from Castle Melamine.

The Beano features strongly in London's Cartoon Museum and is often featured in the wider Media.

Dedicated websites are:

www.dcthomson.co.uk and
www.beanotown.com