



Dennis & Gnasher

Classic property with enduring appeal Instant brand recognition across 3 generations

The Beano is still the UK's most popular weekly comic title with a weekly readership of 605,000 and The Beano Annual is the UK's No.1 Annual... Sale of 300,000+

Targeted at boys aged 5-7 years old, Dennis and Gnasher is fast-paced and humour-driven.

Brand new animated series launched on CBBC 7th September 2009

- Weekdays at 15:25
- 52 x 10' episodes
- 52 x 1' interstitials
- Show had 2nd highest share of children out of the 10,000+ different programmes screened on CBBC this year
- On average Dennis & Gnasher attracts over 15% share of boys aged 10 - 15
- In 2010, Dennis & Gnasher reached 15 million individuals with over 50% of children 4-9 being exposed to the brand

Home Entertainment: 2 Entertain - there have been 4 releases to date.

Brand new style guide with new art added regularly

Dedicated Dennis & Gnasher site at www.dennisandgnasher.com

Licensees include

Blues, Smiffy's, Vogue, Kerry Foods, TV Mania, ITM Leisure, Delta, Fabric Flavours, Puzzler

Marketing support provided through

Beano, Beanomax, The Dandy, Beano Club, Beanotown.com and dennisandgnasher.com