



JACKIE (D C Thomson & Co. Ltd)

Target Market:

- Women 25-50

Jackie was a best selling magazine in the 1970s aimed at teenage girls. At its height, it sold nearly 1 million copies per issue.

Recognising its unique potential for licensing, Start Licensing and DC Thomson have developed a very focused licensing programme targeting Women 25-50, including many of the original readers.

Licensed products to date include:

- Carlton Books with a range of Best of Jackie books which have been on the Christmas best seller list;
- EMI Music with compilation albums of music derived from the 1970s and bands that featured in the original magazine. These albums have been TV advertised and are chart successes.



Retailers as diverse as HMV, Borders and Past Times have stocked Jackie licensed products.

Jackie design boards developed with leading design agency Red Central now available for licensees to use.

Other archive magazine titles from D.C. Thomson such as Twinkle , Blue Jeans , Mandy and Judy are available for licensing.

www.dcthomson.co.uk