



# 2021

QUALITY MEDIA FOR CHILDREN

# CONTENTS

ABOUT Us .....	3
MAGAZINES .....	4
SPECIAL PRODUCTS .....	5
BOOK SERIES .....	6
EDUCATIONAL BOOKS .....	7
STICKER BOOKS .....	8
NOVELTY BOOKS .....	9
L.O.L. SURPRISE! .....	12
NICK JR. ....	14
PAW PATROL .....	15
PEPPA PIG .....	16
KOSMICZNY WYKOP .....	18
44 CATS .....	19
MASHA AND THE BEAR .....	20
BEN 10/ CARTOON NETWORK .....	21
COPRODUCTION OPPORTUNITIES ...	22

## BUSINESS PARTNERS AROUND THE WORLD

**ALPHA GROUP, ANIMACCORD, CPLG WILDBRAIN, ENTERTAINMENT ONE, EUROPEAN LICENSING COMPANY, GIOCHI PREZIOSI, GIROMAX, GIUNTI EDITORE S.P.A., GRANI&PARTNERS, HASBRO, ITI NEOVISION, LOCOCO LICENSING, M4E, MATTEL, MGA ENTERTAINMENT, MOOSE, NBCUNIVERSAL, NELVANA INTERNATIONAL, P.M.I. TRADING & ENTERPRISE LTD, PAPP INTERNATIONAL INC., PENGUIN BOOKS, PHIDAL PUBLISHING INC., PLANETA JUNIOR, PLUS LICENS, PON PON EDIZIONI, RAINBOW S.R.L., SABAN, SCHOLASTIC, SIMBA TOYS, SPIN MASTER, TOPPS, TRIDIMENSIONAL, TURNER BROADCASTING, VIACOMCBS, WARNER BROS., ZDF ENTERPRISES, ZODIAK KIDS, THE NOVELTY BOOKS.**

**ONLY TOP LICENSES**

**ALWAYS UP-TO-DATE WITH MARKET TRENDS**

**EXPERIENCED AND INVOLVED TEAM**

**PROVIDER OF ENTERTAINMENT FOR CHILDREN AGED 3-12**

**OPEN TO NEW TECHNOLOGIES AND MEDIA**

**INNOVATIVE, TAILOR-MADE PRODUCTS OF THE HIGHEST QUALITY**

**WIDE RANGE OF MARKETING ACTIVITIES**

**NATIONWIDE CHANNELS OF DISTRIBUTION**

MSZ IS THE FOUNDING MEMBER OF "MALUCHY"\* (THE LITTLE ONES) - AN INDEPENDENT READERSHIP SURVEY DESIGNED TO GIVE A DEEP INSIGHT INTO BOTH READERSHIP AND CHILDREN'S BEHAVIOUR PATTERNS

## MAGAZINES



Ben 10 | Boys 6-12



Scooby-Doo! | All 6-9



Cartoon Network | All 7-12



Kosmiczny wykop | All 6-12



Treasure X | Boys 5-8



MiniMini+ | All 3-6



PJ Masks | All 3-6



Peppa Pig | All 3-6



44 Cats | All 3-6



Nick Jr. | All 3-6



Magic Pocket | Girls 5-8



Winx Club | Girls 6-12



L.O.L. Surprise! | Girls 5-10



Shimmer and Shine | Girls 3-6



SuperWings | All 3-6

DEDICATED PROMOTIONAL CAMPAIGN FOR EACH PRODUCT COMBINED WITH PRESS ADVERTS IN OTHER PUBLICATIONS FOR KIDS IS A GUARANTEE OF REACHING THE TARGET GROUP.

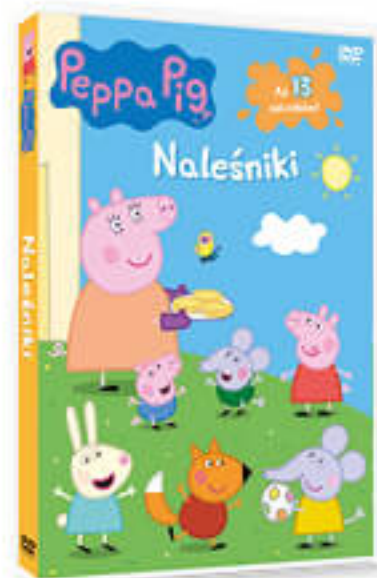
## SPECIAL PRODUCTS



Gormiti  
| Boys 4-8



YooHoo  
| All 5-12



Peppa Pig | All 3-6



44 Cats | All 3-6



Peppa Pig | All 3-6



Paw Patrol | All 3-6

ACTIVITY AND STORY BOOKS SERIES - THE FRAMEWORK OF THE BOOK OFFER

# BOOK SERIES



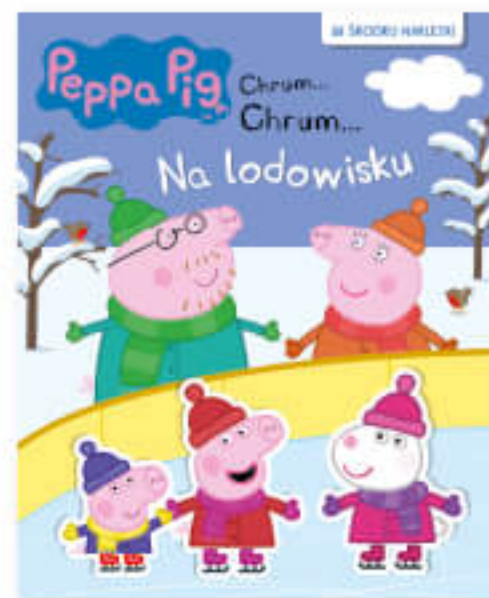
PJ Masks | All 3-6



44 Cats | All 3-6



Paw Patrol | All 3-6



Peppa Pig | All 3-6



L.O.L. Surprise! | Girls 5-10



Kosmiczny wykop | All 6-12

UNIQUE DISTRIBUTION AND MARKETING SOLUTIONS MAKE OUR BOOKS AVAILABLE ON EVERY STREET CORNER, AT A PRICE EVERYONE CAN AFFORD

THERE IS NO BETTER WAY TO LEARN THAN PLAY SO WE PROVIDE THE BEST EDUCATIONAL CONTENT CONSULTED WITH SPECIALIST

## EDUCATIONAL BOOKS



Educational board book



Board book with tabs



Lift the flap book



Lift the flap book



Educational board book



Educational pad



Story book



Educational activity book

CHILDREN GROW UP WITH OUR PUBLICATIONS

STICKERS ARE ALWAYS DESIRABLE FOR CHILDREN

# STICKER BOOKS



Coloring book with stickers



Activity book with 200 stickers



Activity with 525 stickers



Book in case with puffy stickers



Activity and story book with 100 stickers



Activity with 1000 stickers

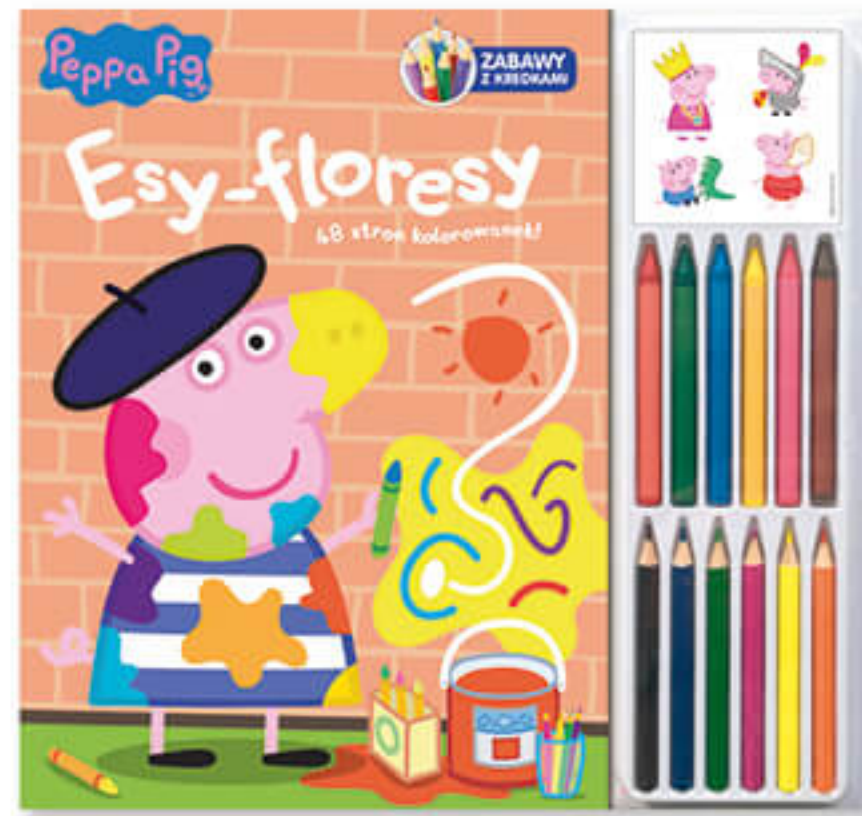


TOYS AND EXTRA GIFTS MAKE OUR BOOKS EVEN MORE ATTRACTIVE FOR KIDS, GIVING THEM ADDITIONAL VALUE

## NOVELTY BOOKS



Book with paints and brush



Book with crayons



Scratch book



Book with magnets



Book with badge



Book with badge



Book with figurine



Book with figurine



Book with puzzles



Soundbook



Book with water pen



Book with figurines



Book with crayons, drawing template and stickers



NUMBER 1 LICENSE FOR GIRLS!

# L.O.L. SURPRISE!

Magazine | Publication based on the top brand for girls with the quality covermount



Book with crayons, drawing template and stickers



Sticker book

WIDE PORTFOLIO OF PUBLICATIONS DEDICATED TO GIRLS



Activity book with a pen



Story book



Diary with games



Diary with games



Scratch book



Coloring book



Book with crayons and stickers



Coloring book



Book with reusable stickers



Coloring and activity book



Book with spinner



Book in case with puffy stickers

WELL KNOWN LICENSES FROM ONE OF THE MOST POPULAR TV CHANNELS FOR KIDS

# NICK JR.

Magazine | One of the most popular magazines for pre-schoolers\*



Activity book



Story book



PUBLICATIONS BASED ON THE NUMBER 1 TV SERIES ACCORDING TO CHILDREN!

# PAW PATROL



Hardcover book



Book with magnets



Book with crayons and stickers



Book with figurine



Book with flaps



Coloring book



Book with paints and brush



Coloring book



Busy book



Book with flaps



Book with jigsaw



Coloring book with stickers



Book in case with puffy stickers



Book with crayons, drawing template and stickers



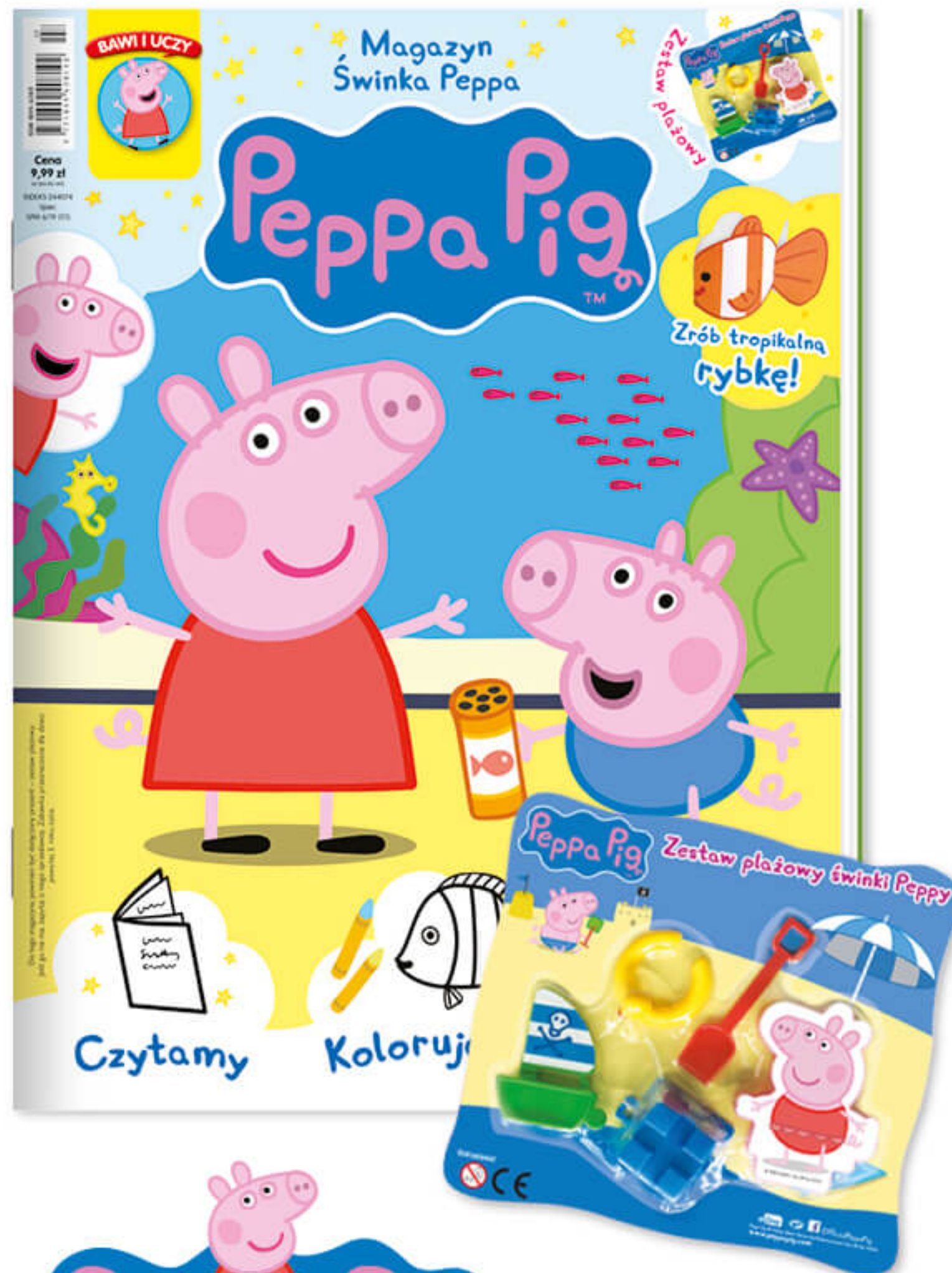
Book with water pen

LOVED BY KIDS, APPRECIATED BY PARENTS

# PEPPA PIG

Magazine | Leader in readership among monthly magazines\*

NUMBER 1  
MAGAZINE\*



Special Issue | DVD with Peppa Pig series



THE HIGHEST QUALITY OF PEPPA PIG PUBLICATIONS PREPARED IN COOPERATION WITH SPECIALISTS



Book with flaps



Book with flaps



Activity book with badge



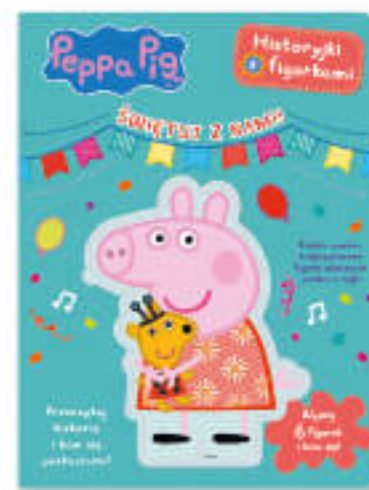
Activity book with badge



Activity book with badge



Educational pad



Hard-page book with figurines



Book with puzzles



Coloring book



Activity book with a pen



Book with magnets



Book with jigsaw



Book with cardboard flashlight



Book in case with puffy stickers

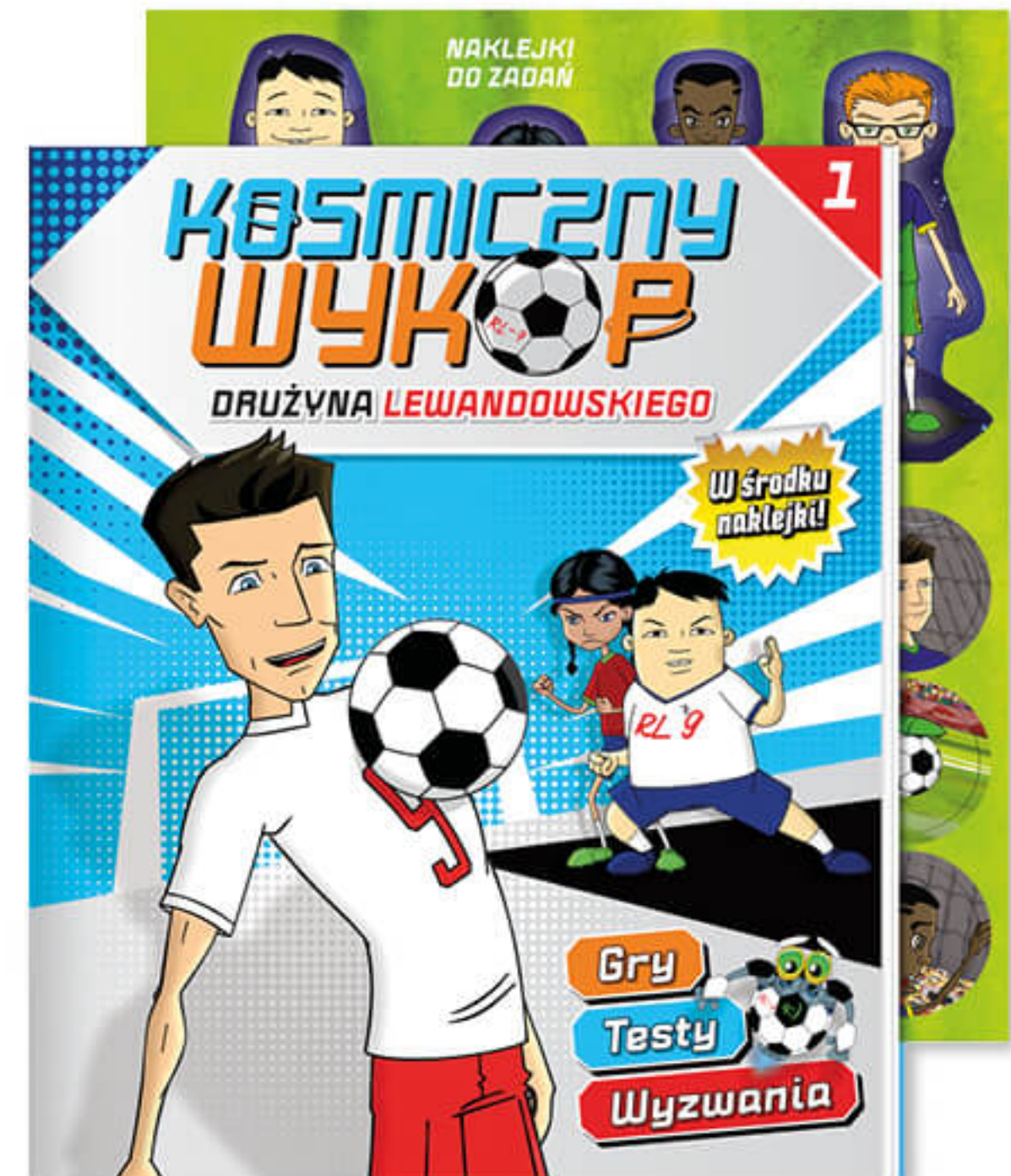


Book with coloring jigsaw

LICENSE BASED ON TV SERIES WITH THE MOST POPULAR POLISH FOOTBALLER ROBERT LEWANDOWSKI

# KOSMICZNY WYKOP

Magazine | Each issue with attractive covermount



Activity book



FAST-GROWING WORLDWIDE LICENSE, COMBINING MUSIC AND ENTERTAINMENT WITH HIGH-QUALITY ANIMATION, SMUGGLING EDUCATIONAL CONTENT

# 44 CATS

Magazine | Each issue with a covermount referring to the TV series

TV SERIES  
BROADCASTED  
ON NICKELODEON  
AND TVP ABC  
CHANNELS



Activity book



Story book



BROADCAST ON TVP ABC  
IN TOP 3 OF FAVORITE SERIES\*

# MASHA AND THE BEAR

All 3-6



Book with figurines



Scratch book



Book with coloring jigsaw

THANKS TO ADVENTURES OF LITTLE GIRL AND THE BEAR KIDS DISCOVER POWER OF REAL FRIENDSHIP

SYNERGY WITH CARTOON NETWORK CHANNEL GUARANTEES BRAND STRENGTH AND AWARENESS

# BEN 10

Magazine | Boys 6-12

In TOP 3 of readership among bimonthly magazines for boys 6-12\*



# CARTOON NETWORK

Magazine | All 7-12

In TOP 3 of readership\*\*



\* Source: readership among boys 6-12 y. o., „Maluchy Nowa Fala”, Norstat, wave July 2020, N=700, ZCS Inex.

\*\* among bimonthly magazines for boys aged 9-12 y.o., source: „Maluchy Nowa Fala”, Norstat, wave July 2020, N=700, ZCS Inex.

HIGH QUALITY OF CONTENT, DESIGN AND FINAL PRODUCT  
THE MOST POPULAR FORMATS AND LICENSES

# COPRODUCTION OPPORTUNITIES



Novelty book with torch



Book with tabs Series



Lift the flap book



Puzzle book



Magnet Book Series



Wipe&Clean Activities Series



Glowing in the dark book



Sticker book



Board book with memo game



Sticker book

# PORTFOLIO 2021

## MAGAZINES

44 Cats  
Ben 10  
Cartoon Network  
Kosmiczny wykop  
L.O.L. Surprise!  
Magic Pocket  
Mia and Me  
MiniMini+  
Nick Jr.  
Peppa Pig  
PJ Masks  
Scooby-Doo!  
Shimmer and Shine  
SuperWings  
Treasure X  
Winx Club

## BOOKS

44 Cats  
Animal Club  
L.O.L. Surprise!  
Nella the Princess Knight  
Nick Jr. Multiproperties  
Paw Patrol  
Peppa Pig  
PJ Masks  
Shimmer and Shine

## DVDs

44 Cats  
Paw Patrol  
Peppa Pig

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