



LOOK AND LEARN MAGAZINE LTD

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PRESS RELEASE

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**CHRISTMAS PREVIEW ISSUE IN THIS SATURDAY'S *THE GUARDIAN*
*the classic is back after a quarter of a century***

**DON'T MISS THE BEST OF *LOOK AND LEARN*
*48 issues only, drawn from the pages of the children's classic***

- **Pre-Christmas welcome pack, including a facsimile of the first issue of *Look and Learn* from 1962 with its 'Where and When' presentation booklet**
- **Fortnightly magazine during 2007 and 2008, created from the wonderful contents of the classic children's magazine**
- **£29.99 for 24 issues, or £54.99 for 48 issues; or £9.99 per 8 issues by DD**
- **Gift subscriptions available to anywhere in the world**
- **Subscribe by calling 0870 428 1398, or online at www.lookandlearn.com**

This Saturday (9 December) *The Guardian* is giving away 550,000 copies of a special 24-page Christmas preview issue of the best of *Look and Learn*. This will give readers the first opportunity in a quarter of a century to sample afresh the unique pleasures of the classic children's magazine.

The best of *Look and Learn*, which is designed and printed to have the same look and feel as the original, will be published for a limited run of 48 issues over two years. It has been conceived as a miscellany of astonishing range and as a showcase for the brilliant illustrators and writers who worked on the magazine during its 20-year history – but, above all, it aims simply to be best of the world's best-ever children's magazine. (To see some sample pages, please use the following link: www.lookandlearn.com/magazine.php)

As its first editor said, *Look and Learn* is like one of those fabulous caravans that used to set off to strange and unknown places and return laden with all sorts of wonderful things – containing in its pages all the excitement, the wonder, the tragedy and the heroism of the magnificent ages that make up the traditions which shape our lives. If this is what you are looking for in a children's magazine, you will not be disappointed in the new series of *Look and Learn*.

Published between 1962 and 1982, the original *Look and Learn* was enjoyed by a vast readership in the UK and across the Commonwealth, regularly selling several hundred thousand copies a week during the 1960s. As a consequence, there are probably over 10 million people in the UK today who remember *Look and Learn*. In recent weeks, we have been running classified-type advertisements in a wide range of weekly and daily



publications in order to let as many people as possible know that this Christmas there is the opportunity to make a gift subscription of *Look and Learn*. We have also been sending sample copies to schools (particularly history teachers) and libraries, and a selection of people who were born in the 1950s and so were children when *Look and Learn* was first published.

In the UK alone there are 5 million children aged between 7 and 14 who could be delighted and astonished to be given this, literally, wonderful magazine every two weeks. As a result of pre-launch publicity by *Metro*, *The Daily Mail*, *The Daily Telegraph*, *The Daily Mirror*, *The Guardian*, *The Yorkshire Post*, BBC TV and Radio, and others, many people have already registered their interest in the new magazine. This has allowed us to price it at a level – less than £1.25 per issue, including postage – which makes it, we think, better value than any other children's magazine in the UK.

The new magazine is only available by subscription. Those with subscriptions will receive a welcome pack in December followed by 24 issues of the new magazine in 2007, and 24 in 2008. The welcome pack will consist of a facsimile of the first ever issue of *Look and Learn* from 1962 complete with its beautiful 'Where and When' presentation booklet.

The annual subscription price for those based in the UK is £29.99, postage included. This includes 24 issues and the welcome pack. The price for the full 48 issues is £54.99. Alternatively, it is possible to pay by Direct Debit at a rate of £9.99 per 8 issues. Gift subscriptions, including a Look and Learn greetings card to give or send, are available, at varying rates, to anywhere in the world, starting at £29.99 in the UK. In order that children can save their issues, we are having binders manufactured that are exact replicas of those supplied for the magazine in the 1960s. Each will hold 24 issues. These binders can be ordered now for delivery in February (UK addresses only) for £9.99 each, including VAT and postage.

To subscribe, or to make a gift subscription, please call 0870 428 1398 (Mon-Fri 8am-8pm, Sat 9am-5pm, Sun 10am-4pm GMT) or visit www.lookandlearn.com to subscribe online.

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BACKGROUND ON LOOK AND LEARN

Introduction

Look and Learn was Britain's most successful children's educational magazine, running between 1962 and 1982 for over a thousand issues. Throughout the 1960s, the magazine regularly sold several hundred thousand copies a week in the United Kingdom and around the world. During its 20 year run, it incorporated eight other magazines, including *The Children's Newspaper* (1919-65) and *Ranger* (1965-66), before itself coming to an end.

The distinguishing feature of *Look and Learn* was the profuse use of high quality illustrations that were created for the magazine by many of the finest artists of the time. As well as depicting almost every aspect of British history, the illustrations provide extensive coverage of literature and legend and of the natural world from the artist's perspective.

When *Look and Learn* closed it left behind a treasure trove of material which was to lie largely forgotten for nearly a quarter of a century. In mid-2004, we approached IPC Media to ask whether *Look and Learn* might be for sale. It was. A new company was then set up to acquire the rights to *Look and Learn* and the magazines that were incorporated into it (excluding some comic strips), together with what remained of the archive of original artwork. Since then, a small team has tracked down much more of the artwork, so that the company now owns many thousands of the paintings used in the magazine; it has also been able to borrow thousands more paintings from the Illustration Art Gallery (www.illustrationartgallery.com), the leading dealer in this field, for scanning and incorporation into the digital archive.

As well as re-assembling the archive of original artwork, the team has written a history of *Look and Learn*, compiled biographies of the major illustrators, digitised the magazine and much of the artwork and created a website and on-line picture library. In May 2006, the company acquired, again from IPC Media, rights to a number of nursery papers published at the same time as *Look and Learn*, including *Jack and Jill* (1954-85), *Playhour* (1954-87), *Swift* (1954-63) and *Robin* (1953-69), each of which sold several hundred thousand copies a week during the 1960s. As a consequence of these acquisitions, the company now owns the rights to over half a million illustrations, constituting what is unquestionably one of the largest and most beautiful archives of children's illustrations in the world and one that, given the wide circulation of the original magazines, must have played a small part in forming the visual imaginations of several million people.

The website

The Look and Learn website – www.lookandlearn.com – has been set up to revive interest in, and encourage private and commercial use of, illustrations and other material in the Look and Learn archive. The website includes: a fully searchable picture library (www.lookandlearn.com/cgi-bin/if.cgi); a gallery of children's art (<http://art.lookandlearn.com/cgi-bin/if.cgi?search=ALL>); a history of *Look and Learn* along with biographies of the major illustrators (www.lookandlearn.com/history/index.php); and a directory of comic characters that appeared in the magazines (www.lookandlearn.com/characters/index.php). The website also allows users to download high quality images for their private use and to send Look and Learn e-cards (www.lookandlearn.com/ecards.php).

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