



**LOOK AND LEARN MAGAZINE LTD**

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## PRESS RELEASE

26 April 2007

### ONLINE REVIVAL OF *THE CHILDREN'S NEWSPAPER*

- Every day, on the Look and Learn website, we are now re-publishing an issue of *The Children's Newspaper*, bearing that day's date, but from a year between 1919 and 1965
- The complete run of *The Children's Newspaper* – over 2,000 issues – is available for purchase on DVD for only £59.99

Look and Learn Magazine Ltd is pleased to announce the online revival of *The Children's Newspaper*, the weekly paper founded by Arthur Mee in 1919, at [www.lookandlearn.com](http://www.lookandlearn.com)

Every day we are re-publishing an issue online bearing that day's date, but from a year between 1919 and 1965 (for example, today we are re-publishing the issue of 26 April 1958). We are also offering the complete run of over 2,000 issues of *The Children's Newspaper* as PDFs on three computer DVDs for only £59.99 (including VAT and postage to anywhere in the world), with deliveries starting in June. Orders can be placed online or by post.

A history of *The Children's Newspaper* is available at [www.lookandlearn.com/childrens-newspaper/history.php](http://www.lookandlearn.com/childrens-newspaper/history.php)

Laurence Heyworth, Publisher of Look and Learn, said:

*"The Children's Newspaper* is an endlessly fascinating document, as well as a perfect way of understanding what was expected of intelligent children in the first half of the 20<sup>th</sup> century. It is also a monument to its founder Arthur Mee, a journalist of genius."

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## BACKGROUND ON LOOK AND LEARN

### Introduction

*Look and Learn* was Britain's most successful illustrated 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](http://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. It has also digitised the entire run of *The Children's Newspaper*. 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.

Look and Learn is currently publishing a limited series of 48 issues of a new magazine made out of the best of the original magazine. This magazine is available, by subscription only, at [www.lookandlearn.com/magazine/index.php](http://www.lookandlearn.com/magazine/index.php)

### The website

The Look and Learn website – [www.lookandlearn.com](http://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](http://www.lookandlearn.com/cgi-bin/if.cgi)); a gallery of children's art (<http://art.lookandlearn.com/cgi-bin/if.cgi?search=ALL>); a blog of daily articles drawn from the archive (<http://www.lookandlearn.com/blog/index.php>); a history of *Look and Learn* along with biographies of the major illustrators ([www.lookandlearn.com/history/index.php](http://www.lookandlearn.com/history/index.php)); and a directory of comic characters that appeared in the magazines ([www.lookandlearn.com/characters/index.php](http://www.lookandlearn.com/characters/index.php)); and, now, daily issues of *The Children's Newspaper* ([www.lookandlearn.com/childrens-newspaper/index.php](http://www.lookandlearn.com/childrens-newspaper/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](http://www.lookandlearn.com/ecards.php)).

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