

For Immediate Release

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## **FamilyFun Magazine Sports New Look in February**

### ***Rate Base Rises to 2 Million***

Northampton, MA, (January 27, 2006) – *Big, bold, and beautiful.* Cleaner graphics, bold photographs, and a streamlined approach are the cornerstones of the February issue of *FamilyFun*, which showcases a redesign and new columns and features – just in time for the magazine’s 15<sup>th</sup> anniversary.

Published by Disney Publishing Worldwide, *FamilyFun* is a trusted resource for families looking for creative activities, birthday party ideas, kid-friendly vacation spots, family cooking, crafts, home technology solutions, and more.

The magazine raised its rate base to two million effective February 2006 from 1.9 million in 2005. Since it was acquired by The Walt Disney Company in 1992 with a rate base of 200,000, the magazine has experienced steady circulation growth, with an average annual increase of 100,000 over the last ten years.

On top of that, *FamilyFun* closed 2005 with double-digit ad page growth: up 12.3 percent from 643 pages in 2004 to 722 pages in 2005, with an 18 percent ad revenue growth year upon year. The magazine boasts a number of tailored marketing programs, including partnerships with the PTO, World’s Fair for Kids and the Bronx Zoo.

“We have had an extraordinary run with this title,” said Mary Beth Wright, *FamilyFun* Publisher. “*FamilyFun* has always been unique in the marketplace, providing readers with all types of creative and fun ideas they can use with their families. The two million circulation milestone is a testament to the positive reception this magazine has received from readers nationwide.”

New in the February issue:

- A more visual My Great Idea department
- A new Family Traditions department
- A new Creative Solutions column
- A retooled Everyday Fun section (formerly Family Almanac)
- An updated Family Getaways (formerly Family Traveler)

“Our readers turn to *FamilyFun* because of its great ideas and interaction with other families,” said Jonathan Adolph, Editor. “The newly designed magazine gives them more of what they love best.”

Written for parents with children from three to twelve, *FamilyFun* delivers real ideas for – and from – real families. The editorial is headquartered in Northampton, MA, with advertising sales, marketing, and circulation based in New York.

Disney Publishing Worldwide (DPW) is the world's largest publisher of children's books and magazines, with 441 children's magazines published and 120 million children's books sold each year. Headquartered in New York, DPW publishes books and magazines in 85 languages in 75 countries, reaching more than 100 million readers each month.