



READER DEMOGRAPHICS

Boys	72%
Girls	28%
Age 6-9	35%
Age 10-11	27%
Age 12-14	38%
Med. Age	10
Audience	375,000
	<small>Spectrum Research</small>

WWE AUDIENCE

2.6 million viewers
aged 6- to 14 watch WWE programming every week

25% of WWE audience is a "teenage household" (adults living in households with 12-17 year olds)

KING OF KIDS MAGAZINES!!!



WWE KIDS is an exciting new consumer magazine targeting 6-14 year olds. It will offer original, youth-branded content that is both activity and entertainment based. With topics ranging from fitness and nutrition to geography to esteem building, **WWE Kids** will appeal to children, their parents, and their teachers. Young fans will get to know their favorite Superstars through art projects, fun games, interviews and trivia, interviews, comics, art projects, reviews and more.

MAGAZINE INFO

Bi-monthly schedule	
Cover Price	\$3.95
Launch Circ.	100,000 (estimate)